



Never Leave Your Child Alone 2010 Talking Points

***The overall goal of the NEVER LEAVE YOUR CHILD ALONE campaign is to make sure no more children will die in 2010 because they were left unattended in a vehicle. Safe Kids USA wants parents and caregivers to take precautions so that this tragedy does not happen to them.

It takes only minutes for a child to be at risk of death and serious, permanent injury in a hot car. Make it a habit to check the back seat every time you exit and remember to NEVER LEAVE YOUR CHILD ALONE in a vehicle- even for one minute.

Hyperthermia Statistics

- Every year, an average of 37 children die because they are left alone in a vehicle.
- Between 1998 and 2010, 450 children died from heat stroke because they were unattended in vehicles that became too hot for them to survive.
- A child's core body temperature rises 3 to 5 times faster than an adult's.
- In just 10 minutes a car's temperature can increase by 19 degrees and it continues to rise as time goes on.
- More than 50 percent of the children who died from heat stroke were forgotten by a caring adult who became distracted when they left the vehicle.
- Thirty percent of kids who died from hyperthermia were left unattended or gained entry into an unlocked vehicle and became trapped and overcome by heat.
- To see a demonstration of how quickly a car heats up in moderate temperatures, please visit www.ggweather.com/heat.

Tips for Drivers

- Call 911 if you see a child unattended in a vehicle.
- Never leave children alone in a vehicle – not even for 1 minute and not even with the window slightly open. There is no evidence that cracking the windows helps keep a car cool. In fact, sunshine coming through car windows makes the car work like an oven.
- Teach children not to play in any vehicle.
- Watch children closely around vehicles, particularly when loading and unloading. Check to ensure all children leave the vehicle when you reach your destination. Do not overlook sleeping infants.
- Never leave a car with the motor running and the doors unlocked. Curious children could enter and engage the vehicle.
- Set your cell phone or Blackberry reminder to be sure you drop your child off at daycare.
- Set your computer "Outlook" program to ask you, "Did you drop off (your child) at daycare today?"
- Place something that you will need at your next stop – for example a purse, lunch, cell phone, PDA, gym bag or briefcase – on the floor of the backseat in front of where the child is sitting. This simple act could help prevent you from accidentally forgetting your child if he or she is sleeping.
- Keep a special toy in your child's empty car seat when the child is not with you. Bring that toy to the front seat when the child is in the car seat.
- Always check for sleeping children before leaving a vehicle.
- Be especially careful if you change your routine for dropping off your child at day care. Have a plan that if your child is late for daycare that you will be called within a few minutes.
- Keep car doors and trunks locked so children cannot play in them, especially when at home. Keep keys and remote entry keyfobs out of children's reach. Kids may be able to use a remote entry keyfob to unlock a car from inside a house leaving an unlocked car for others to enter.
- Check cars and trunks first if a child goes missing.

For more information on preventing hyperthermia deaths, please visit www.safekids.org/nlyca. Be sure to NEVER LEAVE YOUR CHILD ALONE in a car.