

Safe Kids Heatstroke “Call to Action”

July 22, 2020

Social Media Guide

Thank you for your participation in our Heatstroke Call to Action on Zoom. Working in child injury, we see sad stories and happy ending stories, when a child is saved. Heatstroke fatalities are among the most tragic. You are communicators and know best how to speak to your audience. We are providing this guide for your use and to make this ask as easy to fulfill as possible. Our content looks at heatstroke from different vantage points: when it’s hot and when it’s mild; the different scenarios in which a child dies in a hot car; when we want to remind a parent to never leave a child behind; when there’s a change in the family routine compared to a child gaining access to an open car. We really appreciate your engagement. If you have any questions or needs, please contact Anthony Green, agreen@safekids.org; 202662.0606. Thank you.

Sample Tweets

Going to be a mild day . . .

- I’m predicting a mild weekend here in [city], but a car can heat up by 19° in 10 minutes, even on an 80 degree day. And cracking a window doesn’t help. Never leave a child behind in a car, not even for a moment.
- Even though the high is only in the 80s today, cars still heat up to dangerous temperatures. Help protect kids from #heatstroke by remembering to ACT: AVOID heatstroke. CREATE reminders. TAKE Action. Learn more: <https://www.safekids.org/heatstroke>
- [City], did you know that in just 10 minutes a car’s temperature can increase by 19 degrees – even on a mild day - and it continues to rise. Too many kids die each year from #heatstroke learn what you can do to help: <https://www.safekids.org/heatstroke>

Going to be a hot day . . .

- I’m predicting it’s going to be [Forecast High temperature] degrees in the [city] tomorrow – make sure to #LookBeforeYouLock and stay vigilant to prevent child #heatstroke tragedies: <https://www.safekids.org/heatstroke>

In my city and state . . .

- In [state name] there have been at least [up to date number] child #heatstroke fatalities since 1998. #ParkLookLock to prevent hot car deaths. @SafeKids <https://safekids.org/heatstroke> (Get the latest count on noheatstroke.org here: <https://www.noheatstroke.org/state.htm>)
- Want to know how many kids have died this year? Or over the years? And how to prevent these tragedies? Check out www.noheatstroke.com

When you walk by a car and see a child alone in car . . .

- See a child alone in a hot car? Take action to save a young [state or city] life. Call a first responder at 911. Become a hero! @SafeKids <https://www.safekids.org/heatstroke>

- See a young child alone in a car? Call first responders at 911. They are trained to respond to these situations. One call could save a life. #CheckForBaby #HeatstrokeKills

Kids get into a car on their own . . .

- Child heatstroke alert: Don't have kids? Still remember to lock your car and trunk. Kids can wander and get into other people's cars. It just happened in Wichita Falls, TX. <https://news4sanantonio.com/news/local/4-year-old-boy-dead-after-wandering-off-getting-into-hot-car>
- [City] Heatstroke Alert: Kids as young as 1- and 2-years old can get into hot cars on their own but that can't always get out, so keep key fobs/keys out of reach of kids. #NoHeatstroke @SafeKids www.noheatstroke.org
- [Child and age] died on [day or date] in a hot car because they got in on their own, but couldn't get out. Prevent tragedies by keeping car doors and trunks locked, and key fobs out of reach. #CheckForBaby #HeatstrokeKills <https://bit.ly/2YEeLNj>
- One-quarter of child heatstroke deaths occur because a child gets into a car or trunk and can't get out. Help prevent another tragedy by locking car doors and putting key fobs out of reach. #CheckForBaby #HeatstrokeKills <https://www.safekids.org/heatstroke>
- Kids as young as 1- and 2 are known to climb into unlocked cars and in trunks to play, but they can't always get out. Keep car doors and trunks locked and keep key fobs out of reach. #heatstrokekills #CheckForBaby #HeatstrokeKills <https://www.safekids.org/heatstroke>

Worst years . . .

- 2018 and 2019 were the deadliest years on record for child #heatstroke deaths. Let's join together to prevent these tragedies in [city] and all of [state]. Even one child lost to heatstroke is too many. @SafeKids www.noheatstroke.org

It's preventable . . .

- A tragedy from heatstroke can happen to any family. Dr. David Diamond, a professor of psychology at the University of South Florida, has studied how stress in parents' daily lives can cause memory lapses that lead to #heatstroke tragedy, look before you lock!

How fast a car heats up . . .

- [City], did you know that in just 10 minutes a car's temperature can increase by 19 degrees – even on a mild day - and it continues to rise. Too many kids die each year from #heatstroke. Learn what you can do to help: <https://www.safekids.org/heatstroke>
- In just 10 minutes, the inside of a car can heat up by 19 degrees and cracking a window doesn't help. Never leave baby alone in the car because #heatstrokekills

Can happen to anyone . . .

- Heatstroke deaths can happen to any family. Dr. David Diamond, a professor of psychology at the University of South Florida, has studied how stress in parents' daily lives can cause memory lapses that lead to #heatstroke tragedy, look before you lock!
- Heatstroke death can happen to even the most loving parent. As states reopen and your schedule changes, create reminders by placing your phone or purse in the backseat when with child. Reminders could save a life. #CheckForBaby #HeatstrokeKills <https://www.safekids.org/heatstroke>

During CORONA-19 Pandemic

- Ask the Expert: “I know under normal circumstances it can be deadly to leave my young child alone in a car during a trip to the store. But, now with the threat of coronavirus, is it OK?” NO! #HeatstrokeKills <https://www.safekids.org/blog/ask-expert-leaving-young-child-alone-car-during-coronavirus-pandemic>

Sample Chyron Messages

- It’s going to be a hot day, 89°. Never leave your baby alone in a hot car
- We have a nice day today in <city>. High of 70. In 10 minutes, a car can heat up to 19 degrees. So, never leave baby alone in the car.
- Think about leaving your cell phone in back seat with baby so you won’t forget her/him.
- Change of routine in family? Don’t forget baby is in the back seat! Leave your shoes with baby.
- My forecast today calls for 95 degree high. Never leave baby in car, not even for a moment.
- Prevent heatstroke! Lock up your car. Keep the key fob up and away from small kids.
- I’m calling for a heat wave this weekend. Never leave a child alone in a car.
- Just running into a store for a second. But seconds turn into minutes. Never leave a child behind in a car

Facebook Postings

- More than half of child heatstroke deaths occur because a caregiver has forgotten the child in the car. It can happen to even the most caring parents. Help prevent another tragedy. Leave something in the backseat you need at your final destination so you’ll remember to check that backseat before you leave. Learn more: <http://bit.ly/1fT7GgB>
- [Insert number children who have died in 2020] kids have already died from heatstroke in hot cars this year. Help prevent another tragedy. If you see a child alone in a car, call 911. Emergency personnel are trained to respond to these situations. One call could save a life. <http://bit.ly/1gy2XPR>
- Did you know how hot the inside of a car can get, even on a mild day? @SafeKids hit the streets and asked people to guess? When we revealed the answer, the reactions were amazing. <http://bit.ly/1vZKlym>
- Heatstroke doesn’t only happen on hot days. Children are still at risk even in cooler temperatures because of how quickly a car can heat up. If you see a child alone in a car, call 911. You don’t know how long they’ve been there, so don’t waste any time. You can save a life. <http://bit.ly/1gy2XPR>
- The high for [city] is [temperature]. While that’s not as high as we normally see during the summer months, in 10 minutes a locked car can get up to 19 degrees hotter and cracking a window doesn’t help. So please don’t leave your child alone in a locked car, not even for a minute.
- When you get back from the beach today, remember to lock your car and keep the key fob away from your kids, because getting trapped inside a hot car can lead to heatstroke.
- I’m calling for a heat wave this weekend in [city]! Friendly reminder from your local meteorologist, that heatstroke can be fatal for kids, so please, from me to you, look before you lock and don’t leave your kid behind in a hot car. Not even for a minute.
- As your family routine changes with the nice weather we are having in [city], changes in parents’ daily lives can cause memory lapses that lead to tragedy. Make sure to look before you lock, because in 10 minutes a locked car can get up to 19 degrees hotter! And cracking a window doesn’t help.

Shortcuts for Social Media

Key Hashtags

- #Heatstroke
- #HeatstrokeKills
- #CheckForBaby
- #LookBeforeYouLock
- #ParkLookLock
- #HotCars

Handles of Safety Allies

- @SafeKids
- @SKWAdvocate
- @KidsandCars
- @NSCSafety
- @NHTSAGov
- @NWS (National Weather Service)
- @JPMA
- @SafeRoadsNow

