**IT CAN HAPPEN ANYWHERE!**

Children left alone inside a vehicle.

<table>
<thead>
<tr>
<th>Kentucky</th>
<th>California</th>
<th>Ohio</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Puckett</td>
<td>Kaitlyn Russel</td>
<td>Tyler Costello</td>
<td>Mika Terry</td>
</tr>
</tbody>
</table>

- Left in car by babysitter.
- Left in car by babysitter.
- Left in car by father.
- Left in car by father.

*(Died)* *(Died)* *(Died)* *(Died)*

**In America, Death & Disability Are On The Rise.**

*More children will live than actually die!*
The children who live, often suffer permanent organ damage!
Heat stroke can damage vital organs, such as the liver, kidneys, and brain. (15)

In the United States, the exact number of persons seeking treatment for heat-related disorders is not recorded but reaches the thousands. (6)
Already, 414 children have lost their lives...  

Some deaths occur in states where most people believe it could never happen.

Why is death and disability on the rise?
The Air Bag Safety Law - No toddlers in front seats

A great law that saves lives, but creates a new problem.

Children in backseats are often forgotten:

“Out of Sight – Out of Mind”

Vehicular Child Fatalities
Passenger Side Airbags\(^1\) and Hyperthermia

<table>
<thead>
<tr>
<th>Year</th>
<th>Airbag</th>
<th>Heat</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>1991</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>1992</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>1993</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>1994</td>
<td>26</td>
<td>0</td>
</tr>
<tr>
<td>1995</td>
<td>43</td>
<td>0</td>
</tr>
<tr>
<td>1996</td>
<td>27</td>
<td>5</td>
</tr>
<tr>
<td>1997</td>
<td>31</td>
<td>21</td>
</tr>
<tr>
<td>1998</td>
<td>35</td>
<td>9</td>
</tr>
<tr>
<td>1999</td>
<td>39</td>
<td>32</td>
</tr>
<tr>
<td>2000</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>2001</td>
<td>39</td>
<td>34</td>
</tr>
<tr>
<td>2002</td>
<td>41</td>
<td>34</td>
</tr>
<tr>
<td>2003</td>
<td>41</td>
<td>43</td>
</tr>
<tr>
<td>2004</td>
<td>47</td>
<td>43</td>
</tr>
<tr>
<td>2005</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>2006</td>
<td>30</td>
<td>41</td>
</tr>
<tr>
<td>2007</td>
<td>35</td>
<td>47</td>
</tr>
<tr>
<td>2008</td>
<td>42</td>
<td>47</td>
</tr>
</tbody>
</table>

\(^1\) NHTSA, NHTSA; "Counts of Frontal Air Bag Related Fatalities and Seriously Injured Persons", July 2007
Emergency room visits are on the rise too!


Some caregivers will forget:

“Out of Sight – Out of Mind”

Many caregivers believe a quick errand is okay!

According to a national survey, many believe it is okay to leave a child in an unattended car. (16)
Conclusions

To conclude, heat stroke affects multiple organ systems, but the most debilitating consequences are due to irreversible damage to the central nervous system. (7)

Heat stroke is a relatively common medical emergency \[^1, 2, 3\]. It is associated with multi-organ dysfunction, is often fatal (10% to 21%), and, frequently results in neurological disability \[^2, 4, 5\] and delayed mortality \[^2\]. (7)

Only 10% to 21% Die \[^2, 4, 5\]

What about the other 80% or so that live?

What about all of the emergency room visits?

Many parents discover years later the answer to why their child is slow, often their child caregivers are to blame.
Outside Temperatures DO NOT Equal Inside Temperatures!

**Vital organ damage can occur, even on a cool day.** (12)

Heat stroke, which often occurs within minutes, can lead to permanent disability or death. (9)

A child’s respiratory systems is 3 to 5 times less advanced than an adults. Vital organs begin to shut down much sooner. (http://www.ggweather.com/heat/)

Even so, people leave kids in the car all the time!
Tragedy can strike literally in minutes!

Think about it, a car is like a greenhouse. It is a closed space with a lot of glass.

The reason a car heats so quickly even in cool weather, is the greenhouse effect: the sun’s rays passing through the windows heat the dashboard, steering wheel and seats. Surface temperatures can be as high as 150 to 160 degrees. (14)
According to the American Academy of Pediatrics, children should never be left alone in a car, as temperatures can reach deadly levels in minutes (aap.org).

Heatstroke occurs when the core body temperature reaches 104°F, and a core body temperature of 107°F is considered lethal (ggweather.com/heat/).
### Vehicles Can Heat to Dangerous Levels in a Matter of Minutes!

<table>
<thead>
<tr>
<th>Outside Temperature</th>
<th>Temperature in Car</th>
</tr>
</thead>
<tbody>
<tr>
<td>75°F</td>
<td>100°F in 10 minutes</td>
</tr>
<tr>
<td>75°F</td>
<td>120°F in 30 minutes</td>
</tr>
<tr>
<td>85°F</td>
<td>90°F in 5 minutes</td>
</tr>
<tr>
<td>85°F</td>
<td>100°F in 7-10 minutes</td>
</tr>
<tr>
<td>85°F</td>
<td>120°F in 30 minutes</td>
</tr>
<tr>
<td>100°F</td>
<td>140°F in 15 minutes</td>
</tr>
</tbody>
</table>

TABLE 1. Estimated number and rate* of injuries treated in hospital emergency departments among children aged ≤14 years who were left unattended in or around motor vehicles — United States, July 2000–June 2001

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>No.</th>
<th>%</th>
<th>Rate</th>
<th>(95% CI†)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (yrs)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0– 4</td>
<td>3,800</td>
<td>41.5</td>
<td>20.1</td>
<td>(8.5–31.7)</td>
</tr>
<tr>
<td>5–14</td>
<td>5,360</td>
<td>58.5</td>
<td>13.5</td>
<td>(8.4–18.5)</td>
</tr>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>5,674</td>
<td>61.9</td>
<td>18.9</td>
<td>(11.0–26.8)</td>
</tr>
<tr>
<td>Female</td>
<td>3,486</td>
<td>38.1</td>
<td>12.2</td>
<td>(6.1–18.2)</td>
</tr>
<tr>
<td>Total</td>
<td>9,160</td>
<td>100.0</td>
<td>15.6</td>
<td>(9.1–22.1)</td>
</tr>
</tbody>
</table>

* Per 100,000 population.
† Confidence interval.
FIGURE. Distribution* of fatal injuries among children aged \( \leq 14 \) years injured in or around motor vehicles (MVs), by age and type of incident for cases reported — United States, July 2000–June 2001

**Age — Fatal injuries**
- 10–14 years: 3.8%
- 4–9 years: 14.1%
- 0–3 years: 82.1%

**Type of incident — Fatal injuries**
- Left in MV in hot weather: 34.6%
- Backed over by MV: 26.9%
- MV put in motion by child: 12.8%
- Trunk entrapment: 9.0%
- Other\(^\d\): 16.7%

* Percentile distributions are based on 78 KIDS 'N CARS™ cases of fatal injuries; these distributions are not nationally representative.

\( ^\d n=78. \)

\( ^\d Other \) includes death in or around MV by fire, power accessories, entanglement in restraint straps, carbon monoxide poisoning, and left in MV in cold weather.
What can be done to help prevent injury?

Parents need to educate their child caregivers!

“Many caregivers think it is okay to leave a child alone.”

“Others, loose track of time.”

Caregivers May Need a Visual - “Out of Sight- Out of Mind”

If you can’t see them, you can’t save them. (11)
Accidental injury can happen fast!

Caregivers need to understand:

- A vehicle’s inside temperature can change quickly, even on a relatively cool day!

June 2000, 13 month old Jack, New Jersey died, the temperatures was only low – 60’s. (12)

- All heat-related illnesses are preventable. (6)

- 90% of all accidental injuries are preventable. (13)

Caregivers need to be educated!

Public awareness must be created.
Many Have Been Active in Trying to Solve this National Problem.

Unfortunately, the disabilities and deaths continue to increase!

Resources and Links

- About.com: Pediatrics
  http://pediatrics.about.com/od/safety/a/05_hot_cars.htm
- EDC Education Development Center, Inc.
  http://main.edc.org/Newsroom/features/kids_cars.asp
- 4 R Kids Sake www.4rkidssake.org/
- Kids and Cars www.kidsandcars.org
- Harrison's Hope www.harrisonshope.org
- Texas DFPS "See and Save"
  www.dfps.state.tx.us/SeeAndSave/hotcars-stats.asp
- Golden Gate Weather Services
  www.ggweather/heat/.com
  www.wrdw.com/home/headlines/8801027.html

America needs a solution.
References:


6. Heat Exhaustion and Heatstroke
   Author: Jason Hoppe, DO, Staff Physician, Department of Emergency Medicine, State University of New York Downstate Medical Center, Kings County Hospital

7. Conclusions


9. Children’s Hospital
10. Centers for Disease Control and Prevention
   http://www.cdc.gov/MMWR/preview/mmwrhtml/mm5126a3.htm

11. www.seeandsave.org

12. “Tragedy Can Strike Quickly for Kids Left Alone in Cars,” Keep Kids Safe (Summer 2003),
    www.ookkeepkidssafe.org/pdfs/IPP_news_Summer.pdf
    — Alyson Sulaski Wyckoff
    Used with permission and modified from American Academy of Pediatrics © 2003.

13. National SAFE KIDS Campaign (NSKC) Child Injury Fact Sheet,
    Washington (DC): NSKC, 2004


15. Hughston Sports and Medicine Foundation
    http://www.hughston.com/hha/a.heatill.htm


   Department of Geosciences, San Francisco State University, “Fact Sheet.” Golden Gate Weather
   Services, June 17, 2004. ggweather.com/heat/.
We Believe with a Little Reminder, Most Accidental Injuries Can Be Prevented.

As most of us are aware and all injury expert specialists agree:

The only solution is prevention!

\[ \text{Long-Term Awareness} = \text{Education} \]

\[ \text{Education} = \text{Prevention} \]

Life-Meter™

Creates Long-Term Awareness - Educates Caregivers & Educates Families.
Life- Meter™ in Action

Awareness Decal:
*Attaches to the inside window.*

Awareness Thermometer:
*Attaches wherever you choose!*

Both items peel and stick.

Light Adhesive – Easy to Install – Easy to Remove
Liability form enclosed in every package.
Life-Meter™ a Long-Term Visual Reminder!

- May help solve the problem…“Out of Sight - Out of Mind”.

- Educates Caregivers:
  Inside temperatures do not = outside temperatures.

- Creates awareness and education.

- May help protect children.

Life-Meter™ was designed to be fun for the whole family!
Market Advertising & Exposure of:

*Life-Meter™*

*Awareness Decal and Awareness Thermometer*

**National Strategy**-
Our efforts will begin in some of the largest cities first:
New York, Los Angeles, Chicago, Dallas, Phoenix, Detroit.

When tragedy strikes...we will be there!

Primarily as guests on morning talk shows and radio stations in the demographic region where the tragedy has occurred.

**America Needs A Solution!**

*Life-Meter™ may be the necessary tool for caregivers...to help solve our national problem.*