



# SPECIAL ANNOUNCEMENTS

## Help NHTSA Spread Heatstroke Prevention and Awareness

The summer is heating up and the National Highway Traffic Safety Administration's (NHTSA) heatstroke prevention and awareness efforts are in full swing. This marks the fourth summer that NHTSA has spread awareness about the dangers of child heatstroke in hot cars, while urging parents and caregivers to think, "***Where's Baby? Look Before You Lock.***" Since 1998, over 630 children in America have died from heatstroke. Over half, 53 percent to be exact, were forgotten in vehicles; 29 percent gained access by themselves and became trapped; and 17 percent were left intentionally by adults not fully aware of the dangers. Already, eight children this year and more than 30 children in 2014 lost their lives from heatstroke after adults left them in unattended vehicles.

Heatstroke tragedies are 100-percent preventable, which is why NHTSA is looking for every opportunity to educate consumers on the importance of making sure that children are neither unintentionally locked in, nor able to gain access to (and become trapped in) unattended vehicles. NHTSA is asking highway traffic safety partners to ramp up activities this summer to augment the national effort. NHTSA is offering tools to assist in communicating with the public. This **resource** includes information on:

- Using the Latest Campaign Materials;
- using Social Media to Get the Word Out; and
- upcoming Opportunities for Your Calendar.

More information can be found at:

**English:** [www.safercar.gov/parents/InandAroundtheCar/heat-involved.html](http://www.safercar.gov/parents/InandAroundtheCar/heat-involved.html)

**Spanish:** [www.safercar.gov/parents/InandAroundtheCar/hipertermia-involved.htm](http://www.safercar.gov/parents/InandAroundtheCar/hipertermia-involved.htm)

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