

IT CAN HAPPEN ANYWHERE!

Children left alone inside a vehicle.

Kentucky

Brian Puckett



Left in car by
babysitter.

(Died)

California

Kaitlyn Russel



Left in car by
babysitter.

(Died)

Ohio

Tyler Costello



Left in car by
father.

(Died)

Texas

Mika Terry



Left in car by
father.

(Died)

In America, Death & Disability Are On The Rise.

More children will live than actually die!

The children who live...

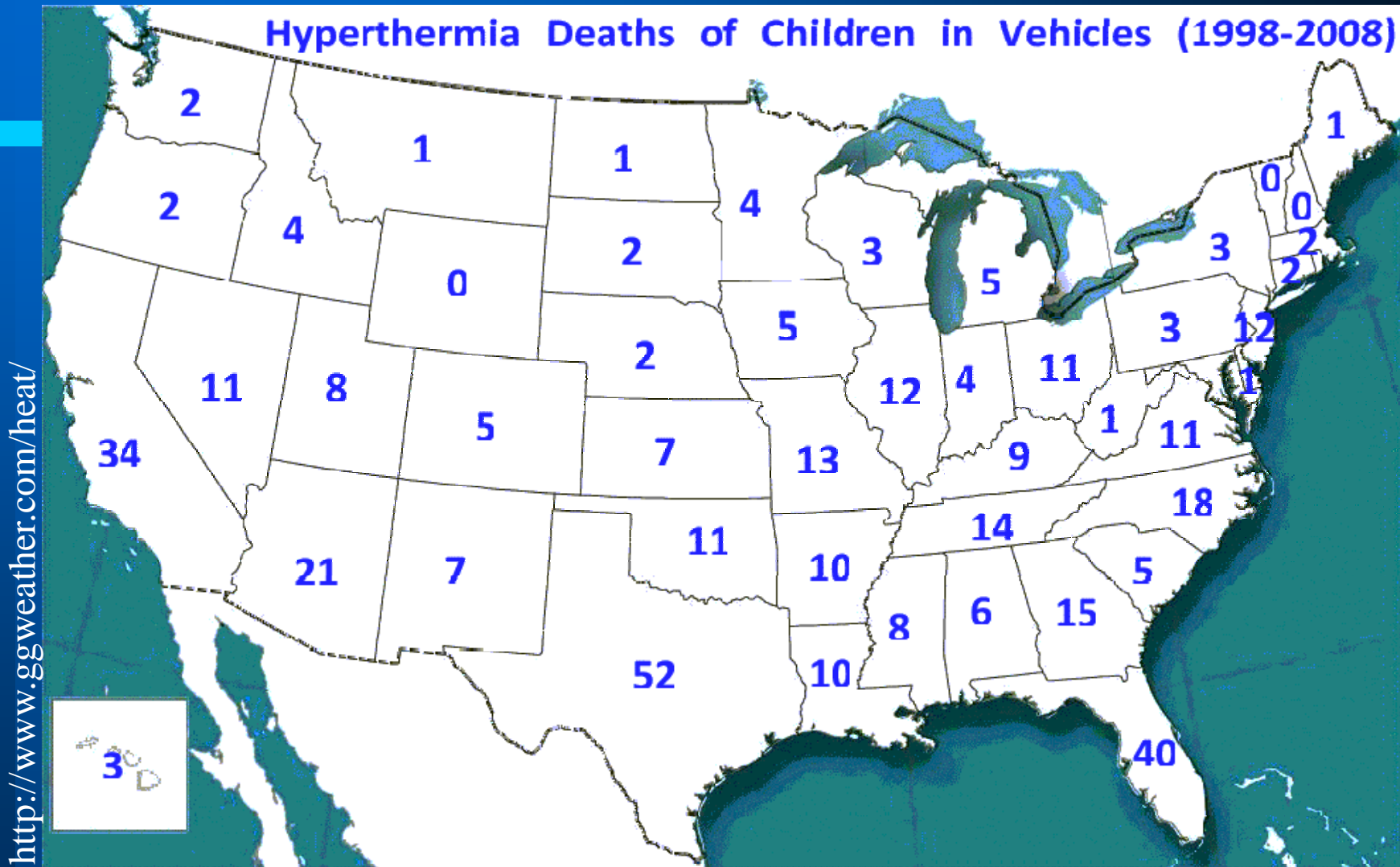
The children who live, often suffer permanent organ damage!
Heat stroke can damage vital organs, such as the liver, kidneys, and brain. (15)



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.



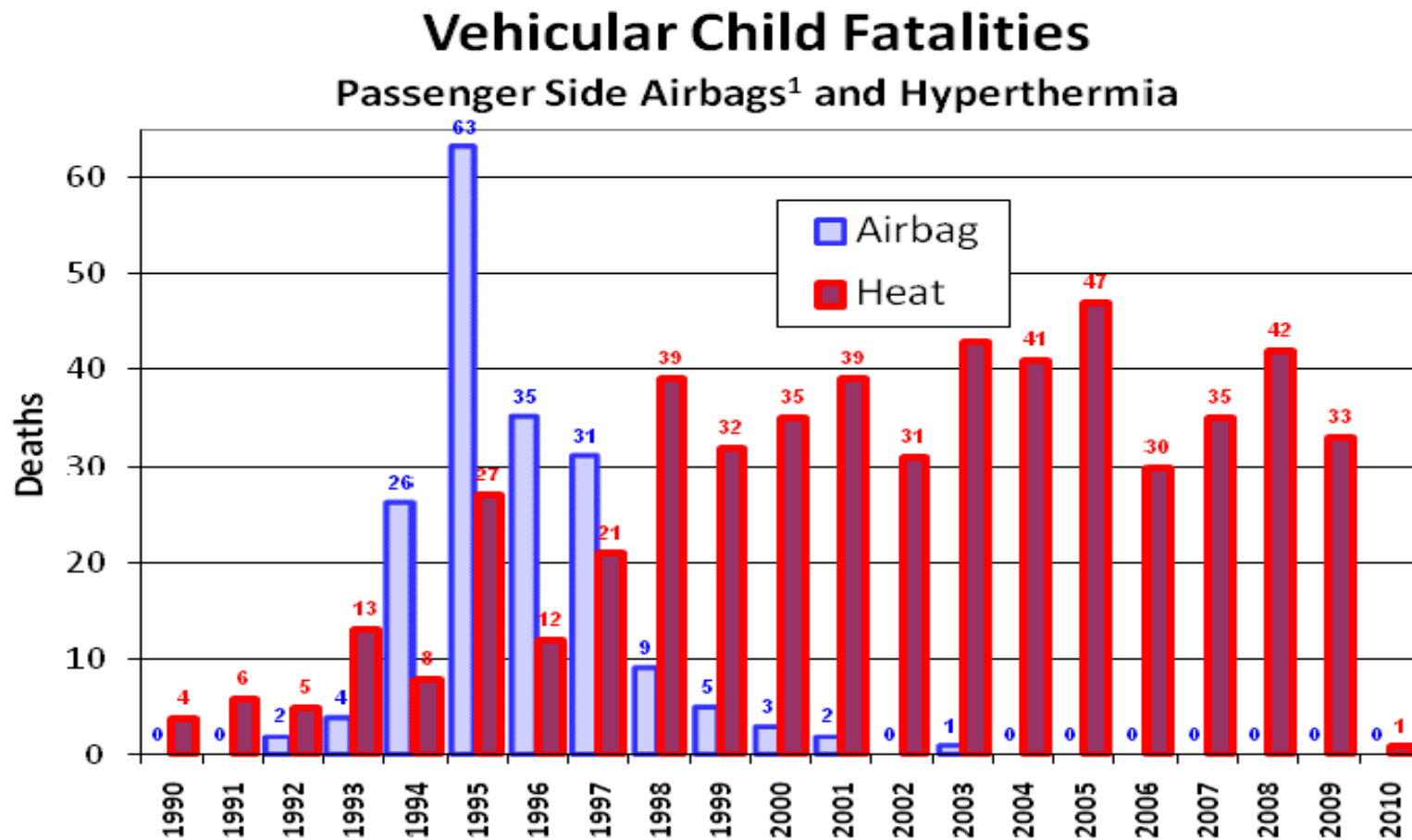
Why is death and disability on the rise?

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”

<http://www.ggweather.com/heat/airbags.gif>



¹NCSA, NHTSA ; "Counts of Frontal Air Bag Related Fatalities and Seriously Injured Persons", July 2007

Emergency room visits are on the rise too!

Heat Exhaustion – Heat Stress – Sun Stroke – Heat Stroke

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 system is 3 to 5 times less advanced than an adult's.

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.



http://www.ggweather.com/heat/hot_car_20min.jpg

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)

Statistics & Facts:

- *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°, and a core body temperature of 107° is considered lethal (ggweather.com/heat/).*

Vehicles Can Heat to Dangerous Levels in a Matter of Minutes!

Outside Temperature

75°F

75°F

85°F

85°F

85°F

100°F

Temperature in Car

100°F in 10 minutes

120°F in 30 minutes

90°F in 5 minutes

100°F in 7-10 minutes

120°F in 30 minutes

140°F in 15 minutes

Statistics <http://www.babyinback.com/stats.php>

Centers for Disease Control and Prevention (10)

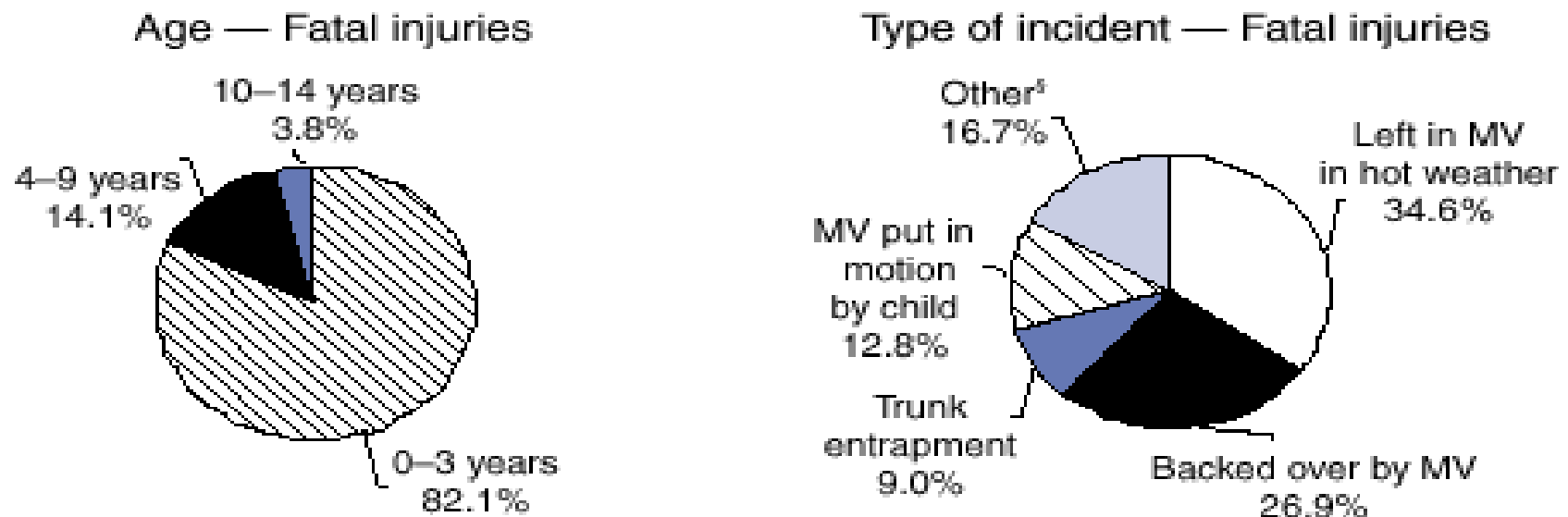
TABLE 1. Estimated number and rate* of injuries treated in hospital emergency departments among children aged ≤ 14 years who were left unattended in or around motor vehicles — United States, July 2000–June 2001

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

* Per 100,000 population.

† Confidence interval.

FIGURE. Distribution* of fatal injuries among children aged ≤ 14 years injured in or around motor vehicles (MVs)[†], by age and type of incident for cases reported — United States, July 2000–June 2001



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

[†] n=78.

[§] 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, lose 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
- News 12 at 11, July 29, 2007. More children dying in hot cars
www.wrdw.com/home/headlines/8801027.html

America needs a solution.

References:

1. www.ispub.com/ostia/index.php?xmlFilePath=journals/ijra/vol4n1/heat.xml
Szold O, Reider-Groswasser II, Ben Abraham R, Aviram G, Segev Y, Biderman P, Sorkine P. Gray-white matter discrimination--a possible marker for brain damage in heat stroke? *Eur J Radiol.* 2002 Jul;43(1):1-5.
2. Dematte JE, O'Mara K, Buescher J, Whitney CG, Forsythe S, McNamee T, Adiga RB, Ndukwu IM. Near-fatal heat stroke during the 1995 heat wave in Chicago. *Ann Intern Med.* 1998 Aug 1;129(3):173-81.
3. Mirchandani HG, McDonald G, Hood IC, Fonseca C. Heat-related deaths in Philadelphia--1993. *Am J Forensic Med Pathol.* 1996 Jun;17(2):106-8.
4. Yaqub B, Al Deeb S. Heat strokes: aetiopathogenesis, neurological characteristics, treatment and outcome. *J Neurol Sci.* 1998 Apr 1;156(2):144-51.
5. Axelrod BN, Woodard JL. Neuropsychological sequelae of heatstroke. *Int J Neurosci.* 1993 Jun;70(3-4):223-32.
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
www.ispub.com/ostia/index.php?xmlFilePath=journals/ijra/vol4n1/heat.xml
8. Careful Parents <http://www.marshallbrain.com/cp/hot-cars.htm>
9. Children's Hospital
<http://www.chkd.org/HealthLibrary/SafetyTips/SafeSummer.aspx>

References continued...

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.ockeepkidssafe.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
 14. <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/07/08/BAGHJDKM691.DTL>
 15. Hughston Sports and Medicine Foundation
<http://www.hughston.com/hha/a.heatill.htm>
 16. <http://www.ci.ceres.ca.us/weeklyarticle/20040527.html>
- 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!

Long-Term Awareness = Education

Education = Prevention

Life-Meter™

Creates Long-Term Awareness - Educates Caregivers & Educates Families.

Life-Meter™ in Action

Awareness Decal:

Attaches to the inside window.



Awareness Thermometer:

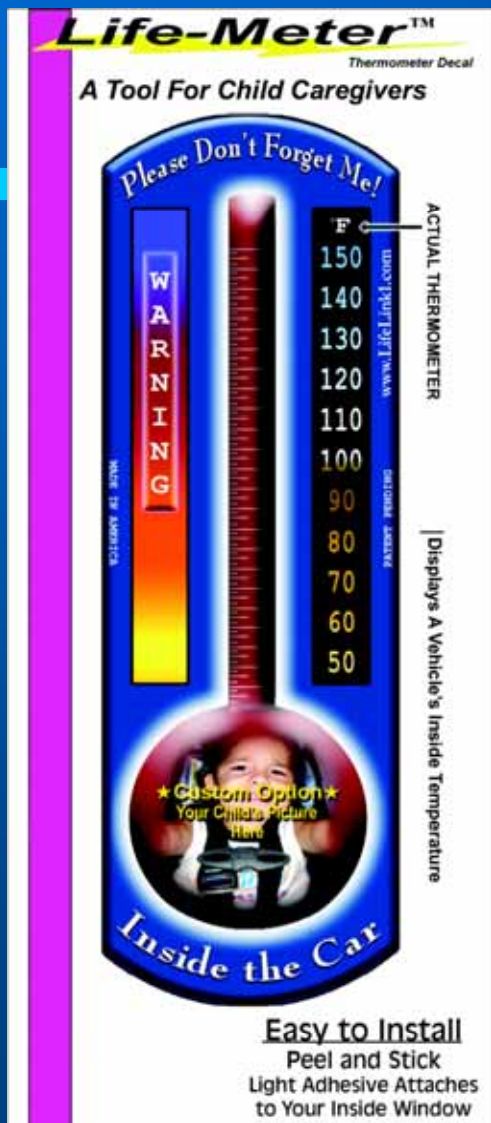
Attaches wherever you choose!



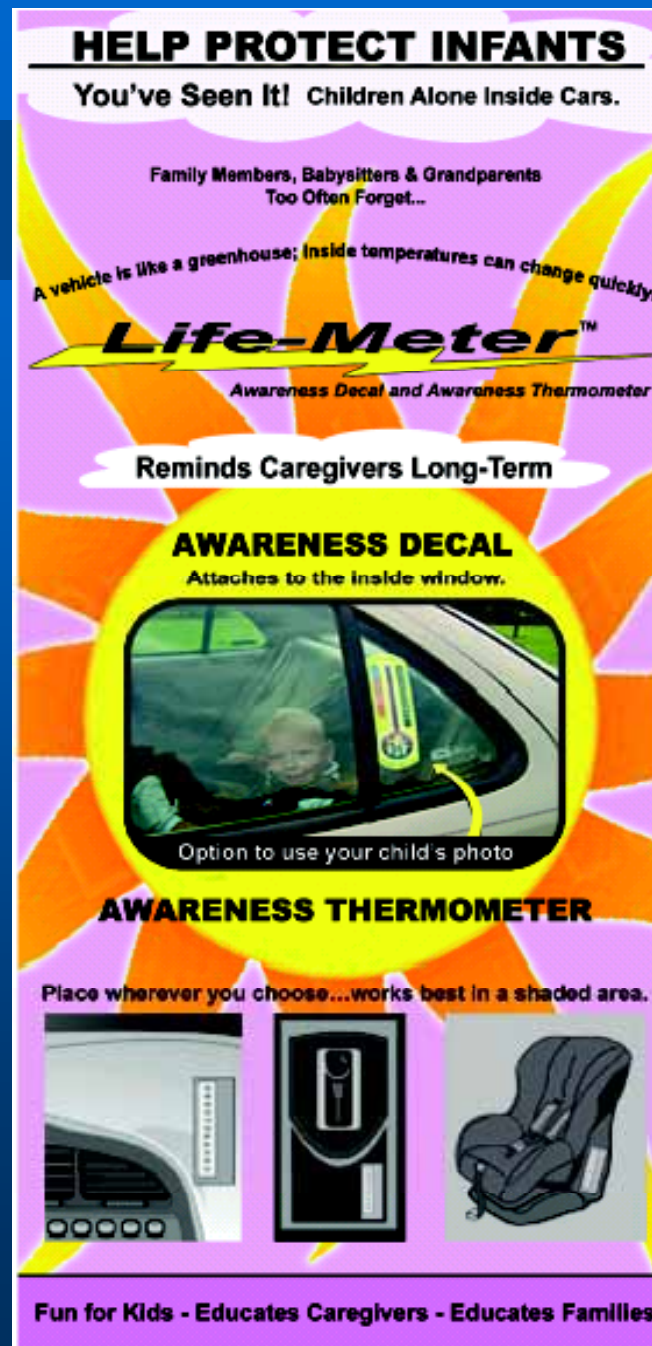
Both items peel and stick.

Light Adhesive – Easy to Install – Easy to Remove

Product Packaging (Front)



POP (two sided display)



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.*