



Contact: Anne Biswell
(816) 283-6242 ext. 226
abiswell@mchc.net

FOR IMMEDIATE RELEASE:
July 19, 2013

NEWS RELEASE:

LOOK BEFORE YOU LOCK – PREVENT CHILD HYPERTHERMIA DEATH

Statement may be attributed to Regina Weir, Safe Kids Metro KC Coordinator
(816) 283-6242 ext. 244 rweir@mchc.net

On Wednesday, an 11-month-old girl died after being forgotten in a hot SUV in Homewood, AL. The child was left for 3 hours in 90 degree heat, but the inside of the car registered around 120 degrees.

This brings the 2013 heatstroke fatality tally to 21.

The entire country is experiencing a heat wave this week. We do not want this tragedy to happen to any Kansas City metro area family. It's 100% preventable! Please, let's work together and spread the word about the dangers of heatstroke.

There are things that can be done to prevent this tragedy. Safe Kids Metro KC wants you to ACT:

- 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.
- C - Create reminders by putting something in the back seat 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.
- 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.

Attached please find scripts for various PSAs - feel free to use any of these, and as always, please call us to arrange for someone to speak further on the topic.

Article: http://blog.aj.com/spotnews/2013/07/infant_girl_dead_after_left_in.html

Safe Kids Metro Kansas City is a program of [Mother & Child Health Coalition](#).

Anne Biswell

Communications Coordinator
Mother & Child Health Coalition
6400 Prospect Ave. Suite 216
Kansas City, MO 64132
(816) 283-6242 ext. 226
(816) 283-0307 fax

abiswell@mchc.net www.mchc.net

Twitter at http://twitter.com/mchc_dot_net

CHILD ABUSE PREVENTION:

MO Crisis Line: 816.531.0233

KS Crisis Line: 913.642.0233

Upcoming Events: [Friday, July 26, MCHC Quarterly](#)