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| **2014 Heatstroke Prevention Social Media Campaign** |
| Please use your Social Media Network to spread the word:--------------------------------------------------------------------------The Issue• Heatstroke, also known as hyperthermia, is the leading cause of non-crash, vehicle-related deaths for children. • It occurs when the body isn't able to cool itself quickly enough and the body temperature rises to dangerous levels. • Young children are particularly at risk as their bodies heat up three to five times faster than an adult's.• 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.• Symptoms can quickly progress from flushed, dry skin and vomiting to seizures, organ failure and death. Key Stats• Since 1998, at least 605 children across the United States have died from heatstroke when unattended in a vehicle. o 52% - child "forgotten" by caregiver o 29% - child playing in unattended vehicle o 18% - child intentionally left in vehicle by adult• Heatstroke deaths by year: o In 2013, 43 children died. o In 2012, 34 children died. o In 2011, 33 children died. o In 2010, 49 children died. • Heatstroke deaths have been recorded in 11 months of the year in nearly all 50 states. Top Safety Tips• Heatstroke can happen anytime. Anywhere.• We don't want to see this happen to any family. Safe Kids is asking everyone to help protect kids from this preventable tragedy.• Safe Kids wants everyone to ACT.o A: Avoid heatstroke-related injury and death by never leaving your child alone in a car, not even for a minute. And make sure to keep your car locked when you're not in it so kids don't get in on their own. o C: Create reminders by putting something in the back of your car next to your child such as a briefcase, a purse or a cell phone that is needed at your final destination. This is especially important if you're not following your normal routine. o T: 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.Program Partners• The program unites and mobilizes a wide range of partners, including NHTSA, police and fire departments, hospitals and doctors, government agencies, childcare centers, and businesses. The goal is to educate parents and caregivers about the dangers of leaving children alone in a car.• Safe Kids created Never Leave Your Child Alone in a Car (NLYCAC) as part of its Buckle Up program, a national initiative supported by the General Motors Foundation to keep children and families safe in and around cars. |
| Attachments: |

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| Attachment | [**2014 Heatstroke Fact Sheet.pdf**](http://www.msfa.org/files/announce/2014%20Heatstroke%20Fact%20Sheet.pdf)  (136k) |
| Attachment | [**2014 Heatstroke Letter to Editor.pdf**](http://www.msfa.org/files/announce/2014%20Heatstroke%20Letter%20to%20Editor.pdf)  (96k) |
| Attachment | [**2014 Heatstroke Press Release.pdf**](http://www.msfa.org/files/announce/2014%20Heatstroke%20Press%20Release.pdf)  (100k) |
| Attachment | [**2014 Heatstroke Safety Tips.pdf**](http://www.msfa.org/files/announce/2014%20Heatstroke%20Safety%20Tips.pdf)  (142k) |
| Attachment | [**10884\_HeatstrokePrevFlyer\_2014\_072214\_v5\_tag.pdf**](http://www.msfa.org/files/announce/10884_HeatstrokePrevFlyer_2014_072214_v5_tag.pdf)  (551k) |
| Attachment | [**Heatstroke.Talking Points\_FINAL.docx**](http://www.msfa.org/files/announce/Heatstroke.Talking%20Points_FINAL.docx)  (48k) |
| Attachment | [**Heatstroke.Tip Sheet.English.pdf**](http://www.msfa.org/files/announce/Heatstroke.Tip%20Sheet.English.pdf)  (458k) |
| Attachment | [**300x250\_CAR.jpg**](http://www.msfa.org/files/announce/300x250_CAR.jpg)  (19k) |
| Attachment | [**728x90.jpg**](http://www.msfa.org/files/announce/728x90.jpg)  (18k) |
| Attachment | [**teddy-bear-banner\_300x250\_static.jpg**](http://www.msfa.org/files/announce/teddy-bear-banner_300x250_static.jpg)  (18k) |

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