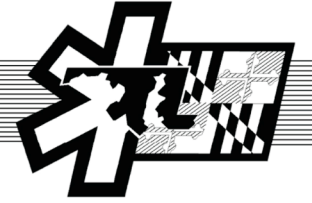


News RELEASE



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Safe Kids Maryland & MIEMSS Join National 'Never Leave Your Child Alone' Campaign

Baltimore, Maryland, March 18, 2010—The overall goal of the NEVER LEAVE YOUR CHILD ALONE campaign is to make sure no more children will die in 2010 because they were left unattended in a vehicle. **Safe Kids Maryland** wants parents and caregivers to take precautions so that this tragedy does not happen to them. It takes only minutes for a child to be at risk of death and serious, permanent injury in a hot car. Make it a habit to check the back seat every time you exit and remember to **NEVER LEAVE YOUR CHILD ALONE** in a vehicle—even for one minute.

Hyperthermia Statistics

- Every year, an average of 37 children die because they are left alone in a vehicle.
- Between 1998 and 2010, 450 children died from heat stroke because they were unattended in vehicles that became too hot for them to survive.
- A child's core body temperature rises 3 to 5 times faster than an adult's.
- In just 10 minutes a car's temperature can increase by 19 degrees and it continues to rise.
- More than 50 percent of the children who died from heat stroke were forgotten by a caring adult who became distracted when leaving the vehicle.
- Thirty percent of kids who died from hyperthermia were left unattended or gained entry into an unlocked vehicle and became trapped and overcome by heat.

(MORE)

Never Leave Your Child Alone

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Tips for Drivers

- Call 911 if you see a child unattended in a vehicle.
- Teach children not to play in any vehicle.
- Never leave children alone in a vehicle—not even for 1 minute and not even with the window slightly open. There is no evidence that cracking the windows helps keep a car cool. In fact, sunshine coming through car windows makes the car work like an oven.
- Watch children closely around vehicles, particularly when loading and unloading. Check to ensure all children leave the vehicle when you reach your destination. Do not overlook sleeping infants.
- Set your cell phone or Blackberry reminder to be sure you drop your child off at daycare.
- Place something that you will need at your next stop (a purse, lunch, cell phone, PDA, gym bag or briefcase) on the back floor in front of where the child is sitting.
- Keep a special toy in your child’s empty car seat when the child is not with you. Bring that toy to the front seat when the child is in the car seat.
- Always check for sleeping children before leaving a vehicle.
- Be especially careful if you change your routine for dropping off your child at day care. Have a plan that if your child is late for daycare that you will be called within minutes.
- Check cars and trunks first if a child is missing.

Resources on Hyperthermia

- MIEMSS child passenger & occupant protection project has posted an educational conference call on “Vehicular Hyperthermia in Children” that can be viewed at <http://www.miemss.org/EMSCwww/CPSCconference.html>
- To see a demonstration of how quickly a car heats up in moderate temperatures, please visit www.ggweather.com/heat
- For more information on the Never Leave Your Child Alone Campaign and Safe Kids Buckle UP (SKBU) multifaceted child passenger safety program, please visit the Safe Kids USA web site www.safekids.org/nlyca

Safe Kids Maryland and MIEMSS work to prevent unintentional child hood injury, the leading cause of death and disability in children ages 1-14. Its members include over 700 advocates in child health, child advocacy, and public safety. **Safe Kids Maryland** is a member of **Safe Kids USA and Safe Kids Worldwide**, a global network of organizations for preventing injury.

**Make it a habit to check the back seat every time you exit and remember to
Never Leave Your Child Alone in a Car.**

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