



SANTA BARBARA COUNTY FIRE DEPARTMENT

MICHAEL W. DYER
FIRE CHIEF

4410 Cathedral Oaks Road, Santa Barbara, CA 93110

PUBLIC SERVICE ANNOUNCEMENT

FOR IMMEDIATE RELEASE

- Did You Forget Something / Left Inside a Vehicle -

SANTA BARBARA, Ca. July 5, 2011 – It's called hyperthermia or heatstroke, and it can happen faster than you ever imagined. The Santa Barbara County Fire Department reminds people that children or animals left inside a vehicle, can quickly overheat, resulting in devastating injuries, permanent brain damage or death.

Cracking your window will save your upholstery, but won't help your child. Children overheat four times faster than adults. In 70 degree weather, vehicles can reach life – threatening temperatures in minutes. Leaving a window open does not help.

Did you forget something? Consider these helpful tips:

- Put something you need on that trip in the back seat (like a purse or briefcase) or place a stuffed animal in the front seat as a reminder the child is there.
- Use the drive through window when possible.
- Arrange for daycare to call when a child hasn't been dropped off or have your partner cross-check with you.

The Santa Barbara County Fire Department reminds people that simple things when overlooked can have tragic consequences. All that is needed to prevent the unthinkable is to initiate consistent, preventable behaviors.

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