



JPMA Hyperthermia/Heatstroke Position Statement

Nearly 900 children have died of vehicular heatstroke since 1998, an average of 39 children each year, with the frequency of these tragedies increasing in recent years. More than half of child victims were unknowingly left in the vehicle by their caregivers, usually following a change in routine. Another quarter of the children entered unoccupied vehicles on their own and became trapped. Nearly one out of five were knowingly left in the vehicle by their caregivers.

The Juvenile Products Manufacturers Association (JPMA) is actively involved in efforts to prevent children from dying in hot cars. JPMA believes that the most universal way to avert these tragedies is to equip new passenger vehicles with reminder systems and consider the potential for retrofitting existing vehicles with such systems. Existing technology can detect the presence of a child, other vulnerable human occupant or pet, and trigger distinct auditory, visual or haptic alerts that remind drivers to check the rear seat. These systems, if implemented, would detect children left in vehicles as well as those who gain entry on their own, and can be combined with other technologies to further alert drivers, family members or emergency services.

Juvenile product manufacturers are also working to bring the latest innovations to market to advance safety, convenience and care for consumers. Alert technologies are incorporated into some child restraints, reminding caregivers who might otherwise unknowingly leave children behind. Add-on devices have also been developed to perform similar functions. These options may help reduce incidence of children unknowingly left behind, although there are currently no Government regulations, industry standards or impartial assessment tools to verify the reliability of these technologies. JPMA strongly encourages continued study and

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development of impartial performance metrics, as new applications continue to emerge.

Until fail-proof technology is developed and implemented on a wide scale, we are committed to providing information and education to assist parents and caregivers in preventing these tragic deaths.

- Never leave your child alone in a car, not even during a quick trip to the store.
- Make it habit to check the front and back seat of your car every time you walk away from it.
- Teach children that a car is not a toy and to not play in or around the car.
- Keep car doors and trunks locked and keep key fobs out of reach.
- Create reminders like placing a stuffed animal or other memento in your child's car seat when it's empty, and move the toy to the front seat as a visual reminder when your child is in the back seat.
- Set a calendar alert on your phone about your childcare drop off responsibilities and set up a system either by phone call or text to confirm you have dropped your child off at childcare or school.
- Take action. If you see a child alone in a car, call 911

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