A Look Back: Top 10 Highlights of 2014

1. **Rear visibility standard issued**
All new vehicles to come with rearview cameras as standard equipment by 2018!

After nearly a decade of legislative and regulatory advocacy while promoting enactment of the Cameron Gulbransen Kids Transportation Safety Act, the U.S. Department of Transportation finally issued a safety standard that requires all new passenger vehicles to include rear visibility technology by 2018. The rule will change forever the way we drive so we no longer have to back up blindly. This new safety enhancement may be as important as the addition of seatbelts and airbags to vehicles. This victory would not have been possible without the dedication of the many families, volunteers, our safety partners and supporters who rallied to get the regulation implemented. Thank you from all of us at KidsAndCars.org.

2. **'Look Before You Lock'**
Parent education program a huge success

Thanks to the generous support of Toyota, KidsAndCars.org has provided more than 550,000 'Look Before You Lock' parent education cards to more than 550 hospital birthing centers nationwide. Our goal is to encourage parents to create a cue, such as placing a stuffed animal in the front seat, as a reminder that their child is in the backseat. That is why we introduced our friends Lucky and Chance, the plush animals generously donated from PetSmart to the program. In 2014, over 30,000 Lucky and Chance animals were distributed to new parents to use as a reminder tool. We want to extend a special thank you to the nursing staffs at participating hospitals for their tireless commitment to this program to ensure families are safe and informed.

To view the ‘Look Before You Lock’ new parent education card in English and Spanish, click here. To see more of the life-saving adventures of Lucky and Chance in our Facebook album, click here.
3. Safety hero recognized
KidsAndCars.org VP Sue Auriemma awarded Highway Hero Award by Advocates for Highway and Auto Safety

Known for her tireless dedication to kids and car safety, and her own personal connection to the cause, KidsAndCars.org VP Sue Auriemma received formal recognition on Capitol Hill in July. At a special 25th anniversary reception for Advocates for Highway and Auto Safety, Auriemma was awarded the Highway Hero Award as a citizen activist.

Left: Herman Brandau, Middle: Sue Auriemma, Right: Janette Fennell

4. KidsAndCars.org Junior Advocate
Alex Jacky, 8, named first KidsAndCars.org Junior Advocate

Second-grader Alex Jacky of Windmere, Florida, has been tapped as the first-ever KidsAndCars.org Junior Advocate. Alex, 8, is launching his bid to become a professional racecar driver by first competing as a kart racer. He and his father, Eric Jacky, have outfitted their Apollo Motorsports kart with the KidsAndCars.org logo to raise awareness about the dangers children face in and around motor vehicles—a cause that Eric Jacky has been committed to since personally witnessing the scene where a child was left behind in a vehicle and died. Alex and his dad are also appearing at speaking engagements and sharing safety tips at local events and at the track.

5. National Heatstroke Awareness & Prevention Days
Educating parents and the public about the fatal dangers of leaving a child in a hot car

Through National Heat Stroke Awareness Day on May 23 and Prevention Day on July 31, we are committed to saving the lives of many children who die in vehicles each year as temperatures rise. The campaigns were a huge success with an unprecedented amount of social media involvement along with more media attention about heat stroke last summer than ever before. KidsAndCars.org and parent advocates participated in media interviews and provided data and other safety information to local and national outlets. Our friends at the Weather Channel featured daily segments with parent advocates, KAC representatives and their anchors throughout the day during the entire month of July and early August. Examples of other media coverage include the TODAY Show, Good Morning America, CBS Morning Show, CNN Anderson Cooper Show, ABC’s 20/20, TIME Magazine, Consumer Reports, NPR, Washington Post, New York Times, USA TODAY, San Francisco Chronicle, Huffington Post, Los Angeles Times and the Kansas City Star to name a few.

A huge thank you to volunteer Madison Zeller for designing campaign artwork.
6. Powerful new partnerships formed

This year, we're proud to announce four new partnerships with companies and organizations that have committed to help raise awareness to keep kids safe in and around cars:

- Toys ‘R’ Us
- American Gaming Association
- Mobile Electronics Retailers Association / Installernet
- Operation Safe Roads

7. KidsAndCars.org executives raise awareness at Knowledgefest

Helping installers educate consumers & make their communities safer

KidsAndCars.org founder Janette Fennell, VP Sue Auriemma and Director/Volunteer Coordinator Amber Rollins traveled to Knowledgefest in Dallas to inspire change. There, they prompted manufacturers, installers and retailers to raise awareness about the dangerous blindzones behind vehicles and encourage consumers to retrofit their vehicles with rearview cameras and/or sensors. As part of this event, KidsAndCars.org honored Bill Porter of American Road Products for his many years of contributions to preventing backover crashes through after-market rearview camera technology.

8. Led petition called for technology to prevent child heatstroke tragedies

Last summer, we collected 10,637 signatures in support of our petition for the Department of Transportation to research, fund and require installation of technology in all vehicles to prevent children from being left alone in hot cars. With your help, we reignited a very important conversation that will ultimately help to prevent these tragic deaths. In the past 20 years, more than 670 children have died in hot cars.
9. Local & National Media
Keeping child vehicle safety on the national agenda through national and local media.

**Hidden Danger: Preventing Vehicle Backover Accidents**
(VIDEO) WXIA 11Alive, 11/18/2014
Though the Federal Government will require all new cars have back-up cameras by 2018, after market cameras are available for any car.

**It can happen to any American: Mom whose son died in hot car aims to help others** *(VIDEO)*
The TODAY Show, Interview with Matt Lauer, 9/2/2014

**If Cars Can Monitor Left-On Headlights and Rear Obstructions, They Should Be Able To Save Trapped Kids Lives**
TIME Magazine Editorial, Susan Pepperdine, 7/29/2014

**Mom admits to creating ‘false memory’** *(VIDEO)*
Anderson Cooper 360, 6/26/2014

**You’d Never Forget Your Child In The Car, Right?**
Parents Magazine, 6/1/2014

Named by The Hill, a newspaper that covers Capitol Hill politics, as one of the "**Top 10 Lobbying Victories for the Year**" in recognition of championing the federal rear visibility standard.

10. Local community events help spread the word about safety

We extend a very special thank you to the KidsAndCars.org survivor advocates and volunteers who have hosted local community events across the country. Our kids are safer thanks to your efforts. Below are just a few pictures of some of the events and activities that took place in 2014.
A Look Ahead...
What to expect in 2015

As the only national nonprofit organization dedicated solely to the safety of children in and around vehicles, it remains critically important that we continue to vigorously pursue policies and programs at all levels to save lives and reduce injuries.
Throughout 2015 KAC will continue to actively and aggressively promote adoption of state and federal laws and regulations advancing the safety of vehicles for everyone.

Our 'ongoing commitment' to the safety and well-being of children is steadfast and we are so grateful that we can count on you to support our passionate work. We could not do it without you.

Wishing you happiness, health and safety in 2015.