



FOR IMMEDIATE RELEASE

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**MEDIA ALERT:**

**DECAL, Partners to Launch “Look Again” Public Awareness Campaign  
to Eliminate Hot Car Deaths**

**What:** The Georgia Department of Early Care and Learning (DECAL), the Governor’s Office of Highway Safety (GOHS), and the National Highway Traffic Safety Administration (NHTSA) are partnering to sponsor the “Look Again” campaign to raise public awareness of the dangers of leaving a child alone in a hot car. The campaign will kick off at a news conference and will include a demonstration that uses a thermometer to show in real time how rapidly and dramatically temperatures rise in a closed vehicle – temperatures that can have a deadly effect on a child.

**Where:** **Georgia Department of Public Safety Headquarters, 959 United Avenue S.E., Atlanta, GA 30316**

**When:** Thursday, April 30, 2026, at 10:00 a.m.

**Why:** Vehicular heatstroke remains a persistent yet solvable danger in the United States. Since 1998, more than 1,000 children have died after being left in hot vehicles. In 2025, 31 child deaths were reported nationwide, highlighting why constant prevention efforts are necessary. In Georgia these tragedies continue to occur. During FY2025 ten children were left in vehicles by child care providers statewide. So far, in FY2026 eight children have been left in vehicles.

**Who:** Speakers include

- DECAL Commissioner, Amy M. Jacobs
- DPS Commissioner and Commanding Officer of the Georgia State Patrol, Colonel William W. Hitchens, III
- GOHS Director, Allen Poole
- DPS Director of Public Information, Captain Crystal Zion