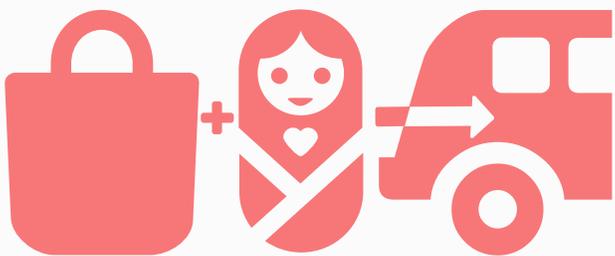
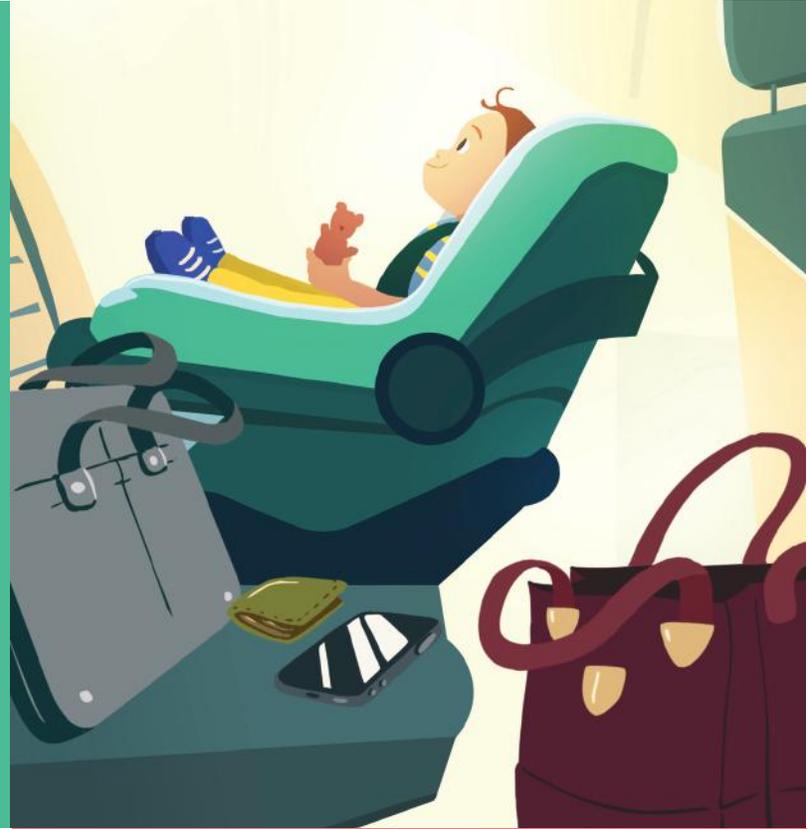


KEEP YOUR LITTLE PASSENGERS SAFE

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

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

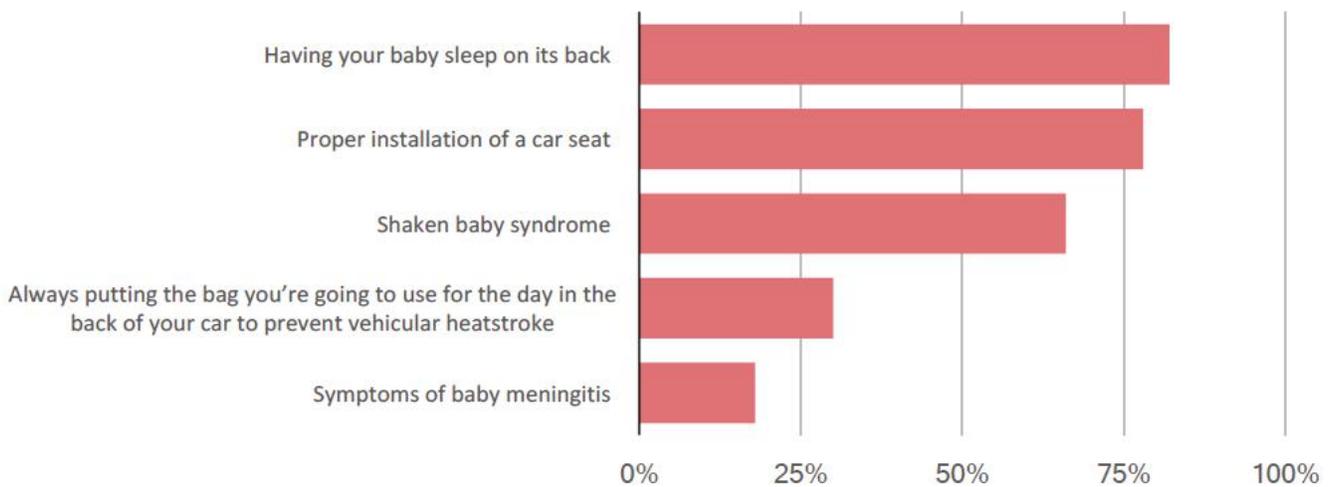


Bag in the Back: An Awareness Campaign for Safer Habits

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.

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

- 1 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.



- 2 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



HOW TO DEVELOP THE BAG IN THE BACK HABIT

STEP

1



Caregiver places the baby in the backseat.

2



Caregiver places the personal item below the car seat after the child has been properly seated.

3



Caregiver drives with child to destination.

4



Caregiver turns off vehicle and opens the back door to take child and personal item.



The Sofia Foundation
for Children's Safety

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



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.

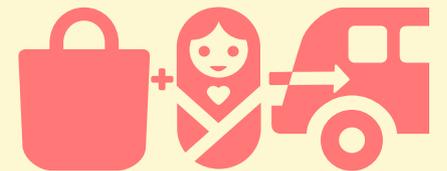
Amplify the message by identifying the key advocacy partners needed to reinforce these prevention habits and drive widespread habit adoption.

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

www.bagintheback.org



The Sofia Foundation
for Children's Safety

INCIDENCE



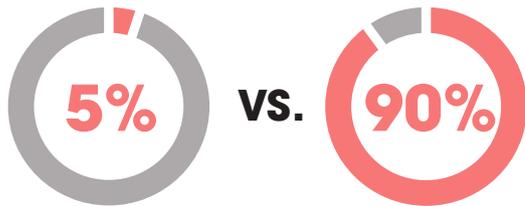
37 CHILDREN in the US die yearly in hot cars, about **1 every 9 days.**

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.**

