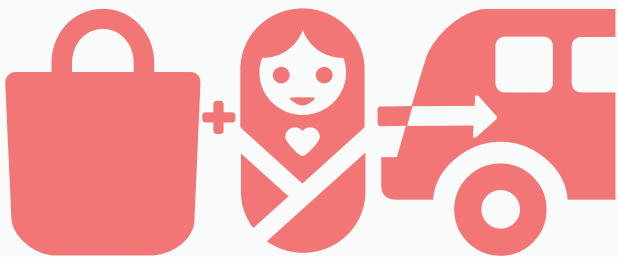


# KEEP YOUR LITTLE PASSENGERS SAFE

Keeping your child safe in the car goes beyond correct car seat installation.

Sleeping, rear-facing children are quiet passengers and a significant number of parents have unknowingly left their child in the car.

This puts the child at risk of injury or vehicular heatstroke.



## BAG in the BACK

[www.bagintheback.org](http://www.bagintheback.org)

Put your bag or  
a frequently used item  
in the backseat  
**EVERY TIME** to ensure  
you always  
open and check the back  
of the vehicle.



The Sofia Foundation  
for Children's Safety

SAFE HABITS SAVE LIVES

## Bag in the Back: An Awareness Campaign for Safer Habits

Since 1998, in the US alone, more than 780 children have died due to vehicular heatstroke; 90% of the cases happen to children between the ages 0-3. Most of the cases of unintentional vehicular heatstroke are a result of memory lapses that lead to unknowingly leaving a child in the car.

The Sofia Foundation for Children's Safety surveyed over 1000 parents to understand how much awareness there was on this safety threat. We learned:

Parents receive a lot of advice, but only 30% had the awareness to put a bag or item of frequent use in the backseat of their car as a way to prevent leaving a child unknowingly in the car.



The main source of information for vehicular heatstroke are media, website blogger, or a friend. Only 5% of parents received this information from their pediatrician/doctor.

Source	% of Total
No one	44%
Pediatrician	6%
Prenatal Classes	1%
Hospital	1%
All medical	7%
Family/Friend	20%
Organization	1%
Book	4%
Media i.e. news	23%
Websites	12%
Social media	21%
Products	1%
Seat check	2%
Other	0%

*More than 50% of parents do not take any action to avoid accidentally leaving their child in the car.*

## Help Us Prevent Vehicular Heatstroke



Pediatricians are parents' most trusted source of parenting and health information (M. Bailey, 2008). Join us in the effort to educate parents about the risk of vehicular heat stroke and how to prevent it!

- Talk to parents about the risk of unknowingly leaving their child in the car and vehicular heatstroke
- Recommend they put a bag, phone, purse, desk key or another item of frequent use in the backseat of the car as a reminder to always open the back door
- Put our flyer (see reverse side) on the wall in your office and give our brochure to new parents at well checks