

Heatstroke Communications for Calendar Year 2016

The summer is heating up and NHTSA's heatstroke prevention and awareness efforts are in full swing. This marks the fifth summer that NHTSA has spread awareness about the dangers of child heatstroke in hot cars, while urging parents and caregivers to think, "*Where's Baby? Look Before You Lock.*" Since 1998, 672 children in America have died from heatstroke. Over half, 54 percent to be exact, were forgotten in vehicles; 29 percent gained access by themselves and became trapped; and 17 percent were left intentionally by adults not fully aware of the dangers. Already, eleven children this year and more than 24 children in 2015 lost their lives from heatstroke after adults left them in unattended vehicles.

Heatstroke tragedies are 100-percent preventable, which is why we are looking for every opportunity to educate consumers on the importance of making sure that children are neither unintentionally locked in, nor able to gain access to (and become trapped in) unattended vehicles. We are asking our highway traffic safety partners to ramp up activities this summer. NHTSA is offering tools to assist you in communicating with the public.

Use the Latest Campaign Material

Everyone, whether they're a parent, caregiver, or even a bystander, has a role in protecting children from heatstroke. That is why we're encouraging our highway safety partners to familiarize themselves with the latest campaign material available in both English and Spanish.

The 2016 campaign "*Act Fast. Save a Life.*" includes resources and tips on what bystanders should do if they see a young child locked in a parked car. Bystanders could save a life by simply stopping to make sure that parents are quickly found or that the police are alerted when a child is in harm's way. Get the latest bystander material on our campaign marketing toolkit pages:

English: www.safercar.gov/parents/InandAroundtheCar/heat-involved.html

Spanish: www.safercar.gov/parents/InandAroundtheCar/hipertermia-involved.htm

Have you engaged local daycare facilities, schools or youth organizations? We encourage our partners to establish and maintain strong, ongoing relationships with members of the community. NHTSA's campaign marketing toolkit includes updated outreach material, such as sample news release templates, safety tips and fact sheets that are tailored to a particular audience. They can be invaluable in extending the reach of our safety messages. Check out the most current outreach material on our toolkit pages:

English: www.safercar.gov/parents/InandAroundtheCar/heat-involved.html

Spanish: www.safercar.gov/parents/InandAroundtheCar/hipertermia-involved.htm

Use Social Media to Get the Word Out

NHTSA continues to use its social media communication channels to amplify heatstroke safety messaging because it has proven to be one of the quickest and most cost-efficient ways to promote prevention and awareness. Bystander-specific material is the newest resource available within the toolkit, but also included is material for parents and caregivers. Whether you're looking for an infographic with car facts to post on Facebook, animated gifs to tweet out on Twitter, or a graphic reminder to share on Instagram, there are many assets for use on your social media channels: www.safercar.gov/parents/InandAroundtheCar/heat-involved.html

We also encourage our highway traffic safety partners to share the new bystander content video as a reminder to the public about taking action:

<https://youtu.be/Qtba14VwcfM>

Highway traffic safety partners can also use the hashtags *#heatstrokekills*, *#checkforbaby* and *#noolvidesalbebe* to start a social chat and share safety messages with States and other organizations. NHTSA will be utilizing these hashtags throughout the summer months. Suggested social media posts and other tools will be available on the Traffic Safety Marketing Web site:

<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Child+Safety/Heatstroke+Prevention>

Upcoming Opportunities for Your Calendar

NHTSA is asking you to help us raise awareness about the danger of heatstroke to kids in cars through a concerted, summer-long social media conversation. NHTSA will be reaching out to our State and safety partners to engage **all-day on Twitter on June 15**, every 15 minutes starting at 7 a.m. EDT. Join us for a **Twitter chat on July 13** — @NHTSAgov will be using the hashtags *#heatstrokekills* and *#checkforbaby* on all its social media posts (including on Instagram and Facebook) and asks you to do the same. In August, we plan to raise the awareness level even higher, with your help, with a second **Tweetup on August 12**. As the temperatures rise, the dangers for kids left in hot vehicles increases exponentially.

July 31 is National Heatstroke Prevention Day. By Acting Fast, You Can Save a Young Life. In 2015, NHTSA and its partners helped generate 4.7k tweets that reached 10 million accounts for a total of 22.9 million impressions on National Heatstroke Prevention Day. With your participation, we hope that our efforts will bring even greater success in spreading the word during our summer-long social media conversation.

Please share this flyer with important dates and information about upcoming social media activities:

<http://www.trafficsafetymarketing.gov/newtsm/heatstroke/12403-HeatstrokePrevention2016-Flyer.pdf>

NHTSA's Ongoing Commitment

NHTSA is committed to improving safety on our Nation's roadways is exploring additional opportunities to bring further awareness to child heatstroke. When other media activities are planned, our partners and safety advocates will be notified so they can plan their media outreach accordingly, keep this issue on the forefront, and keep the public informed.