



Twittercue: #Janette Fennell of #KidsAndCars.org to speak at #NHTSA child #heatstroke safety event, 7/26 WashDC.

NEWS RELEASE

KidsAndCars.org

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KidsAndCars.org president to speak at July 26 event

Washington, D.C., Roundtable Focuses on Preventing Child Deaths in Hot Cars

July 25, 2011 ... Janette Fennell, president of KidsAndCars.org, will speak at a roundtable on child heat stroke prevention in vehicles, Tuesday, July 26, in Washington, D.C. Sponsored by the National Highway Traffic Safety Administration, the event will begin at 11:00 a.m. in the Administrator's Conference Room, United States Department of Transportation, West Building, 1200 New Jersey Ave., SE.

NHTSA Administrator David Strickland is convening the roundtable in the wake of record high temperatures nationwide and 22 reported heat stroke-related child deaths so far this summer. A record 49 children died last year in hot vehicles.

The discussion is expected to focus on education efforts. "We believe education is essential, and have just introduced a program for placing safety cards in new parent kits distributed by hospitals," says Fennell of KidsAndCars.org, a national nonprofit child safety organization working to prevent injuries and deaths of children in and around motor vehicles.

"But we also believe technology must be part of the solution, just as it has been with seatbelts and airbags to prevent crash injuries. Warning systems to alert drivers that a child has been left in the car would prevent many of these tragic heat stroke deaths."

After Fennell and her husband were abducted and locked in their car trunk 15 years ago, she campaigned to require internal trunk releases in vehicles. Her efforts resulted in the federal regulation requiring all motor vehicles 2002 and newer to have a glow-in-the-dark trunk release. "To our knowledge there has not been one death in the trunk of a car that has this release, showing the value of technology solutions," Fennell says.

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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 promotes awareness among parents, caregivers and the general public about the dangers to children, including backover and frontover incidents, and heatstroke from being inadvertently left in a vehicle. The organization works to prevent tragedies through data collection, education and public awareness, policy change and survivor advocacy