

HEATSTROKE PREVENTION



CAMPAIGN BACKGROUND:

Pediatric vehicular heatstroke is the leading cause of non-crash, vehicle-related fatalities for children aged 14 and younger. Since 1998, more than 1,040 child hot car deaths have occurred. Of those, 52.6% were forgotten in a car by a parent/caregiver, 23.8% gained access to and became trapped in a car, and 21.8% were left behind in a car. All of these deaths could have been prevented.



CAMPAIGN OBJECTIVES:

Encourage parents/caregivers to habitually check all seating areas and lock car doors before walking away from their car.

Increase awareness of the risks of a child being forgotten/left/alone in a car.

CAMPAIGN DESCRIPTION:

Parked cars get hot, fast – and can be deadly. A child's body temperature rises three to five times faster than an adult's, and even at temperatures as low as 60°F, a child that has been forgotten, left behind in, or gained access to a parked car can be at risk of heatstroke. Run new PSAs to remind families with children that these tragedies can happen to anyone, but they are always preventable.

TARGET AUDIENCE:

Parents with children ages 0-5.

CALL TO ACTION:

To learn more about how to prevent child hot car deaths visit www.nhtsa.gov/heatstroke or www.nhtsa.gov/hipertermia.

KEY CAMPAIGN TIMING:

- May 1: National Heatstroke Prevention Day
- July: National Heatstroke Awareness Month
- April-September: Key timing for campaign messaging when temperatures are warmer

PSAs:

Access campaign assets on AdCouncil.org [here](#).