

Never Leave Your Child Alone in a Car Heatstroke Campaign



Working together to raise awareness and save lives.

Webinar Overview



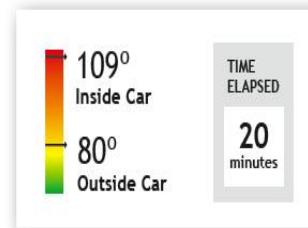
- The issue
- 2013 Safe Kids Worldwide “heatstroke” campaign
- Embracing social media
- Evaluate the campaign’s effectiveness
- Putting it all together in your community
- Network with other organizations to combine messaging and outreach within your community

The Issue

- Leading cause of non traffic vehicular deaths to children.
- Since 1998, 559 children across the United States have died
- One child every 10 days

DID YOU KNOW?

IT CAN TAKE ONLY MINUTES FOR THE INSIDE OF A CAR TO HEAT UP TO DEADLY TEMPERATURES.



And just one call to save a life.



How it Happens



- 52% - child “forgotten” by caregiver (50% daycare related)
- 29% - child playing in unattended vehicle
- 18% - child intentionally left in vehicle by adult

Collecting Data



Jan Null
Certified Consulting Meteorologist
San Francisco State University

Golden Gate Weather: www.ggweather.com/heat
Report Incidents: jnull@sfsu.edu

Why Our Work Matters



Sydney, 6

Bishop, 3 months



Maya, 2

Payton, 2



Hope

100 Percent Preventable + You = Hope



Goal



Working Together



Coalitions



National Perspective



THE HUFFINGTON POST

Messaging

- Never Leave Your Child Alone in a Car
- Remember to ACT.
 - Avoid Heatstroke
 - Create Reminders
 - Take Action

SAFE KIDS WORLDWIDE **Never leave your child alone in a car.**

SAMPLE
Heatstroke Radio Scripts

Meteorologists and radio personalities can help get these critical safety messages out to families in their communities. Many parents don't realize that a child's body heats up three to five times faster than an adult's and is at risk from being left in a hot car for just a few minutes. We ask meteorologists and radio personalities to help raise awareness by incorporating one or more of the messages below in their broadcasts.

To add state-specific fatalities to your messages, reference this U.S. map that displays recorded fatalities from 1998-2012: Available at <http://www.gweather.com/heat/#maps> or listed on the last page of this document.

Messages on Days with Cooler Temperatures (70s-80s)

0:10
"A pleasant, sunny day like today can turn deadly for kids in a car. Children's small bodies heat up three to five times faster than an adult's. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car."

0:15
"A pleasant, sunny day like today can turn deadly for kids in a car. Children's small bodies heat up three to five times faster than an adult's. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car. Visit www.safekids.org for other tips and more information."

0:15
"Parents, if you plan to be out and about today, don't let the cool temps fool you. The sun can quickly turn your car into a dangerous place for children even when it's cool outside. Every year, children die from overheating in vehicles. Keep kids safe and please don't leave your child alone in a car."

0:30
"A pleasant, sunny day like today can turn deadly for kids in a car. Every year, children die from overheating in vehicles – and a third of these deaths happen when temperatures are in the 70s or 80s. Here is a simple tip: create a reminder by placing something you'll need at your next stop – like a briefcase or cell phone – next to the child safety seat. It may seem simple, but can be a helpful reminder on chaotic days."

ACT Avoid. Create reminders. Take action.

Never leave your child alone in a car.

Fact Sheet

In the United States have died from heatstroke when left in nearly all 50 states and throughout the year.

60% of a child was a because a child became trapped, 40% intentionally, 20% were rescued, 0% in Palm Beach

Heatstroke can occur in only 10 minutes. Leaving windows slightly open can reduce the risk of a vehicle.

Heatstroke is faster than an adult's body temperature rise and generate heat

Heatstroke: Internal organs overheat, the person dies, head, dry skin and sun.

Parents, caregivers, bystanders and the public remember to ACT.

Heatstroke injury and death by never leaving your child alone in a car. Please make sure to keep your car locked when you're not in it so no one can get in.

Placing something in the back of your car next to your child such as a cell phone that is needed at your final destination. This is like you're not following your normal routine.

Heatstroke: If you see a child alone in a car, call 911. Emergency personnel want you to respond to these situations. One call could save a life.

Avoid. Create reminders. Take action.

We're all in this together



Safe Kids Worldwide

- Never Leave Your Child Alone in a Car (NLYCA)

National Highway Traffic Safety Administration

- Where's Baby, Look Before You Lock

Golden Gate Weather

- Beat the Heat, Check the Backseat

National Weather Service

- Beat the Heat, Check the Backseat

Alliance of Automobile Manufacturers

- Never Leave Your Child Alone in a Car

Kids and Cars

- Lock Before You Lock

4 R Kids Sake

- Kaitlyn's Law

How We Can Help

- Tool Kits
 - Materials
 - Press Conference
- Online Speaker's Bureau
- Rapid Response




Celebrating local heroes...



SKW Social Media

- This year we will be extending our social media campaign.
 - May – September.
 - National and local push raising awareness.
 - Landing page
 - Page posts
 - Ads
 - Rapid response to incidents.
 - Location specific posts
 - Supported by ads

SKW Social Media

- 
- Available tools
 - Social Media Guide – Local
 - Social Media Guide – National
 - Our schedule for Facebook
 - Suggested post for Facebook
 - Suggested post for Twitter
 - Available resources to share
 - ACT messaging
 - Video
 - Tips
 - Page posts

SKW Social Media

- We encourage you to share our posts, or your own.
- By working together we can have a bigger combined impact.

7 children have died alone in hot cars in the last week.



SHARE WITH YOUR FRIENDS!

- ✓ Never leave your child alone in a car.
- ✓ Create a reminder so you don't forget them.

Evaluation

- Goal: to better understand heatstroke campaign activities of coalitions and to provide useful reporting to coalitions
- Tools
 - [Safe Kids 2-Minute Heatstroke Campaign Evaluation 2013](#)
 - [Safe Kids Final Heatstroke Campaign Evaluation 2013](#)

Evaluation

- What do drivers of young children know about heatstroke & what have they heard about it?
 - [Driver Knowledge Heatstroke Campaign 2013](#)
 - To be conducted pre-education at car seat check-up events
 - Allows tracking through the summer season
 - Reports to participants monthly

Evaluation


- What will the information be used for?
 - Monthly evaluation: collated and shared on a monthly basis
 - Final evaluation: collated and shared
 - Parent survey: monthly reports sent out to individual coalitions who participate and a final individual report sent to each coalition
 - Final Safe Kids Worldwide campaign report
- All surveys accessed through Google Drive link
 - Surveys can be accessed multiple times

It takes a village....



While parents and caregivers are the first line of defense, everyone has a role to play in preventing these needless tragedies. Mobilizing the network of Head Start and child care providers across the state of Georgia is a tremendous step towards preventing heatstroke.

Government Agencies



US Department of Health and Human Services in partnership with DOT/NHTSA have developed a voluntary Pledge Form that childcare providers and parents may use to work together to keep children safe.

Encourage Parents

- Create a calendar reminder for your electronic devices to make sure you dropped your child off at daycare.
- Develop a plan with daycare provider so that if their child is late, you'll be called within a few minutes.
- Be mindful if they change their routine for dropping off children at daycare. Communicate when a different caregiver will drop child off.

Child care providers can change the culture of communication with parents

- Encourage parents and caregivers to always call when a child is going to be sick or absent.
- Include heatstroke prevention messages during regular parent meetings or in newsletters.
- Distribute and post heatstroke materials

Combining Messaging

- Never Leave Your Child Alone in a Car
- Look Before You Lock
- Hyperthermia vs. Heatstroke
- Parents vs. Caregivers





Preparation and Repetition

Bring them back to ONE common message

Never Leave Your Child Alone in a Car

- Online Speaker's Bureau
- Local Government Channels
- Legislative Support
- Press Conferences
- Media Outreach
- Badge of Courage

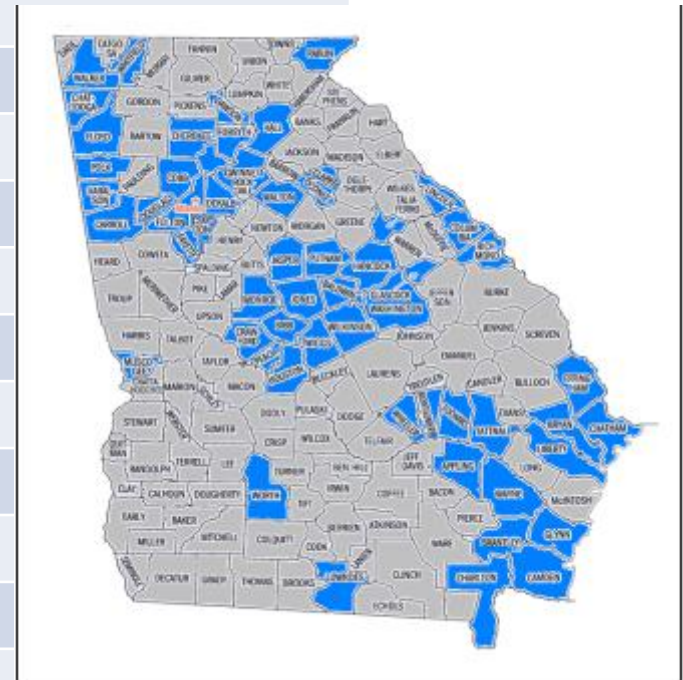
Rally the Troops!

- Statewide Safe Kids Steering Committee
- Fire Marshall Association
- Fire Inspectors Association
- Crime Prevention Association
- Citizens on Patrol Organization
- Child Care Regulations Team
- Child Care Director Meetings
- Hospital Teams

Safe Kids Georgia



Athens	Fulton
Carroll & Haralson	Greater Augusta
Central GA	Gwinnett
Chattooga	Houston
Cherokee	Kingston
Clayton	Lowndes
Cobb	Polk
Columbus	Rabun
Dalton	Savannah
Dawson	Sylvester/Worth
DeKalb	Toombs
Fayette	Walker
Floyd	Walton
Gainesville & Hall	Wayne



Call to Action

- Contact your local and/or state Safe Kids Coalition
- Distribute the Tip Sheet to your families
- Complete the monthly 2-minute survey and the end of year program evaluation
- Review the “Provider Transportation Webinar”
- Send Safe Kids alee@safekids.org and Jan Null updates on local/state fatalities, incidences and/or near miss reports



THANK YOU