

## STATISTICS

On average, **37 U.S. children die** in hot cars every year. (approx. 1 every 9 days)



## CONTRIBUTING FACTORS



A change in daily routine, lack of sleep, stress, fatigue, and simple distractions are things **ALL new parents experience** and are the reasons children have been unknowingly left alone in vehicles.

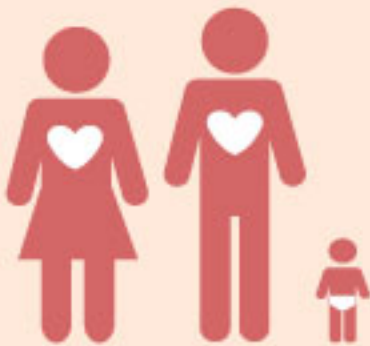
## AGE OF VICTIMS



**87%**  
Age 3 and younger.

**87%** of children who have died from **vehicular heat stroke** are **age 3 and younger**.

## CIRCUMSTANCES



In an overwhelming majority of child vehicular heatstroke deaths, it was **an otherwise loving, responsible parent** that unknowingly left the child.

- 55% Unknowingly left
- 28% Got in on their own
- 13% Knowingly left
- 4% UNK

## CHILD VEHICULAR HEAT STROKE FACT SHEET

**Vehicular heat stroke** is largely misunderstood by the general public. The majority of parents are misinformed and would like to believe that they could never "forget" their child in the backseat of a vehicle. This is the most dangerous mistake a parent or caregiver can ever make!



**Two-thirds (2/3)** of the increase in temperature in a car happens in the **first 20 minutes**.

Children have **died in hot cars** when the outside temperature was as low as **60 degrees**.

**Cracking the windows** does **NOT** help slow the heating process **OR decrease** the maximum temperature.

A child's body overheats **3-5 times faster** than an adult body.



## GREENHOUSE EFFECT IN VEHICLES

The inside of a vehicle heats up **VERY** quickly!

Even with the windows cracked, the **temperature inside** a car can reach **125 degrees in minutes**.

Data Source: KidsAndCars.org Database (1998-2015)

for additional information visit

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# SAFETY CHECKLIST



Planning can help keep your child from being hurt.

B

## Back seat:

- Put something in the back seat of your vehicle that requires you to open the back door every time you park – cell phone, employee badge, handbag, etc.



E

## Every child:

- Every child should be correctly restrained in the back seat.



S

## Stuffed animal:

- Keep a stuffed animal in your child's car seat. Place it on the front seat as a reminder when your baby is in the back seat.



A

## Ask your babysitter:

- Ask your babysitter or child care provider to call you if your child hasn't arrived on time.



F

## Focus on driving:

- Avoid cell phone calls and texting while driving.



E

## Every time you park:

- Make it a routine to open the back door of your car every time you park to check that no one has been left behind.



**TOYOTA**

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