



SOCIAL MEDIA PLAYBOOK

HEATSTROKE

2022

April 25–September 25, 2022



How to Use This Playbook

This document is a social media playbook for the 2022 Heatstroke campaign period. It includes specific content and assets, along with instructions, to raise awareness of the risks of forgetting or leaving a child in the car for parents and caregivers with children under the age of 2. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

Table of Contents

Campaign Overview 4

- Campaign Summary 4
- Objectives 4
- Posting Strategy 5

Creating Your Own Content 6

Social Media Content 7

- Content Organization 8
- Post Examples 9
- Sizes Available 11
- Content 13

NHTSA Contact 33

Campaign Overview

Heatstroke Campaign Summary

From 1998 to 2021, 906 children have died due to pediatric vehicular heatstroke. Of those, 52.7% were forgotten by a caregiver, 25.8% gained access on their own and 20% were left behind. All of these deaths could have been prevented. We need to encourage parents and caregivers to always think: “Where’s Baby? Look Before You Lock.”

The goal of the Heatstroke campaign is to remind parents and caregivers to always check for their children in the back seat and keep vehicles locked at all times and keys out of reach to prevent children from playing in cars.

Objectives

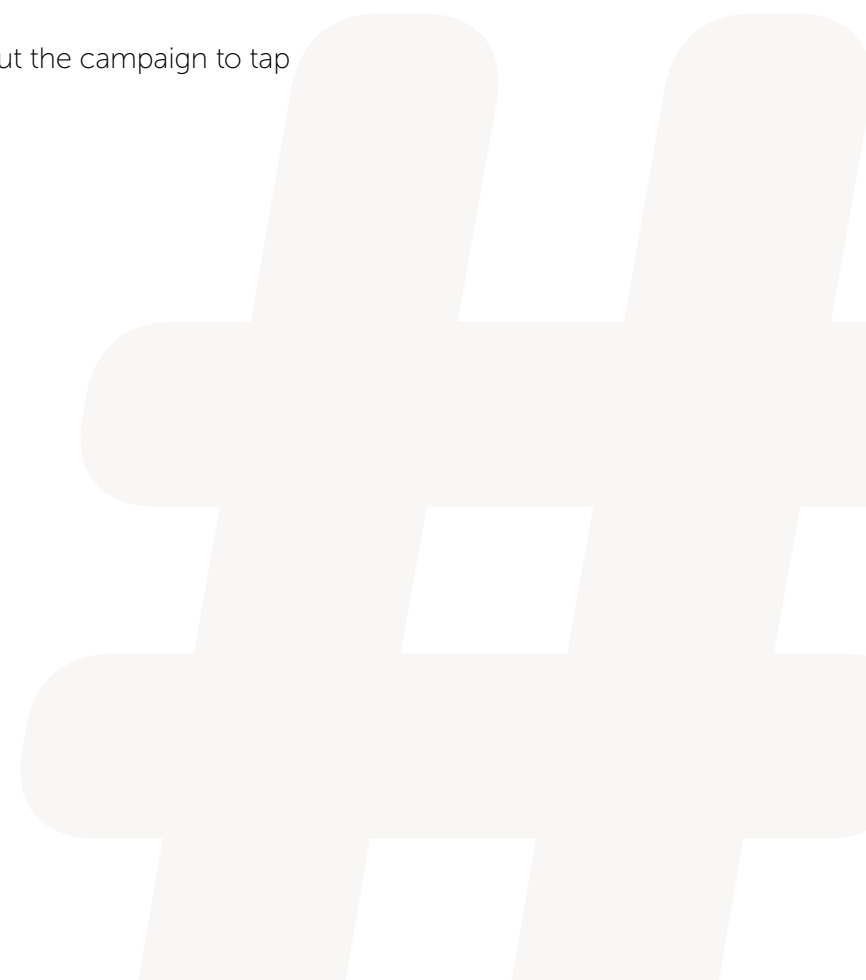
- Motivate parents and caregivers to make it a habit to check all seating areas of the car before walking away.
- Remind parents and caregivers to lock car doors and place keys out of reach to prevent children from gaining access to vehicles on their own.
- Encourage bystanders to take action if they see children in vehicles alone.

Heatstroke Posting Strategy

The 2022 Heatstroke campaign period runs from April 25 to September 25. Posting on social media will help reinforce the paid placements that will occur during this time, especially throughout the warmer summer months.

Below are relevant hashtags to use when posting about the campaign to tap into relevant conversations related to Heatstroke:

- **#NoHeatstroke**
- **#HeatstrokeKills**
- **#WheresBaby**
- **#ParkLookLock**
- **#ActFast**
- **#CheckForBaby**



Creating Your Own Content

While this playbook offers standard social messages, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or adjust our pre-written messages to be tailored to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local heatstroke data

Here are some examples of a "create your own" style message:

- Hey Seattle! If you see a child alone in a car, take action to get the child out of the car! Many states have Good Samaritan laws that will protect you.
📞 Call 911.
👶 Get the child out of the car.
👶 Spray them with cool water (not an ice bath).
#HeatstrokeKills
- Hey, Orlando if you're running errands remember that summer months mean warmer weather but that also means dangerous temperatures. In just 10 minutes the temps inside a car can rise by 20°. So, on a 90° day, temperatures inside a car can reach over 110°, which can be deadly for a child. Never leave your child alone in a vehicle. **#HeatstrokeKills**

Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2022 Heatstroke campaign period. Provided on pages [13-32](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

Twitter



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.

Content Organization

The social media content is organized into sections based on creative concept and social platform. Both English and Spanish versions are provided for this campaign.

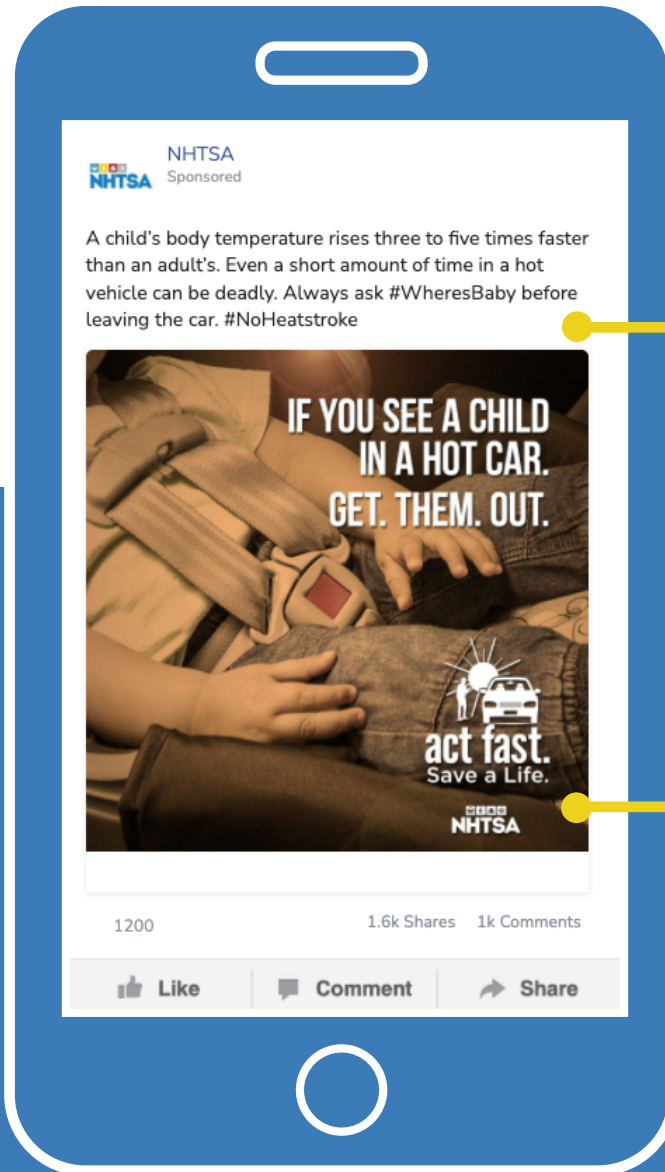
English

- Forgotten (Facebook)—Pg. [13](#)
- Forgotten (Twitter)—Pg. [14](#)
- Left Behind (Facebook)—Pg. [15](#)
- Left Behind (Twitter)—Pg. [16](#)
- Gained Access (Facebook)—Pg. [17](#)
- Gained Access (Twitter)—Pg. [18](#)
- Act Fast: Bystander - Baby (Facebook)—Pg. [19](#)
- Act Fast: Bystander - Baby (Twitter)—Pg. [20](#)
- Act Fast: Bystander - Toddler (Facebook)—Pg. [21](#)
- Act Fast: Bystander - Toddler (Twitter)—Pg. [22](#)

Spanish

- Forgotten (Facebook)—Pg. [23](#)
- Forgotten (Twitter)—Pg. [24](#)
- Left Behind (Facebook)—Pg. [25](#)
- Left Behind (Twitter)—Pg. [26](#)
- Gained Access (Facebook)—Pg. [27](#)
- Gained Access (Twitter)—Pg. [28](#)
- Act Fast: Bystander - Baby (Facebook)—Pg. [29](#)
- Act Fast: Bystander - Baby (Twitter)—Pg. [30](#)
- Act Fast: Bystander - Toddler (Facebook)—Pg. [31](#)
- Act Fast: Bystander - Toddler (Twitter)—Pg. [32](#)

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.



Facebook Post Example

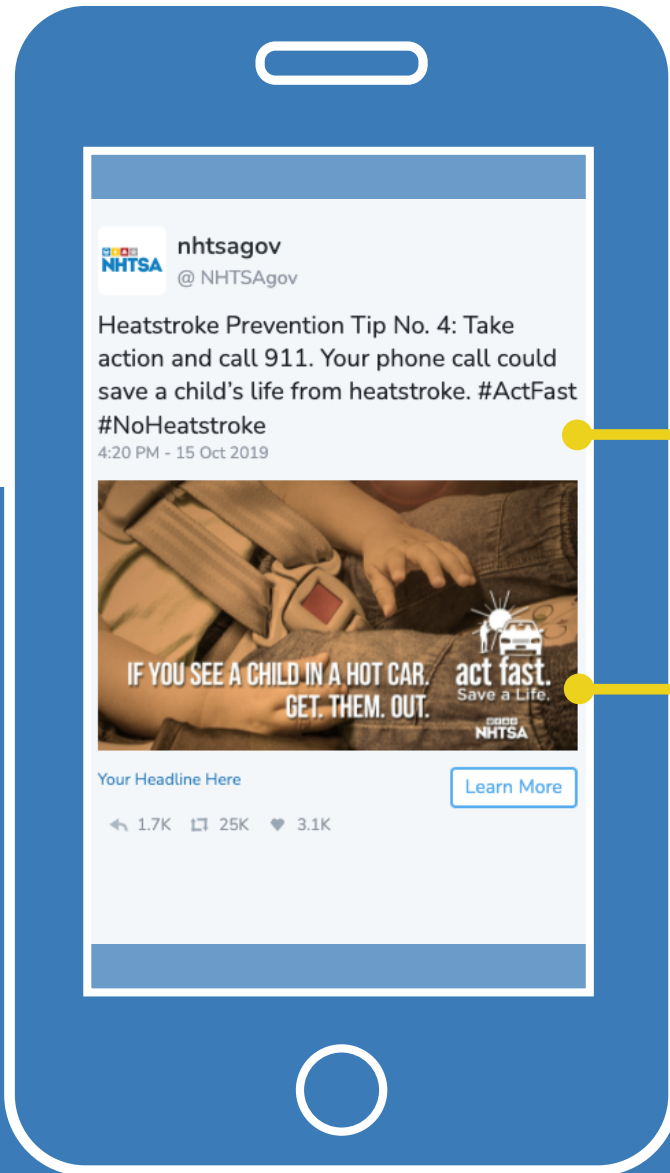
Here is an example of how a Facebook post should look when published.

- 1 Suggested copy from this playbook.
- 2 Downloaded graphic from trafficsafetymarketing.gov.



Twitter Post Example

Here is an example of how a Twitter post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

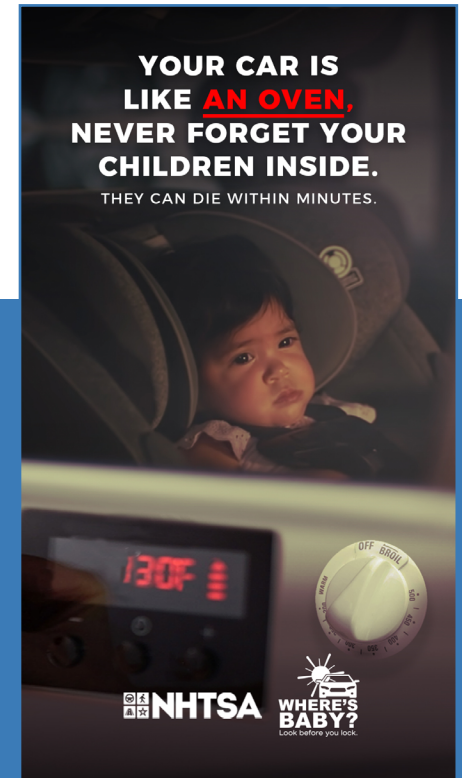
Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



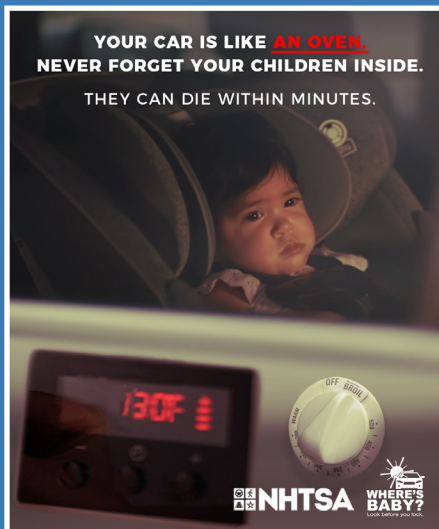
Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined (Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

Forgotten

STEP

1 Download graphics.

Download the "Forgotten" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Even with temperatures as low as 60°, kids are still in danger of dying in a hot car.
Prevent these tragedies:
 - 👶 Never leave a child alone in a car.
 - 👶 Always check the back seat.
 - 👶 Lock unattended vehicle doors.**#HeatstrokeKills #CheckForBaby**

- If you see a child alone in a car, take action to get the child out of the car! Many states have Good Samaritan laws that will protect you.
 - 📞 Call 911.
 - 👶 Get the child out of the car.
 - 👶 Spray them with cool water (not an ice bath).**#HeatstrokeKills**

Forgotten

STEP

1 Download graphics.

Download the "Forgotten" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Don't let being out of your routine turn deadly. If someone else is taking your child to daycare or school, call to make sure they arrived safely. A simple double-check could prevent a devastating tragedy. **#HeatstrokeKills #CheckForBaby**
- Don't let distraction turn deadly. Keep a reminder, like a stuffed animal, in the front seat as a visual cue to **#CheckForBaby**.
- Inside temps in a vehicle can climb 20° in less than 10 minutes. Never leave a child alone in a vehicle—it could have deadly consequences. **#HeatstrokeKills**

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Don't leave your child behind!
 - 👉 Always check the back seat.
 - 👉 If your routine changes, call to make sure your child arrived safely.
 - 👉 Keep a stuffed animal or other memento in the front seat as a visual reminder that your child is in the back.

#HeatstrokeKills #CheckForBaby
- In 2021, 23 children died after being left or getting trapped in a hot car. Don't let this preventable tragedy happen to your family. Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn how to stop these deaths.

#HeatstrokeKills #CheckForBaby
- Summer months mean warmer weather but that also means dangerous temperatures. In just 10 minutes the temps inside a car can rise by 20°. So, on a 90° day, temperatures inside a car can reach over 110°, which can be deadly for child. Never leave your child alone in a vehicle.

#HeatstrokeKills

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- If you see a child alone in a car, take action to get the child out of the car!
 - 📞 Call 911.
 - 👉 Get the child out of the car.
 - 💧 Spray them with cool water (not an ice bath).

#HeatstrokeKills

- Hot cars kill kids. Prevent these tragedies:
 - 👉 Never leave a child alone in a car.
 - 👉 Always check the back seat.
 - 👉 Lock unattended vehicle doors.

#HeatstrokeKills #CheckForBaby

Gained Access

STEP

1 Download graphics.

Download the "Gained Access" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- From 1998–2021, 25.8% of children who died from heatstroke gained access to the car on their own. Keep your child safe and lock your doors when everyone is out of the vehicle.
#StopHeatstroke #HeatstrokeKills
- More than a quarter of children who died from heatstroke weren't forgotten or knowingly left behind—they got in the car on their own. Keep doors locks and keys away from children.
#StopHeatstroke #HeatstrokeKills
- In just 30 minutes, a vehicle can heat up by 40 degrees—no matter the weather—and become deadly. Don't let your child use the car as a play place—lock the door and store keys safely.
#StopHeatstroke #HeatstrokeKills

Gained Access

STEP

1 Download graphics.

Download the "Gained Access" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Cars are not hiding places, but your kids might think they are. Remind your kids to never play in and around cars and always keep your car locked while at home. **#StopHeatstroke #HeatstrokeKills**
- Don't let your child play in your car—it could be their last playtime. Lock your doors and keep keys out of reach to make sure to **#StopHeatstroke #HeatstrokeKills**
- Stop your child from entering the car without you. Lock your doors and place the keys in safe place. Your actions could save their life. **#HeatstrokeKills**
- When a child is in a hot vehicle, their body temperature can rise quickly—and they could die within minutes. Don't let a quick game of hide and seek lead to heatstroke. Lock your doors. **#StopHeatstroke #HeatstrokeKills**

Act Fast: Bystander—Baby

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Baby” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- A child’s body temperature rises three to five times faster than an adult’s. When a child is left in a hot vehicle, **#ActFast** and call 911 or they could die within minutes. **#NoHeatstroke**
- The children most at risk for heatstroke are those under 1, making up 31% of heatstroke deaths. **#ActFast** if you see a child alone in a car and call 911. **#NoHeatstroke**

Act Fast: Bystander—Baby

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Baby” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Heatstroke Prevention Tip No. 4: Take action and call 911. Your phone call could save a child’s life from heatstroke. **#ActFast #NoHeatstroke**
- In just 30 minutes, a vehicle can heat up by 40 degrees—no matter the weather—and become deadly. If you see an unattended child in a vehicle, **#ActFast** and call 911. **#NoHeatstroke**

Act Fast: Bystander—Toddler

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Toddler” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Facebook Messages

- Nearly 53% of child vehicular heatstroke deaths were because a caregiver forgot the child. **#ActFast** and call 911 if you see an unattended child—it could save their life. **#NoHeatstroke**

Act Fast: Bystander—Toddler

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Toddler” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- From 1998–2021, 906 children died of vehicular heatstroke in the U.S. Your ability to **#ActFast** and call 911 could keep this number from growing. **#NoHeatstroke**
- Nearly 20% of child vehicular heatstroke deaths were due to a child intentionally being left in a vehicle. Make sure that child isn’t put in danger and **#ActFast** by calling 911. **#NoHeatstroke**

Forgotten

STEP

1 Download graphics.

Download the "Forgotten" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Aun en temperaturas tan bajas como 60°, los niños corren riesgo de morir en un auto caliente. Para prevenir estas tragedias:
 - 👉 Nunca dejes a un niño solo en un auto.
 - 👉 Siempre revisa el asiento trasero de tu auto.
 - 👉 Cierra con llave las puertas de un auto desatendido

#GolpeDeCalorMata #DóndeEstáElBebé

- *Translation: Even with temperatures as low as 60°, kids are still in danger of dying in a hot car.*

Prevent these tragedies:

- 👉 *Never leave a child alone in a car.*
- 👉 *Always check the back seat.*
- 👉 *Lock unattended vehicle doors.*

#HeatstrokeKills #CheckForBaby

- Si ves a un niño solo en un auto, ¡haz algo para sacar al niño del auto! Muchos estados tienen leyes de Buenos Samaritanos que te protegen.
 - 📞 Llama al 911.
 - 👉 Sacar al niño del auto.
 - 👉 Rocía al niño con agua fría (no un baño helado).

#GolpeDeCalorMata

- *Translation: If you see a child alone in a car, take action to get the child out of the car! Many states have Good Samaritan laws that will protect you.*

- 📞 *Call 911.*
- 👉 *Get the child out of the car.*
- 👉 *Spray them with cool water (not an ice bath).*

#HeatstrokeKills

Forgotten

STEP

1 Download graphics.

Download the "Forgotten" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- No dejes que un cambio en tu rutina sea mortal. Si alguien más va a llevar a tu hijo a la guardería o escuela, llama para asegurarte de que llegó a salvo. Una simple llamada puede prevenir una tragedia devastadora. **#GolpeDeCalorMata #DóndeEstáElBebé**

*Translation: Don't let being out of your routine turn deadly. If someone else is taking your child to daycare or school, call to make sure they arrived safely. A simple double-check could prevent a devastating tragedy. **#HeatstrokeKills #CheckForBaby***

- No dejes que una distracción sea mortal. Mantén un recordatorio, como un peluche o cualquier otro objeto el asiento delantero como una señal visual para **#DóndeEstáElBebé**.

*Translation: Don't let distraction turn deadly. Keep a reminder, like a stuffed animal, in the front seat as a visual cue to **#CheckForBaby**.*

- La temperatura dentro de un auto puede subir 20° en menos de 10 minutos. Nunca dejes a un niño solo en un auto, podría tener consecuencias mortales. **#GolpeDeCalorMata**

*Translation: Inside temps in a vehicle can climb 20° in less than 10 minutes. Never leave a child alone in a vehicle—it could have deadly consequences. **#HeatstrokeKills***

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic.gov/traffic-safety-marketing)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- ¡No dejes a tu niño solo!
 - 👉 Siempre revisa el asiento trasero de tu auto.
 - 👉 Si tu rutina cambia, llama para asegurarte que tu hijo llegó bien.
 - 👉 Mantén un peluche o cualquier otro objeto en el asiento delantero como recordatorio visual de que tu hijo está en el asiento trasero.
- **#GolpeDeCalorMata #DóndeEstáEl Bebé**
 - *Translation: Don't leave your child behind!*
 - 👉 *Always check the back seat.*
 - 👉 *If your routine changes, call to make sure your child arrived safely.*
 - 👉 *Keep a stuffed animal or other memento in the front seat as a visual reminder that your child is in the back.*
- **#HeatstrokeKills #CheckForBaby**
- 23 niños murieron en el 2021, tras ser dejados o quedarse atrapados en un auto caliente. No dejes que esta tragedia, que se puede prevenir le pase a tu familia. Visita [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) para aprender como prevenir estas muertes. **#GolpeDeCalorMata #DóndeEstáEl Bebé**
 - *Translation: In 2021, 23 children died after being left or getting trapped in a hot car. Don't let this preventable tragedy happen to your family. Visit [NHTSA.gov/heatstroke](https://www.nhtsa.gov/heatstroke) to learn how to stop these deaths. #HeatstrokeKills #CheckForBaby*
- Los meses de verano significan clima más cálido, pero eso también significa temperaturas peligrosas. En tan solo 10 minutos, la temperatura dentro de un auto puede subir 20°. Así que en un día de 90°, la temperatura dentro de un auto puede llegar a 110°, lo que puede ser mortal para un niño. Nunca dejes a tu hijo solo en el auto. **#GolpeDeCalorMata**
 - *Translation: Summer months mean warmer weather but that also means dangerous temperatures. In just 10 minutes the temps inside a car can rise by 20°. So, on a 90° day, temperatures inside a car can reach over 110°, which can be deadly for a child. Never leave your child alone in a vehicle. #HeatstrokeKills*

Left Behind

STEP

1 Download graphics.

Download the "Left Behind" graphic below at: [Traffic Safety Marketing](https://www.traffic.gov/TrafficSafetyMarketing)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Si ves a un niño solo en un auto, ¡toma acción y sácalo del auto!
 - 📞 Llama al 911.
 - 👤 Sac a al niño del auto.
 - 👤 Rocía al niño con agua fría (no un baño helado).

#GolpeDeCalorMata

 - *Translation: If you see a child alone in a car, take action to get the child out of the car!*
 - 📞 Call 911.
 - 👤 Get the child out of the car.
 - 👤 Spray them with cool water (not an ice bath).

#HeatstrokeKills

- Los autos calientes matan a los niños. Para prevenir estas tragedias:
 - 👤 Nunca dejes a un niño solo en un auto.
 - 👤 Siempre revisa el asiento trasero de tu auto.
 - 👤 Cierra con llave las puertas de un auto desatendido.

#GolpeDeCalorMata #DóndeEstáEl Bebé

 - *Translation: Hot cars kill kids. Prevent these tragedies:*
 - 👤 Never leave a child alone in a car.
 - 👤 Always check the back seat.
 - 👤 Lock unattended vehicle doors.

#HeatstrokeKills #CheckForBaby

Gained Access

STEP

1 Download graphics.

Download the "Gained Access" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- No dejes que tu auto llegue a ser un juego fatal. Cierra las puertas con llave. **#GolpeDeCalor**
Translation: Don't let your car become a fatal game. Lock your doors. #Heatstroke
- Tu auto no es un juguete. Cierra las puertas del auto con llave para proteger a tus hijos.
Translation: Your car is not a toy. Lock your car doors to protect your children.
- Un auto en el sol no es lo mismo que un carrito de juguete. Asegura las puertas del auto y esconde tus llaves para proteger a tus hijos. **#GolpeDeCalor**
Translation: A car in the sun is not the same as a toy car. Lock your doors and hide your keys to protect your children. #Heatstroke

Gained Access

STEP

1 Download graphics.

Download the "Gained Access" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Asegúrate que tus hijos no jueguen en tu auto, y evita que se queden atrapados en el calor. Siempre cierra las puertas con llave.
Translation: Make sure your children don't play in your car and prevent them from getting trapped in the heat. Always lock your doors.
- Tu auto no es juguete. Evita una tragedia y cierra las puertas del auto con llave.
Translation: Your car is not a toy. Avoid a tragedy and lock the car doors.

Act Fast: Bystander—Baby

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Baby” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Facebook Messages

- Los niños menores de 1 año son los que tienen mayor riesgo de morir por golpe de calor o hipertermia. Representan el 31% de las muertes por esta causa. **#ActuaRapido**, si ves a un niño solo dentro de un vehículo. Llama al 911. Le puedes salvar la vida. **#Hipertermia #GolpeDeCalor**

*Translation: Children under the age of 1 are most at risk of dying of heatstroke or hyperthermia. They represent 31% of heatstroke deaths. **#ActFast** if you see a child alone inside a vehicle. Call 911. You can save his/her life. **#Hyperthermia #Heatstroke***

Act Fast: Bystander—Baby

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Baby” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- Consejo #4 para prevenir que un niño muera de hipertermia o golpe de calor dentro de un vehículo: Rápidamente llama al 911 si ves que está desatendido. Tu llamada puede salvarle la vida. **#ActuaRapido**

Translation: Tip #4 to prevent a kid from dying from hyperthermia or heatstroke inside a vehicle: Quickly call 911 if you see he/she's unattended. Your call can save his/her life.

#ActFast

- La temperatura en el cuerpo de un niño incrementa de tres a cinco veces más rápido que en el de un adulto. Si ves a un niño desatendido dentro de un auto, **#ActuaRapido** y llama al 911 o puede morir en cuestión de minutos. **#GolpeDeCalor**

*Translation: The temperature in a child's body increases three to five times faster than an adult. If you see that a child is unattended inside a car, **#ActFast** and call 911 or he/she can die in a matter of minutes. **#Heatstroke***

Act Fast: Bystander—Toddler

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Toddler” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

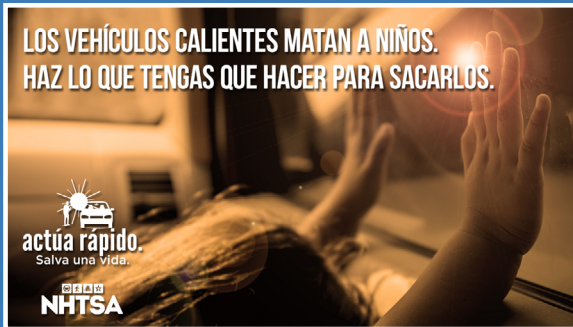
- El 53% de los niños que murieron por golpe de calor o hipertermia dentro de un vehículo, fue porque sus padres los olvidaron en el auto. **#ActuaRapido** y llama al 911 si ves a un niño desatendido. Salva su vida. **#GolpeDeCalor**
Translation: 53% of children that died from heatstroke or hyperthermia inside a vehicle, were because their parents forgot them inside the car. #ActFast and call 911 if you see an unattended child. Save his/her life. #Heatstroke
- De 1998–2021, murieron 906 niños por golpe de calor o hipertermia al dejarlos solos dentro de un vehículo. Si tú ves a un niño desatendido dentro del auto llama al 911. No permitas que siga aumentando el número de muertes. **#ActuaRapido #GolpeDeCalor**
Translation: From 1998–2021, 906 children died from heatstroke or hyperthermia when they were left alone inside a vehicle. If you see a child unattended inside a vehicle, call 911. Don't allow the number of deaths to increase. #ActFast #Heatstroke

Act Fast: Bystander—Toddler

STEP

1 Download graphics.

Download the “Act Fast: Bystander—Toddler” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- En tan solo 30 minutos, la temperatura dentro de un vehículo puede aumentar hasta 40 grados adicionales. Esto puede ser mortal. Si ves a un niño solo dentro de un vehículo, llama al 911. **#ActuaRapido**. Le puedes salvar la vida. **#Hipertermia #GolpeDeCalor**
*Translation: In only 30 minutes, the temperature inside a vehicle can increase an additional 40 degrees. This can be deadly. If you see a child alone inside a vehicle, call 911. **#ActFast**. You can save his/her life. **#Hyperthermia #Heatstroke***

NHTSA Contact

If you have questions about the 2022 Heatstroke campaign, please contact Elizabeth Nilsson at Elizabeth.nilsson@dot.gov.

