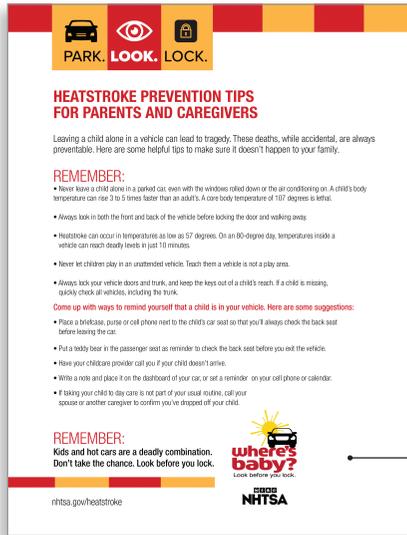


2020 Heatstroke Prevention Materials

Thank you for your interest in partnering with NHTSA to promote heatstroke prevention and awareness. Below is an outline of the materials that have been developed and their suggested uses. For downloading instructions visit nhtsa.gov/heatstroke.



Your logo here.

Flyer - 8.5x11

Pass out at childcare facilities, doctor's offices and other child-related organizations.



Your logo here.

Static Cling - 6.5x9.5

Affix to retail store doors and windows, parking lot signage and shopping cart signage.



Stickers - 8.5x11 sheet, various sizes

Place on steering wheel, console panel, key fob, near the door handle, etc.



Your logo here.

Hang Tag - 4.25x11

Hang from rearview mirror.

These assets can be used in many various and creative ways to promote heatstroke prevention and awareness.



U.S. Department of Transportation
National Highway Traffic Safety Administration





PARK. LOOK. LOCK.



**where's
baby?**

Look before you lock.



NHTSA

nhtsa.gov/heatstroke



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HEATSTROKE PREVENTION TIPS FOR PARENTS AND CAREGIVERS

Leaving a child alone in a vehicle can lead to tragedy. These deaths, while accidental, are always preventable. Here are some helpful tips to make sure it doesn't happen to your family.

REMEMBER:

- Never leave a child alone in a parked car, even with the windows rolled down or the air conditioning on. A child's body temperature can rise 3 to 5 times faster than an adult's. A core body temperature of 107 degrees is lethal.
- Always look in both the front and back of the vehicle before locking the door and walking away.
- Heatstroke can occur in temperatures as low as 57 degrees. On an 80-degree day, temperatures inside a vehicle can reach deadly levels in just 10 minutes.
- Never let children play in an unattended vehicle. Teach them a vehicle is not a play area.
- Always lock your vehicle doors and trunk, and keep the keys out of a child's reach. If a child is missing, quickly check all vehicles, including the trunk.

Come up with ways to remind yourself that a child is in your vehicle. Here are some suggestions:

- Place a briefcase, purse or cell phone next to the child's car seat so that you'll always check the back seat before leaving the car.
- Put a teddy bear in the passenger seat as reminder to check the back seat before you exit the vehicle.
- Have your childcare provider call you if your child doesn't arrive.
- Write a note and place it on the dashboard of your car, or set a reminder on your cell phone or calendar.
- If taking your child to day care is not part of your usual routine, call your spouse or another caregiver to confirm you've dropped off your child.

REMEMBER:

**Kids and hot cars are a deadly combination.
Don't take the chance. Look before you lock.**



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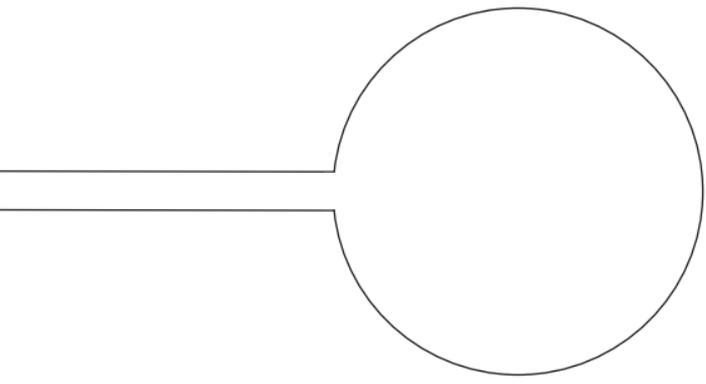
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nhtsa.gov/heatstroke



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nhtsa.gov/heatstroke



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