PREVENTING HOT CAR HEAT STROKE
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Arkansas Children’s
PROGRAM OVERVIEW

- Level 1
- Top three mechanisms of unintentional injury
  - Children <1 yr: suffocation and motor vehicle
  - Children 1 – 19 years: motor vehicle, drowning, poisoning,
- Not Even for a Moment
  - Hot Car Heatstroke
  - Pilot October 2017 – March 2018
  - Two high-profile deaths in two years
  - No rigorously evaluated interventions available
PROGRAM DEVELOPMENT

- Community-based Education Model
  - New program
  - Formative Evaluation
- Source of funding
  - Pilot donor supported
- 6 daycare centers; ~1,000 families
PROGRAM IMPLEMENTATION

- Agreement by daycare staff to proactively communicate child’s absence to parents
- Training for daycare staff
- Poster and brochure for distribution
- Children’s board book to reinforce messages
- Window decal
PROGRAM EVALUATION

• Structured interviews with staff and parents for preferences, recommendations for next phase
  o Printed materials revised to increase risk perception
  o Implementation guideline with call policy examples
  o Online or digital training
  o Modify text to 6th grade reading level
  o Include “near misses” in messaging