**National Heatstroke Prevention Day Talking Points**

**Key Messages**

1. **Losing a child to vehicular heatstroke is a devastating tragedy that no parent or caregiver should experience, yet it is the leading cause of non-traffic, non-crash-related fatalities for children 14 and younger.**

* More than half of these deaths occur when a child is forgotten while in a rear-facing car seat or sleeping in the backseat.
* A quarter of these deaths occur when children let themselves into unlocked, unattended cars without anyone knowing.
* Still others occur when children are knowingly left in cars by parents or caregivers who do not understand the dangers of a hot vehicle.

1. **On average, one child dies from heatstroke nearly every 10 days in the U.S. from being left in a car or getting into an unlocked vehicle.**

* In our busy, fast-paced world, anyone is capable of forgetting a child in the backseat of a vehicle. The biggest risk factor is a change in routine.
* In 10 minutes, a car can heat up by as much as 20 degrees. Rolling down a window does little to keep a vehicle cool.
* Even temperatures as low as 60 degrees can be deadly. Children are at a higher risk than adults of dying from heatstroke in a hot vehicle because their body temperature rises three to five times faster than an adult’s.

1. **Children dying of vehicular heatstroke is 100 percent preventable, and we can all play a role**.

* Parents and caregivers are urged to do these three things to help prevent child heatstroke:
  + Make it a habit to look in the back seat EVERY time you exit the car.
  + NEVER leave a child in a vehicle unattended.
  + ALWAYS lock the car and put the keys out of reach when no one is in the vehicle.
* If you are a bystander and see a child in a hot vehicle:
  + Make sure the child is OK and responsive.
  + If not, call 911 immediately.
  + If the child appears to be OK, attempt to locate the parents or have the facility’s security or management page the car owner over the PA system.
  + If there is someone with you, one person should actively search for the parent while the other waits at the car.