



The Sofia Foundation
for Children's Safety

MISSION

To protect the lives and wellbeing of children by increasing awareness of everyday dangers, educating caregivers, and instilling lasting safety and prevention habits.

WHAT WE DO

Empower parents and caregivers by creating comprehensive and easy-to-read materials on hazards that put infants' and children's lives at risk.

Advise caregivers, healthcare providers, educators, and the community of safety and prevention habits that can be implemented immediately.

Promote awareness via social media campaigns on simple, effective habits that can minimize and prevent accidents.

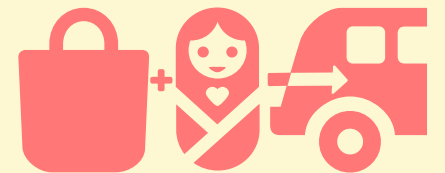
Amplify the message by identifying the key advocacy partners needed to reinforce these prevention habits and drive widespread habit adoption.

Build a supportive community where everyday dangers and hazards are de-stigmatized and can be discussed openly and without judgment.

For more info, visit
www.bagintheback.org
or contact us at info@thesfcs.org



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BAG in the BACK



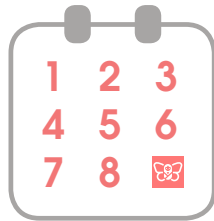
Safe Habits Save Lives
BAG IN THE BACK

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INCIDENCE



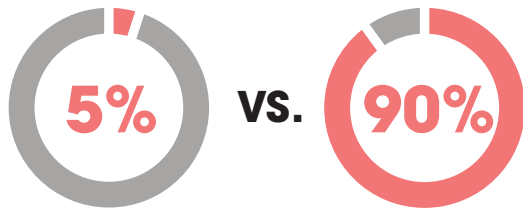
37 CHILDREN in the US die yearly in hot cars, about **1 every 9 days.**

AGE OF VICTIMS



90% OF CHILDREN who have died from vehicular heatstroke are **under 3 years old.**

AWARENESS



5% of parents receive info about preventing vehicular heatstroke while **90% of parents** receive info about SIDS from pediatricians.

MORE THAN 50% OF PARENTS

>50% do not practice any habit to prevent accidentally leaving a child in the car.







The Bag in the Back campaign is designed to:

- Increase awareness to parents and caregivers about the dangers of vehicular heatstroke.
- Promote the habit of putting your BAG IN THE BACK or an item of frequent use.
- Promote the habit of always opening and checking the back seat of the car. This habit will minimize the risk of unknowingly leaving a child in the vehicle.



HOW TO DEVELOP THE BAG IN THE BACK HABIT:

-  1. Place the child in the car seat.
-  2. Place the personal item in the back below the car seat.
-  3. Drive with child to final destination.
-  4. Turn off the car engine and open the back door to take the child out and get the personal item.

EVERYONE IS AT RISK

CONTRIBUTING FACTORS:



Autopilot Moment

The part of the brain that controls routine behaviors is quite powerful and can override the part of the brain that controls decision-making and planning.

For example, if one usually stops at a store after daycare before work but instead stops at the store before daycare, it could mess up the routine.



False Memories

Memories are reconstructed in many different ways after events happen. Memory distortions is when the recollection of the memory is different from what actually happened. Different lines of research have shown that 60% of adults can experience different types of memory distortions.

Brain Processing errors are common and unpreventable. They can lead to leaving a child unknowingly in the car. In fact, 1 in 16 parents reported experiencing a brain processing error around their children, according to a 2018 survey.

Override Your Autopilot Via Habit Adoption:

Adopt the Bag in the Back habit: every time you drive, place a frequently used item, something you couldn't continue your day without - like an ID badge, phone, laptop, or purse - in the back seat. **Every time.**

