**SAMPLE**

**Press Release – Rapid Response**

**Near Miss**

**[Agency Name] Statement on a Heatstroke Near Miss**

**Statement may be attributed to [Agency Representative, Title]**

**[**Agency Name] announces that today there was a heatstroke near miss incident in [city] in which [details of incident]. A near miss occurs when a child is rescued from a car to prevent serious injury or death. Any child unattended in a motor vehicle can be at risk for injury.

Because of this event, [Agency Name] wants to remind parents and caregivers to never leave a child alone in a car, not even for a minute. Parents and caregivers can cut down the number of deaths and near misses by remembering to ACT.

* A: Avoid heatstroke-related injury and death by never leaving a child alone in a car, not even for a minute. And make sure to keep your car locked when you’re not inside so kids don’t get in on their own.
* C: Create reminders. Keep a stuffed animal or other memento in your child’s car seat when it’s empty, and move it to the front seat as a visual reminder when your child is in the back seat. Or place and secure your phone, briefcase, or purse in the back seat when traveling with your child.

* T: Take action. If you see a child alone in a car, call 911. Emergency personnel want you to call. They are trained to respond to these situations. One call could save a life.

[Agency Name] is working to ensure that no child is alone in a car, not even for a minute. We’re participating in an education and awareness program that provides posters and tip sheets at childcare centers, doctor’s offices and hospitals and police and fire stations.

Since 1998, more than 740 children across the United States have died from heatstroke while unattended in cars. You can help us spread the word to your community to stop these preventable tragedies. Additional prevention information can be found at [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke), and statistics on child heatstroke deaths can be found at www.noheatstroke.org

To gain perspective on these tragic incidents, we ask that concerned citizens read “[Fatal Distraction: Forgetting a Child in the Back seat of a Car Is a Horrifying Mistake. Is It a Crime?](http://www.washingtonpost.com/wp-dyn/content/article/2009/02/27/AR2009022701549.html)” by Gene Weingarten, Washington Post Staff Writer.