



LOOK BEFORE YOU LOCK

“Look Before You Lock” :30

ANNOUNCER: Here’s an important reminder for all parents. New parents suffer from exhaustion due to lack of sleep, stress and changes in their normal routine which can cause your memory to fail at a time you least expect it. Think it can’t happen to you... think again! Even the best of parents can unknowingly leave a sleeping baby behind in a car; and the end result can be serious injury or even death. Keep your baby safe by making it a routine to open the back door of your car every time you park to check that no one has been left behind. For more information on how to keep your baby safe, visit the KidsAndCars.org website at KidsAndCars-dot-org.

“A car is not a babysitter” :30

ANNOUNCER: Every time a child is injured or killed as a result of being left alone in or around a vehicle, it is preventable. A car is not a toy, it’s not a playground and it’s NOT a babysitter...not even for a minute. Many caring and responsible parents have left their children alone in a car, not realizing the serious risks involved. The dangers are very real. Every year hundreds of children die and thousands of children are injured because they were left unsupervised. Parents should never leave children alone in or around vehicles. Not even for a minute. REMEMBER TO LOOK BEFORE YOU LOCK. This message is presented as a public service by KidsAndCars-dot-org.

“Hot summer weather” :20

ANNOUNCER: Here’s an important reminder for all parents. With the hot summer weather here, it’s even more important to remember to never leave your child alone in a vehicle. Protect the life of your child and take the advice of the child safety advocates from KidsAndCars.org: Check the backseat every time you park your car....because if you “Look Before You Lock,” you’ll never leave any ‘valuables’ alone in a car. For more tips on how to keep your baby safe, visit KidsAndCars-dot-org.

“Childcare” :20

Is your baby safe at child care today? Any time there is a change in routine, the risk of a child being left in the backseat of a vehicle dramatically increases. Make sure you have a plan worked out with your babysitter or child care provider to call if your child hasn’t arrived as scheduled. That one phone call could be the most important one you ever receive. REMEMBER TO LOOK BEFORE YOU LOCK. Page 2 “Parked cars” :20 ANNOUNCER: It’s going to be another hot day, and for kids in cars that can be deadly. Temperatures can raise almost 20 degrees in just 10 minutes. Many times these deaths happen when children are playing inside a car and are unable to get out. Teach your children to never to play in parked cars. Keep cars locked at all times—especially in the garage and driveway and keep keys and remote openers out of reach from children. For more information, visit KidsAndCarsdot-org.

“Preventable Tragedies” :30

ANNOUNCER: Would you leave a million dollars alone in your car? Of course not. So, why leave behind the most precious cargo of all – your children? Unfortunately, thousands of adults do this every day. Leaving children alone in a vehicle can lead to injuries, carjackings, power window strangulation, heat stroke and even death. Countless

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preventable tragedies happen every year – and one is too many. For more information about how to keep your children safe, visit KidsAndCars-dot-org. Never leave a child alone in a car. Ever. REMEMBER TO LOOK BEFORE YOU LOCK.

“Cars are deadly ovens” :20

ANNOUNCER: It sure is hot out today. Did you know a car’s interior can jump 20 degrees in just 10 minutes? And, children’s little bodies heat up 3-5 times faster than an adult’s. Vehicles become a deadly oven and children die when left inside. If you see a child alone in a car, get involved. Try to locate their parent or call 911. That call could save a life. For more tips on how to keep your baby safe, visit KidsAndCars-dot-org.

“Car Theft” :20

ANNOUNCER: Vehicles are stolen with children that have been left alone inside them every week! It happens even in the safest neighborhoods at gas stations, grocery stores, even in driveways. It only takes a second and they’re gone. Think it can’t happen to you? Think again. Protect your child. Never leave a child alone in a vehicle, not even for a minute. For more information, visit KidsAndCars-dot-org.

“Reminders” :20

ANNOUNCER: Every year almost 40 children die in hot cars. We all know how hot it can get in the summer, but even on a nice 70-degree day, it only takes minutes for your car to heat up like an oven. Create a reminder by placing something you’ll need when you arrive at your destination on the floor board in front of your child. REMEMBER TO LOOK BEFORE YOU LOCK. For more information, visit KidsAndCars-dot-org.

“Memory” :45

Voice #1: Now where did I put my keys...?

Voice #2: What was I supposed to get at the store...?

Voice #3: What do you mean I didn’t pay that bill. I distinctly remember writing a check...? Do you ever find yourselves misplacing something? Have you ever been certain you did something that you didn’t actually do? Now imagine that you were sure you dropped off your child at daycare but didn’t; and the entire day goes by...and it’s warm outside.... Don’t think it can happen to you? Neither did the over 700 families that have lost their child due to heatstroke in a vehicle. Think you’d never forget your child? Think again. REMEMBER TO ALWAYS LOOK BEFORE YOU LOCK. This message brought to you by Kids-and-Cars. Visit us at KidsAndCars-dot-org.

“Think it can’t happen to you” :20

ANNOUNCER: Each year children die from over-heating while in a car. If you think this could not happen to you, that thought might put you at the most risk. Learn how this happens and how to prevent such tragedies. Visit KidsAndCars-dot-org to discover simple strategies to prevent your family from becoming a statistic. ALWAYS LOOK BEFORE YOU LOCK. This message brought to you by Kids-and-Cars. Visit us at KidsAndCars-dot-org.

Think it can’t happen to you... Think again!