



**Georgia Dept  
of Early Care  
and Learning**  
BRIGHT FROM THE START

**Brian P. Kemp**  
Governor

**Amy M. Jacobs**  
Commissioner

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**FOR IMMEDIATE RELEASE**

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**DECAL's "Look Again" Campaign Spotlights Dangers of  
Leaving Children in Vehicles**

*Families, Child Care Providers, and the Public Reminded  
How to Prevent Vehicular Heatstroke*

**ATLANTA, Ga., (April 24, 2025)** – For the twelfth consecutive year, the Georgia Department of Early Care and Learning (DECAL) is reminding families and caregivers of children to be alert to the danger of leaving children unattended in vehicles. The goal of this year's "Look Again" campaign is to ensure that families, child care providers, and the public understand how to prevent pediatric vehicular heatstroke and remain vigilant when transporting children during Georgia's hottest months.

DECAL will collaborate with the Governor's Office of Highway Safety (GOHS) and the National Highway Safety Traffic Administration (NHTSA) for a news conference on Thursday, May 1, 2025, at 11:00 AM at the Cobb County Safety Village, 1220 Al Bishop Drive in Marietta. Speakers at the event include DECAL Commissioner Amy M. Jacobs and GHOS Director Allen Poole.

The event will feature a thermometer inside a vehicle displaying the temperature inside vs. outside during the news conference.

Commissioner Jacobs highlighted that hundreds of thousands of children in Georgia are cared for daily by licensed child care providers, most of whom regularly transport children. "During FY2024, ten children were left in vehicles by child care providers statewide. So far in FY2025, eight children have been left in vehicles," the Commissioner stated. "Thankfully, these children were discovered in time; none of them was seriously injured."

Nationally, 39 children died from pediatric vehicular heatstroke in 2024, including two children in Georgia: a 2-year-old boy in Marietta and a 4-year-old boy in Fitzgerald. Both deaths occurred in July 2024.

"All vehicular heatstroke deaths are preventable, which is why it is crucial for anyone who transports children to always check before they leave their vehicle, especially when there is a change in their daily routine," Allen Poole, GHOS Director, commented. "The Governor's Office of Highway Safety is proud to partner with DECAL in our joint mission to prevent any child from being left inside a parked vehicle."

Jacobs emphasized that "Look Again" is a message not only for child care programs and teachers but for anyone caring for a child—parents, grandparents, other family members, neighbors, and friends—to always account for the children in their care as they drive them from place to place. "Upon arriving at your destination, check the front and back of your car, and after you have checked, Look Again. There is absolutely no reason for a child to suffer or die in these conditions," she said.

This summer, thanks to a \$30,000 grant from GOHS, DECAL will use billboards, radio, and other mass media to convey the Look Again message to the public.

Officials remind the public to act responsibly and promptly if they see a child left alone in a vehicle by calling 911 immediately; emergency personnel are trained to respond. For more information, please visit [www.decals.ga.gov](http://www.decals.ga.gov) or [www.noheatstroke.org](http://www.noheatstroke.org).

### **About DECAL**

The Georgia Department of Early Care and Learning (DECAL) is responsible for meeting the child care and early education needs of Georgia's children and their families. It administers the nationally recognized Georgia's Pre-K Program, licenses child care centers and home-based child care, administers Georgia's Childcare and Parent Services (CAPS) program, federal nutrition programs, and manages Quality Rated, Georgia's community powered child care rating system.

The department also houses the Head Start State Collaboration Office, distributes federal funding to enhance the quality and availability of child care, and works collaboratively with Georgia child care resource and referral agencies and organizations throughout the state to enhance early care and education. For more information, go to [www.dec.state.ga.us](http://www.dec.state.ga.us).