

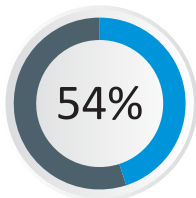
HEATSTROKE PREVENTION SOCIAL MEDIA TOOLKIT

What is Heatstroke?

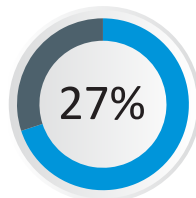
- Heatstroke, also known as hyperthermia, is the leading cause of non-crash, vehicle-related deaths for children.
- Heatstroke occurs when the body can't cool itself quickly enough and the body temperature rises to dangerous levels.
- Young children are particularly at risk, since their bodies heat up three to five times faster than an adult's body.
- When a child's internal temperature gets to 104 degrees, major organs begin to shut down. And when that child's temperature reaches 107 degrees, the child can die.
- Because of this, and because cars heat up so quickly – 19 degrees in 10 minutes – tragedies can happen faster than you think.

Key Stats

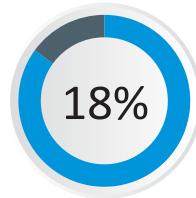
- Every 10 days in the United States, a child dies when left alone in a hot car.
- Since 1998, more than 740 children across the United States have died from heatstroke when unattended in a vehicle.



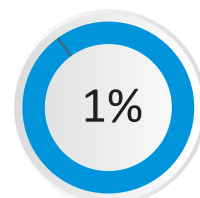
Child Forgotten by Caregiver



Child Playing in Unattended Car



Child Intentionally Left in Vehicle by Adult



Unknown

Who Is Affected?

- These types of tragedies can happen to anyone, and most of the cases happen to loving, caring parents.
- It's easy to become distracted when you are a new parent and are sleep-deprived or when your routine is disrupted.
- Data has shown that heatstroke tragedies happen more often when the daily routine is changed.

What Can I Do?

- **ACT – Avoid** heatstroke by never leaving a child alone in a vehicle; **Create** reminders, such as placing a purse or phone in the backseat while traveling with your child; and, **Take** action if you see a child alone in a vehicle by calling 911.
- A new state law effective July 1, 2018, provides immunity from civil liability for damage to a vehicle for a person who enters the vehicle, by force or otherwise, to remove a vulnerable person (such as a child) or domestic animal. For more details about the law, visit: http://kslegislature.com/li/b2017_18/measures/documents/summary_hb_2516_2018.pdf

Social Media Awareness

Below are some sample posts you can use on social media. Visit www.noheatstroke.org to find the current fatality data and statistics for your social media posts. Suggested Hashtags: #heatstroke

Facebook

- 54% of child heatstroke deaths occur because a caregiver has forgotten the child in the car. Take action to prevent heatstroke. If you see a child alone in a car, call 911. Emergency personnel are trained to respond to these situations. One call could save a life. <http://bit.ly/1gy2XPR>
- Did you know? In just ten minutes, the temperature in a car can rise 19 degrees. We hit the streets and asked people to guess the interior temperature of a car. When we revealed the answer, the reactions were amazing. <http://bit.ly/1vZKlym>
- Heatstroke doesn't only happen on hot days. Children are still at risk even in cooler temperatures. If you see a child alone in a car, call 911. <http://bit.ly/1gy2XPR>
Help protect kids from heatstroke by remembering to ACT: Avoid heatstroke. Create reminders. Take Action. Learn more: <http://bit.ly/1gy2XPR>
- Your car heats up faster than you think. Never leave a child alone in a car, not even for a minute. <http://bit.ly/1gy2XPR>
- What should you do if you see a child alone in a car? Dial 911. Emergency personnel are trained to respond. <http://bit.ly/1gy2XPR>

Twitter

- If you see a child alone in a car, call 911. You could save a life: <http://bit.ly/1Rya76V>
- In just 10 minutes a car's temperature can increase by 19 degrees – and it continues to rise #heatstroke <http://bit.ly/1dtPS9M>
- Tip: Make sure to keep your car locked when you're not in it so kids don't get in on their own. <http://bit.ly/1gy2XPR> #heatstroke
- Every 10 days a child dies from being left in a hot car. Help prevent #heatstroke. <http://bit.ly/1fT7GgB>
- More than half of reported #heatstroke deaths occurred when a distracted caregiver forgot their child was in the car <http://bit.ly/1fT7GgB>
- We can cut down the number of #heatstroke deaths and near-misses by remembering to ACT! Find out how <http://bit.ly/1gy2XPR> 3 April | 2018
- Remember to never leave a child alone in a car – not even for a minute! <http://bit.ly/1fT7GgB> #heatstroke
- What should you do if you see a child alone in a hot car? Dial 911 immediately. <http://bit.ly/1gy2XPR> #heatstroke