Heat Stroke Prevention Day on Thursday, July 31
At least 18 children have died in hot cars already this year.

(Olathe, KS) July 29, 2014 – The number of child heat stroke deaths in vehicles continues to mount. Each year, an average of 37 children lose their lives in this way, or about one every 10 days. Since the group Safe Kids Worldwide began tracking data, at least 670 children have died in these preventable tragedies. Heat stroke is the leading cause of non-crash vehicle fatalities for children 14 and younger, but can be prevented.

Safe Kids Johnson County, Safe Kids Metro KC, a program of Mother & Child Health Coalition, KidsAndCars.org, along with other child-safety advocacy groups and the National Highway Traffic Safety Administration (NHTSA), will mark Heat Stroke Prevention Day on Thursday, July 31, with a Press Conference at 1:00 p.m. at United Inner City Services, home of St. Mark Child and Family Services, 2008 E. 12th Street, Kansas City, MO. The purpose of the press conference is to raise awareness and educate parents and caregivers and the general public about ways to prevent children from being knowingly or unknowingly left alone in a hot vehicle. Volunteers will visit day care centers to distribute Where’s Baby? Look Before You Lock™* safety education cards for young parents.

Participating agencies will also post social media messages throughout the day, asking people to share the posts on Facebook and retweet using #heatstroke.

A parked car can reach 125 degrees in minutes, even when the windows are partially open. Children are especially vulnerable to heat stroke, as their body temperatures rise three to five times faster than an adult’s. All parents need to carefully follow the guidelines for placing car seats in the back seat – the safest place for children to ride.

TIPS TO PREVENT HEAT STROKE / HYPERTHERMIA
Together, we can reduce the number of child heatstroke deaths and near misses by remembering to ACT:

A: Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. Make sure to keep your car locked when you’re not in it, so kids don’t get in on their own. If a child is missing, check the car and trunk right away.

C: Create reminders by putting something on the back floorboard in front of your child such as a briefcase, a purse or a cell phone that is needed at your final destination. Keep a teddy bear in the car seat when the child is not in it, and move it to the front seat when she is. This is especially important if you’re not following your normal routine.
Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. **One call could save a life.**

* To learn more about the National Highway Transportation Safety Administration (NHTSA's) "Where's Baby? Look Before You Lock." campaign, visit [www.safercar.gov/heatstroke](http://www.safercar.gov/heatstroke)

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**About Safe Kids Johnson County**
Safe Kids Johnson County works to prevent unintentional childhood injury, the number one cause of death for children in the United States. Safe Kids Johnson County is a member of Safe Kids Worldwide, a global network of organizations dedicated to preventing unintentional injury. For more information, call 913-477-8312.

**Safe Kids Metro KC Coalition** - Part of a national network of Safe Kids Coalitions, Safe Kids Metro KC is a four-county effort to educate parents on how to prevent injuries to children under 19, through education and advocacy. Focus areas include motor vehicles, bicycle, pedestrian, drowning, safe sleep and home safety. [http://www.mchc.net/programs/safe_kids_metro.aspx](http://www.mchc.net/programs/safe_kids_metro.aspx)

**About Johnson County, Kansas**
Located in the southwestern quadrant of the Kansas City Metropolitan Region, Johnson County, Kansas is a community of choice with a current population of more than 550,000, making it the most populated of the 105 counties in Kansas, but traditionally having the lowest mill levy in the state. For more information visit the county’s website at [www.jocogov.org](http://www.jocogov.org).