STATISTICS
On average, 37 U.S. children die in hot cars every year. (approx. 1 every 9 days)

CIRCUMSTANCES
In an overwhelming majority of child vehicular heatstroke deaths, it was an otherwise loving, responsible parent that unknowingly left the child.

  55% Unknowingly left
  28% Got in on their own
  13% Knowingly left
  4% UNK

CONTRIBUTING FACTORS
A change in daily routine, lack of sleep, stress, fatigue, and simple distractions are things ALL new parents experience and are the reasons children have been unknowingly left alone in vehicles.

AGE OF VICTIMS
87%
Age 3 and younger.

CHILD VEHICULAR HEAT STROKE FACT SHEET
Vehicular heat stroke is largely misunderstood by the general public. The majority of parents are misinformed and would like to believe that they could never ‘forget’ their child in the backseat of a vehicle. This is the most dangerous mistake a parent or caregiver can ever make!

GREENHOUSE EFFECT IN VEHICLES
The inside of a vehicle heats up VERY quickly!
Even with the windows cracked, the temperature inside a car can reach 125 degrees in minutes.

Data Source: KidsAndCars.org Database (1998-2015)

for additional information visit
www.KidsAndCars.org

Love them. Protect them.
SAFETY CHECKLIST

Planning can help keep your child from being hurt.

Back seat:
- Put something in the back seat of your vehicle that requires you to open the back door every time you park – cell phone, employee badge, handbag, etc.

Every child:
- Every child should be correctly restrained in the back seat.

Stuffed animal:
- Keep a stuffed animal in your child’s car seat. Place it on the front seat as a reminder when your baby is in the back seat.

Ask your babysitter:
- Ask your babysitter or child care provider to call you if your child hasn’t arrived on time.

Focus on driving:
- Avoid cell phone calls and texting while driving.

Every time you park:
- Make it a routine to open the back door of your car every time you park to check that no one has been left behind.

TOYOTA Supports the important work of KidsAndCars.org

for additional information visit www.KidsAndCars.org
(913) 327-0013