



Twittercue: In 5 days 7 children die of #heatstroke in cars. Use technology + *Look Before You Lock* BE SAFE tips: www.KidsAndCars.org

NEWS RELEASE

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7 children in 4 states die in hot cars in 5-day-period, reports KidsAndCars.org

Could technology combined with education have prevented deaths this summer?

Leawood, Kan. – Aug. 7, 2012 ... The five-day period from Aug. 2 to 6 brought tragedy to families in Arkansas, Tennessee, Florida and New Mexico. Seven children died of heat stroke in vehicles, reports KidsAndCars.org, a national nonprofit child safety organization working to prevent injuries and deaths of children in and around motor vehicles.

The seven heat stroke deaths recorded were:

- On Aug. 2 in Smyrna, Tenn., a boy, 3, and girl, 2, died after being left in their mother's vehicle.
- On Aug. 2 in Tamarac, Fla., a boy, 4, died after being left behind in a daycare van.
- On Aug. 3 in Springdale, Ark., a boy, 2, died after being left in his great-grandparents' vehicle.
- On Aug. 3 in Newport, Ark., a girl, 16 months, died in a hot vehicle.
- On Aug. 4 in Benton County, Ark., a boy, 3, died after getting into a vehicle and not being able to escape.
- On Aug. 6 in Albuquerque, N.M., a boy, 2, died after being left in a daycare parking lot.

“We're working with the National Highway Traffic Safety Administration (NHTSA), led by Administrator David Strickland, to educate the public about heatstroke and bring an end to these tragedies,” said Janette Fennell, founder of KidsAndCars.org. “NHTSA’s campaign slogan, ‘Where’s Baby? Look Before You Lock,’ ties in perfectly with our ‘Look Before You Lock’ education program.”

The seven deaths came on the heels of a new study about heat stroke prevention technology that was released July 30 by NHTSA and The Children's Hospital of Philadelphia.

“While the study found that the aftermarket consumer products tested were not always reliable in preventing a child from being unintentionally left behind in a hot vehicle,” Fennell said, “KidsAndCars.org recommends using one of these devices as an extra safety layer along with our *Look Before You Lock* **BE SAFE** safety precautions:

Back seat – Put something in the back seat so you have to open the door when leaving the vehicle – cell phone, employee badge, handbag, etc.

Every child should be correctly restrained in the back seat.

Stuffed animal – Move it from the car seat to the front seat to remind you when your baby is in the back seat.

Ask your babysitter or child-care provider to call you within 10 minutes if your child hasn't arrived on time.

Focus on driving – Avoid cell phone calls and texting while driving.

Every time you park your vehicle open the back door to make sure no one has been left behind.

Not included in the NHSTA study is the just-introduced TOMY International The First Years True Fit™ convertible car seat, which comes equipped with IAlert monitoring technology. If a child is left in the car seat when the vehicle is not in motion, an alert is sent to the caregiver's cell phone. More information is available at www.tomy.com.

<http://www.marketwatch.com/story/tomy-drives-car-seat-safety-forward-builds-revolutionary-technology-into-car-seats-to-warn-parents-of-potentially-life-threatening-situations-via-notification-to-smartphones-2012-06-12>

“We believe this system is proving to be reliable when used along with our BE SAFE tips,” Fennell notes. “There is a need for this type of safety mechanism to come as a standard feature on all car seats and/or vehicles.”

KidsAndCars.org also offers the *Look Before You Lock* program, providing safety tips cards that hospitals can request free of charge. The organization has sent out more than 150,000 cards to hospitals nationwide and continues to provide them to birthing centers.

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About KidsAndCars.org: Founded in 1996, KidsAndCars.org is a national nonprofit child safety organization dedicated to preventing injuries and deaths of children in and around motor vehicles. KidsAndCars.org was the first to focus on preventing heat stroke deaths of children being inadvertently left in a vehicle. The organization is also the only one working full-time to educate parents, caregivers and the general public about additional nontraffic vehicle-related dangers to children, including backover and frontover incidents. The organization works to these prevent tragedies through data collection, education and public awareness, policy change and survivor advocacy.