Join Us for a Day of Social Media Conversation

July 31 Is National Heatstroke Prevention Day. Your Quick Action Can Save a Young Life.

Problem: A child dies from heatstroke about once every 10 days from being left alone in a hot vehicle. In fact, heatstroke is the leading cause of non-crash vehicle fatality for kids 14 and younger. Children climb into unlocked cars to play, or are left alone in the car. These are tragedies that are 100 percent preventable.

Action: NHTSA and SafeKids are asking you to help us raise awareness about the dangers of kids and cars through a concerted day-long social media conversation. NHTSA and SafeKids are reaching out to our State and safety partners to tweet and post on Facebook every hour on the hour from 10 a.m. to 5 p.m. @NHTSA.gov will be using the hash tag #heatstroke on all its social media posts and asks you to do the same. As we approach rising summer temperatures, the dangers for kids left in hot vehicles increases exponentially.

Sample social media posts:

- No child should die of #heatstroke from being left alone in a hot car! Share this badge if you want to help stop this 100-percent-preventable tragedy.
- If you see a child alone in a hot vehicle, call 911 or your local emergency number immediately. If the child is in distress due to heat, get that child out as quickly as possible. Cool the child rapidly by spraying the child with cool water or with water from a garden hose (an ice bath isn't necessary nor desirable). Visit www.safercar.gov/heatstroke for more information.

- A child's body absorbs more heat on a hot day than an adult's does. Where's Baby? Look before you lock! #heatstroke
- High body temperatures can cause a child permanent injury or even death. Where's Baby? Look before you lock! #heatstroke
- 10 minutes is all the time it takes for a car to reach deadly temperatures w/ a child locked inside. www.safekids.org/heatstroke Pls RT
- Remember to never leave your child alone in a car – even for a minute! Please RT www.safekids.org/heatstroke #heatstroke
- San Francisco State Univ.: 52% of cases, child was "forgotten" by the caregiver. Where's Baby? Look before you lock! #heatstroke
- Did u know? In more than 29% of cases, kids got into vehicles on their own. Where's Baby? Look before you lock! #heatstroke
- Want to help us prevent #heatstroke deaths of children in hot vehicle? Visit www.safercar.gov/heatstroke

SAFE KIDS WORLDWIDE™

NHTSA
www.nhtsa.gov

9822-071113-v1a