



May 1, 2018

Mr. David M. Shull
Weather Channel Television Network
Chief Executive Officer
300 Interstate North Parkway
Atlanta, GA 30339

Dear Mr. Shull:

Congratulations on 36 years of being America's weatherman. Whether it is on screen, on line, on Sirius radio or similar services, an iWatch or on an app, the Weather Channel is the place so many of us go to learn what tomorrow is going to be like, or the next week. When the weather becomes warm, weather related tragedies occur that can be prevented. All too often, our youngest children are left behind in cars or climb into them, and if the climate is even moderately warm, they perish from an unspeakable kind of death. We join in this letter as 67 coalitions of Safe Kids Worldwide, seeking your help in trying to prevent these deaths.

A meteorologist in California, Jan Null of San Jose State University's Department of Meteorology and Climate Science, has been keeping records since 1998, and the total is now at least 743 deaths—the first heatstroke death of 2018 happened on February 28, involving 1-year-old Damon Cruz. Children under 2 years old are particularly vulnerable to heatstroke because their bodies are not yet developed to adjust to extreme heat; 87 percent of the deaths we know about involved kids 3-years and under. A child's body heats up 3 to 5 times faster than an adult's. When a child's body temperature is too high, under-developed thermoregulation mechanisms fail to work and internal organs start to shut down; they become dizzy, lose consciousness, experience hallucinations and eventually die. Moreover, it's not just hot weather; on a day when it's just 70 degrees, the inside of a car can heat up to 120 degrees in a short period of time.

"In the past decade, there have been twice as many heatstroke deaths of children in vehicles than persons who have died as the result of hurricanes in the United States. It should be a priority of the meteorological community to partner in raising awareness and helping to prevent these tragedies."—Jan Null, Adjunct Professor of Meteorology, San Jose State University

The most effective tool we have to prevent these deaths is providing awareness. Using the unique reach of the Weather Channel, we ask that you provide parents, caregivers, first responders, child care van drivers and others the awareness they need so they never leave a child behind or never leave a vehicle's doors unlocked so a child can climb in.

Safe Kids Worldwide is a global non-profit organization dedicated to preventing injuries, the leading cause of death of children 19 and under. A majority of those deaths occur in motor vehicles, whether on the road or in a parking lot. The foundation of our work has been involving kids in and around cars. That is why we are so dedicated to resolving this issue.

We can help you with simple safety recommendations such as "never leaving a child in an unattended car" or "call 911 if you see a child alone in a vehicle." Your local channels could also target specific states and communities experiencing especially warm weather. Just a simple message on the "scroll" at the

bottom of the television screen could reach so many people and would be invaluable in preventing these types of deaths.

We thank you for your consideration and we look forward to the opportunity to work with you. Safe Kids Worldwide efforts on child road safety are made possible by General Motors. We will follow up with your office, and you may contact Anthony Green, Director of Public Policy, agreen@safekids.org, 202.662.0606.

Sincerely,

Georgia

Safe Kids Savannah
Safe Kids Gainesville/Hall Counties
Safe Kids Columbus
Safe Kids Cherokee County
Safe Kids DeKalb County

Hawaii

Safe Kids Hawaii

Indiana

Safe Kids Bartholomew

Kansas

Safe Kids Kansas
Safe Kids Johnson County
Safe Kids Shawnee County

Maryland

Safe Kids Baltimore

Michigan

Safe Kids Greater Flint
Safe Kids Capital Area
Safe Kids Oakland County
Safe Kids Kalamazoo

Mississippi

Safe Kids Mississippi

Alabama

Safe Kids Alabama

Alaska

Safe Kids Alaska

Arizona

Safe Kids Pima County

California

Safe Kids Kings County
Safe Kids Greater Sacramento
Safe Kids Stanislaus County
Safe Kids Central California

Colorado

Safe Kids Larimer County
Safe Kids Colorado
Safe Kids Colorado Springs
Safe Kids Denver Metro

Florida

Safe Kids Volusia/Flagler Counties
Safe Kids Seminole County
Safe Kids Northeast Florida
Safe Kids Greater Tampa
Safe Kids Miami Dade
Safe Kids Southwest Florida

Missouri

Safe Kids West Central Missouri
Safe Kids Southwest Missouri
Safe Kids Springfield

Montana

Safe Kids Missoula

Nevada

Safe Kids Washoe County

New Jersey

Safe Kids New Jersey
Safe Kids Passaic County
Safe Kids Middlesex County

North Carolina

Safe Kids Guilford County
Safe Kids Watauga County
Safe Kids Northwest Piedmont
Safe Kids Cleveland County
Safe Kids Pitt County
Safe Kids Wayne County
Safe Kids Wilkes County
Safe Kids Jackson County
Safe Kids Randolph County

North Dakota

Safe Kids Grand Forks

Ohio

Safe Kids Central Ohio
Safe Kids Cincinnati

Oklahoma

Safe Kids Tulsa

Pennsylvania

Safe Kids Southeast Pennsylvania
Safe Kids Erie
Safe Kids Bucks County

Tennessee

Safe Kids Mid-South

Texas

Safe Kids Greater Dallas
Safe Kids Tarrant County
Safe Kids Greater Houston
Safe Kids San Antonio

Utah

Safe Kids Utah County

Virginia

Safe Kids Virginia

Washington State

Safe Kids Benton-Franklin
Safe Kids Thurston County

Wyoming

Safe Kids Park County