



**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 Can Save Children's Lives**

### ***Families, Child Care Providers, and the Public Reminded Not To Leave Children Unattended in Vehicles***

**ATLANTA, Ga., (April 30, 2026)** – For the thirteenth consecutive year, the Georgia Department of Early Care and Learning (DECAL) is reminding families and caregivers of children about the danger of leaving children unattended in vehicles this summer. 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 is sponsoring "Look Again" in partnership with the Governor's Office of Highway Safety (GOHS) and the National Highway Traffic Safety Administration (NHTSA). The campaign will officially kick off at a news conference on Thursday, April 30, 2026, at 10:00 a.m. at the Georgia Department of Public Safety Headquarters. Speakers include DECAL Commissioner Amy M. Jacobs; Colonel William W. Hitchens, III, Commissioner of the Georgia Department of Public Safety (DPS) and commanding officer of the Georgia State Patrol; Allen Poole, Director of the GOHS; and Captain Crystal Zion, Director of Public Information, DPS. The event will feature a thermometer that will show in real time how rapidly and dramatically temperatures rise in a closed vehicle, temperatures that can have a deadly effect on a child.

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.

“These are entirely preventable cases that require an adult’s constant awareness and responsibility when transporting children,” said Allen Poole, Director of the GOHS. “Through our partnership with DECAL and the NHTSA, we continue working to reinforce simple habits like scanning the back seat every time you leave a vehicle.”

Commissioner Jacobs emphasized that “Look Again” promotes a message that is relevant not only to child care providers but also to a child’s parents, grandparents, other family members, and anyone else responsible for their well-being.

"Once you arrive at your destination, check both the front and back of your car, then *look again*. Consistently accounting for every single child transported may be the difference between life and death. There is absolutely no reason at all for a child to suffer or die in these conditions," she said.

This summer, thanks to a \$30,000 NHTSA grant from GOHS, DECAL will use billboards, radio, and other mass media to convey the Look Again message to the public. The messages will remind those who transport children to remember to check the back seat every time they leave their vehicle and, if necessary, place something in the back seat that requires them to retrieve when leaving their vehicle. Parents, grandparents, and all adults are also reminded to keep their vehicles locked at all times to prevent small children from getting trapped inside.

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, 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.decal.ga.gov](http://www.decal.ga.gov).