

A young child with dark skin and curly hair is seated in a car seat, secured with a grey harness. The child is wearing a white long-sleeved shirt and dark denim overalls. The child is looking towards the camera with a slight smile. The background is dark, suggesting the interior of a car.

Prevent heatstroke.

Be on the lookout for
young kids left in hot cars.

Three children have died from
heatstroke in hot cars this year
Let's work together to prevent
another tragedy. Learn more
<http://www.safekids.org/heatstroke>

MAY 2015 HEATSTROKE REPORT

Overview

As the weather grows hotter the momentum has started to build with media capturing near misses from by-standers calling 911 when spotting a child unattended in a car, national campaigns, media pushes and strong local partnerships that work together to blanket their communities with education and messaging that resonates. All of these different methods of communication have shined a spot light on the dangers of a child unattended in a vehicle and given this issue a platform for everyone to build upon. This report will celebrate the great work that has happened this month and provide ideas of various groups and programs occurring nationally.

Auto Alliance

IT'S THAT SERIOUS



The first annual “MAY You Remember” Heatstroke Awareness Kick-off event took place on Sunday, May 3, 2015, at the Yards Park in Washington, D.C. This fun-filled event was free and open to the public. The Heatstroke Awareness event provided both an educational experience and festival of fun complete



with amusement rides, face painters, balloon artist, stilt walkers, moon bounces and more. The impact of this message is that if we can end this 100 percent preventable tragedy we will live to play another day. Click here for the [Auto Alliance website](#).

National Weather

Coalitions and advocates recognized National Heatstroke Prevention Day: Beat the Heat, Check the Backseat!

Michigan: Gov. Snyder, MDHHS declare May 22 Heatstroke Prevention Awareness Day. Reach the [Article](#).

Golden Gate Weather: From Jan Null

The updated **Heatstroke Deaths of Children in Vehicles** website is now "live" and online at <http://noheatstroke.org>. The "old" site has an automatic redirect to the new one. Hopefully you will find it clearer and more straightforward to navigate. While the new site has been extensively vetted, I

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I am sure that there is an error or two lurking in the background. If you find anything that needs work, please let me know. But most importantly, please share the information about this continuing epidemic. To make that easier there's even a "SHARE" button in the top left of the page. I have also recently added a blog post that you can share. See <http://ggweather.posthaven.com/heatstroke-deaths-of-children-in-cars-1>.

Safe Kids Worldwide

Kate Carr, president and CEO of Safe Kids, was a part of the Good Morning America segment on heatstroke. A Boston father called 911 after realizing while on the train that his child was still in the car back at the train station parking lot. The child was fine after being left in vehicle 35 minutes. The father called 911 as he circled back to get back to his vehicle. Kate provided tips for parents about leaving a reminder in the vehicle was featured. [Video Clip](#)

Public Policy

Safe Kids will continue to make the case in the federal government that the awareness campaign must continue because research conducted by the Auto Alliance shows that it was remarkably effective between last year and the present. Carr, Torine Creppy and Tony Green met with the new NHTSA Administrator and he reaffirmed his personal commitment to the issue and the agency's \$1.5 M awareness campaign. The issue was discussed in a comprehensive letter to Congress which was co-signed by 84 coalitions. We are cautiously optimistic that the Senate Majority of the Appropriations THUD subcommittee will again include a provision encouraging the continuation of the effort.

Last year, we were enthused that Texas—with prodding of our Texas Heatstroke Coalition—used its dynamic messaging signs, and this year Arizona is doing the same.

On May 11, the House of Representatives Appropriations subcommittee on Transportation, Housing and Urban Development included language on increasing awareness and preventing child vehicle heatstroke. The Committee urges the National Highway Traffic Safety Administration to build on the progress that has been made in recent years and collaborate with other agencies and groups to reduce child deaths from heatstroke. Safe Kids policy team has been advocating for the committee to include this language through targeting staff of members on the House Appropriations Committee. Safe Kids has been successful in encouraging the Senate to include such language, but never the House. You will find the bill language bellow:

Child Vehicle Heatstroke Prevention - The Committee commends NHTSA for its work in heightening awareness about the dangers involving heatstroke in young children, and its collaboration with safety educators and advocates. The Committee is aware of recent surveys which demonstrate that there has



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been a substantial increase in public awareness of this important child safety issue, with resulting changes in behavior by parents and others. This increased awareness helped to reduce the number of child deaths to 30 in 2014, the second lowest since 1998, when record keeping began. This progress must be sustained. The Committee urges NHTSA to continue to engage with a broad range of groups and agencies in its prevention campaign. The Committee further urges NHTSA to coordinate with FHWA and state DOTs to encourage states, particularly those with the most deaths, to use existing communications platforms to enhance ongoing awareness programs during the hot weather season, such as dynamic highway message signs.

Texas Task Force

April 30 – May 3	Fort Worth	Heatstroke display & over 23,000 views for social media post during Mayfest Community event. In addition, over 3200 persons stopped by the booth and display during the event	Cook Children’s Medical Center & Safe Kids Tarrant County
May 4:	Statewide	Email update sent to Heatstroke Task Force members	Texas Heatstroke Task Force
May 6	Statewide	Social media blast.	Multiple Heatstroke Task Force members
May 11	Austin	Beth Warren, Public Education Coordinator with Texas Dept. of Public Safety, is interviewed on Fox 7 News/Good Day Austin regarding heatstroke prevention. Video	Texas Dept. of Public Safety
May & ongoing	Pearland	Heatstroke prevention information provided during monthly car seat checks. Heatstroke prevention information included on Pearland Fire Dept. Website	Pearland Fire Dept.
May 22	Fort Bend County	Heatstroke prevention news conference featuring testimonials from a family suffering a loss in Sugar Land during 2012 and new public service announcements. Video	Texas Dept. of Public Safety
May 23	Mathis	Temperature display used at health fair. “People were amazed.”	Beeville Angel Care Ambulance & Bee County Constable Office Pct. 3
May 29	San Antonio	Heatstroke prevention news conference	Southwest Texas

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featuring child rescue from a hot car demonstration. [Video](#)

Regional Advisory Council (STRAC); Safe Kids San Antonio at University Hospital

Rapid Response:

Arizona and Florida's responded to the fatalities that occurred within their states this year by working with the media to raise awareness on the dangers of children left alone in vehicles. In Lake City, Florida this past month parents of a 16-month-old child died after she was left in a car. The parents are an assistant state attorney and a public defender which illustrates that this can happen to anyone at any time.

Arizona's response from the fatality in Phoenix on April 20, 2015: [ABC News](#); [Golden Gate Weather](#); [AZ Central](#); [USA Today](#)

Florida's response from the fatality in Lake City on May 12, 2015: [CNN](#); [Jacksonville.com](#); [Facebook](#); [NBCJax](#); [Blog](#)

Google Alerts - Near Miss News

[Taylor Marie Kuhn: Oregon Mom Left Baby Alone In Tent for Hours, Police Say. The Inquisitr.OR. OR](#)
[Russian woman in custody after leaving her child in car at Augusta Mall.NBC26.tv.GA](#)
[Grovetown woman accused of leaving child in a car for over an hour . WRDW-TV](#)
[Police: Dad Left Infant Alone in a Stroller at the Mall.Patch.com](#)
[Couple charged with leaving child in hot car. Muskogee Daily Phoenix.AZ](#)
[Parents facing criminal charges; bus driver credited with saving children.WLKY Louisville.KY](#)
[Lexington woman charged after two children are found unattended.Lexington Herald Leader.KY](#)
[Mother Charged After Allegedly Leaving Children Alone In Lexington Apartment - LEX18 Lexington KY News.KY](#)
[Mother of 3 arrested, left kids in car in store parking lot.Knoe.com. LA](#)
[Mother of 3 arrested, left kids in car in store parking lot - KATC Lafayette News.LA](#)
[Deputies: 3 children left unattended in car.Pelzer - Williamston Weather](#)
[Child, 2, locked in car at Dover supermarket: Distraught mum calls firefighters.Dover Express](#)
[Tot Left in Hot Car So Woman Could Attend Book Fair, Deputies Say.Patch.com](#)
[Two children rescued from locked cars in two days. The Bolton News.MA.](#)
[Shelton man charged with leaving 2 kids alone in car in Orange. New Haven Register.CT](#)
[Man Left Two Children Under 3 Alone in Car While Shopping: Orange Police. NBC. CT](#)
[Deputies: 3 children left unattended in car, mother charged. Las-Vegas News.NV](#)
[Blodgett woman arrested for endangering the welfare of a child, possession of drug paraphernalia.KFV](#)
[Blotter: Mother charged with leaving toddler alone in car in Niles.Chicago Tribune.IL](#)
[Mother left children, 2, 4, 5-months, in car while shopping, police say.WYFF Greenville.SC](#)

[Deputies: 3 children left unattended in car - WHNS Greenville.SC](#)

[Police: Baby mistakenly left alone in parking lot in east Denver.FOX31 Denver.CO](#)

[Parents arrested for leaving child in car.WTNH](#)

[PD: Couple leaves 3-year-old alone in car while they get food – WFSB](#)

[2-year-old left alone in hot car while mother, companion ate dinner.WSFA](#)

[OPD arrests two after child is left in hot car – WRBL](#)

[Opelika man, woman charged after boy, 2, left alone in locked car - Columbus Ledger-Enquirer](#)

[Couple charged with endangering welfare of a child in Opelika – WTVM](#)

[3-year-old child left unattended in vehicle; two adults charged. Opelika Auburn News](#)

Google Alerts - Awareness News

[NHTSA Advisory](#)

[Study Warns Against Leaving Infants in Car Seats Unattended. KEYC](#)

[Tennessee Department of Health says Child Heatstroke, Deaths in Vehicles Preventable.Clarksville line. TN](#)

[30 Hot Days, 30 Lost Children: How to Save a Baby's Life.Patch.com. CT](#)

[Hot temperatures raise risk for heat-related illnesses. KLAS-TV. Las Vegas. NV](#)

[Parked cars can become deadly hot in a matter of minutes. WTHR. IN](#)

[Palmetto Health warns of rise in hot car-related child deaths. WIS.SC](#)

[Police: Don't leave children in hot cars. Texarkana Gazette. TX](#)

[Is leaving a child alone in the car for less than 10 minutes child abuse? SFGate \(blog\)](#)

[My Take - Kids & Pets in Hot Cars.WAFF.AL](#)

[Child left unattended in car, case turned over to CPS for review. Heritage Newspapers.MI](#)

[As hot temps approach, unattended child bill awaits a vote.PressReader.CT](#)

[As summer approaches in York County, warnings about hot vehicles. York Dispatch.PA](#)

[As hot temperatures approach, Connecticut's unattended child bill awaits a vote.New Haven Register.CT](#)

[Calls for child hot-car safety ramp up.KSAT San Antonio.TX](#)

[Heat Safety Tips Recommended to Help Residents Cope with Year's First Heat Wave.Mesquite Local News](#)

[It's getting hot, so be responsible.So Md News](#)

[Practice summer safety when the temperature sizzles. Michigan State University ExtensionEditorial:](#)

[Hot car deaths of children an avoidable tragedy.Charleston Daily Mail.SC](#)

[Child Safety System for Motor Vehicles Invented by InventHelp® Client \(ORD-2065\)](#)

[Virtual-Strategy Magazine \(press release\)](#)

[Ross Harris: Hot car deaths prompt new bills, memorial park meets opposition.Examiner.com\Stay safe in the sun.Richfield .UT](#)

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[Children, animals suffer in car's heat. Greensboro News & Record.SC](#)
[What Florida law says about leaving children alone in the car.News 13 Orlando.FL](#)
[Family: Can I let my baby sleep alone in a locked car?Allentown Morning Call.PA](#)
[Dothan's new police chief has stern warning for parents.WTVY, Dothan](#)
[Officials launching campaign aimed at preventing children from being left in unattended cars Daily Journal.GA](#)
[With summer activities come serious safety risks.NorthJersey.com.](#)
[M2M spreads word on "vehicular heat stroke".The Daily Statesman](#)
[Kent Fire and Rescue warns against leaving children in cars after rescue in Dover - Kent Online](#)
[Hot cars: A deadly danger that can happen to anyone. ConsumerReports.org](#)
[Engineers Design Car Seat Accessory To Save Children Left In Dangerously Hot CarsTechnewsNow.com](#)
[Campaign kicks off to help curb deaths in children left unattended in vehicles.The Catoosa County News](#)
[Memorial Day travel to hit record high, officials warn.KSL.com](#)
[Leaving Kids in Cars.IL](#)

Google Alerts - International Heatstroke

[177 cases of children left in cars in last 15 months.gulfnews.com. Dubai NEWS](#)
[VIDEO: Shah Alam public saves child locked in a car. Malaysia](#)
[Baby in locked car rescued by passers-by. AsiaOne. Malaysia](#)
[Baby in locked car rescued by passers-by - The Star Online. Malaysia](#)
[Towards injury-free children. Jamaica Observer](#)
[Mum arrested for driving drunk and naked with her child in the car.Mirror.co.UK](#)
[Summer tips to beat the heat.Gulf Today](#)

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[Boy jumps from car in California after carjacker takes off with boy inside. Daily Mail](#)
[Police: 4-year-old jumps from car in California carjacking - KTRK-TV](#)
[Police: Boy, 4, jumps from car during Northern California carjacking - Santa Rosa Press Democrat](#)
[Police say 4-year-old jumps from moving car, suffers cuts during California carjacking - Fox News](#)
[Car Thief Steals Nissan Maxima With 9-Month-Old Baby Inside.The Inquisitr.GA](#)

Conclusion:

Please continue to send Alexis Kagiliery akagiliery@safekids.org what you are going in you community such as media links, program ideas and initiatives. Thank you for sharing.
