

TECHNOLOGY and PEDIATRIC VEHICULAR HEATSTROKE DEATHS: By the Numbers

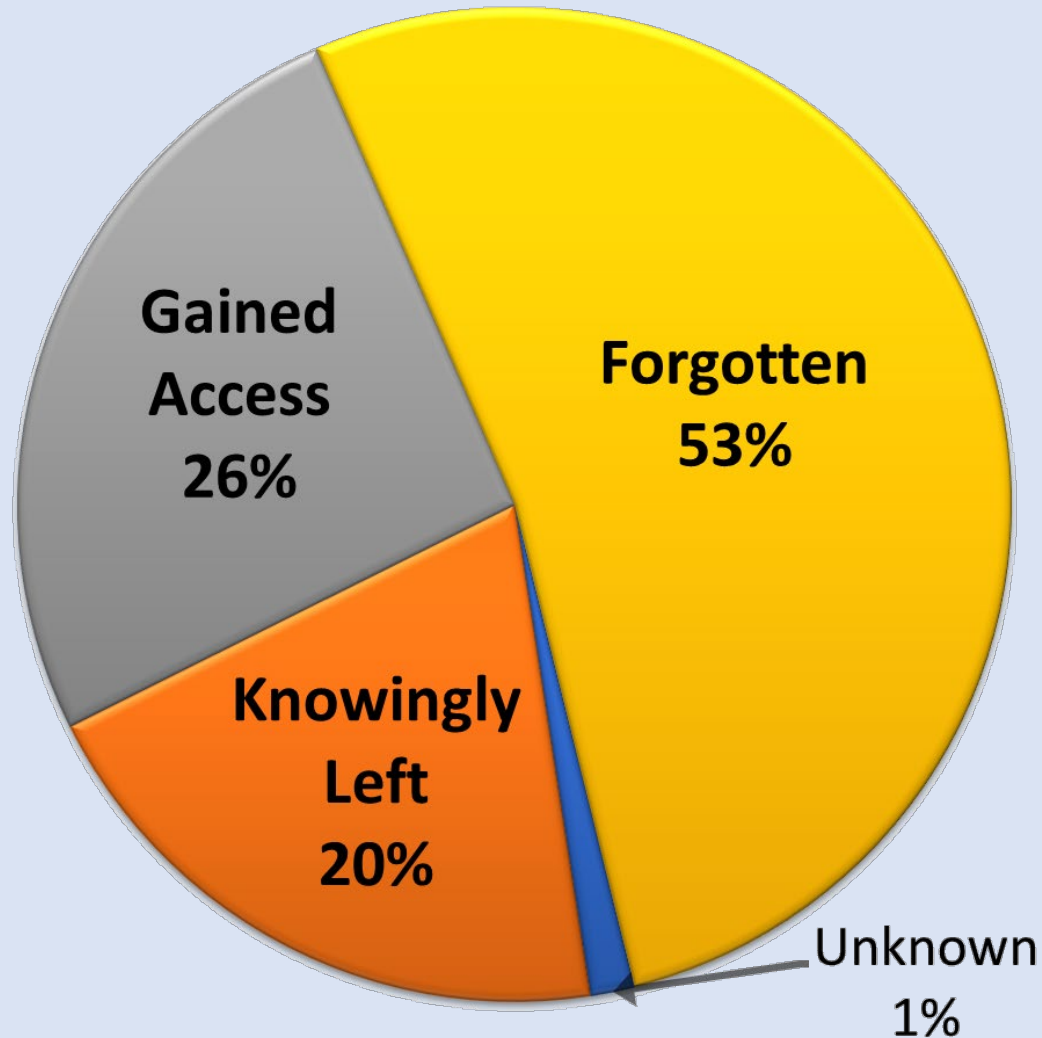
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NoHeatstroke.org

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CIRCUMSTANCES OF PEDIATRIC VEHICULAR HEATSTROKE DEATHS



Circumstances	1998-2021	Per Year
Forgotten	477	19.9
Gained Access	234	9.8
Knowingly Left	182	7.6
Unknown	14	0.6
Total	907	37.8

PEDIATRIC VEHICULAR HEATSTROKE TECHNOLOGICAL MITIGATION SYSTEMS*

REMINDER SYSTEMS:

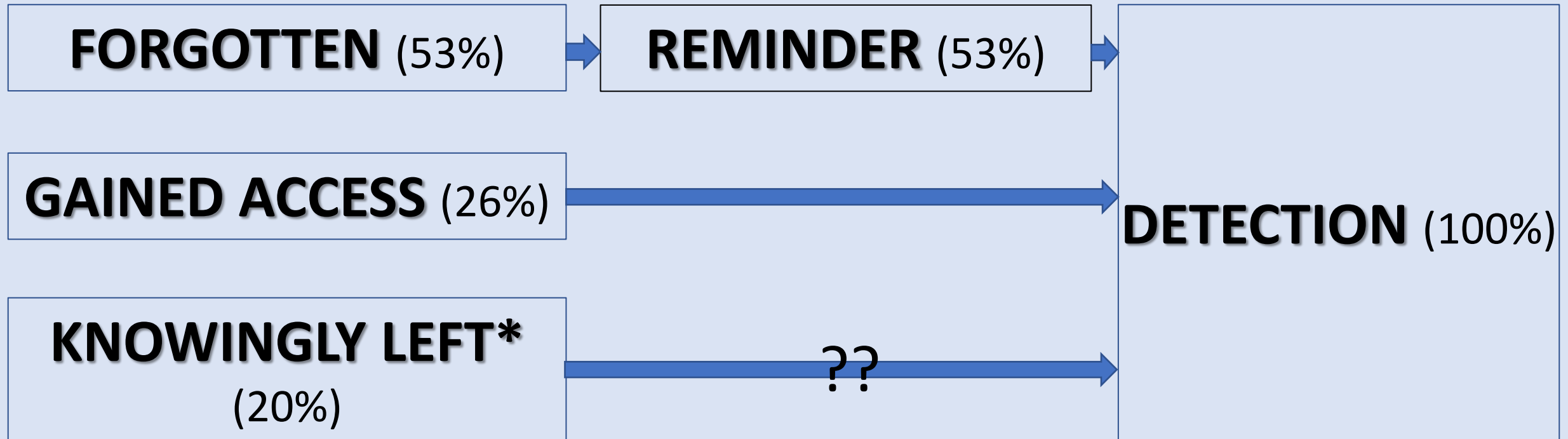
Door Logic
Sensor Pads
Phone Apps

DETECTON SYSTEMS:

Radar
Infrared
Ultrasonic

- Exclusive of car seats with sensors, apps and other after market solutions

CIRCUMSTANCES OF PVH MITIGATED BY TECHNOLOGY

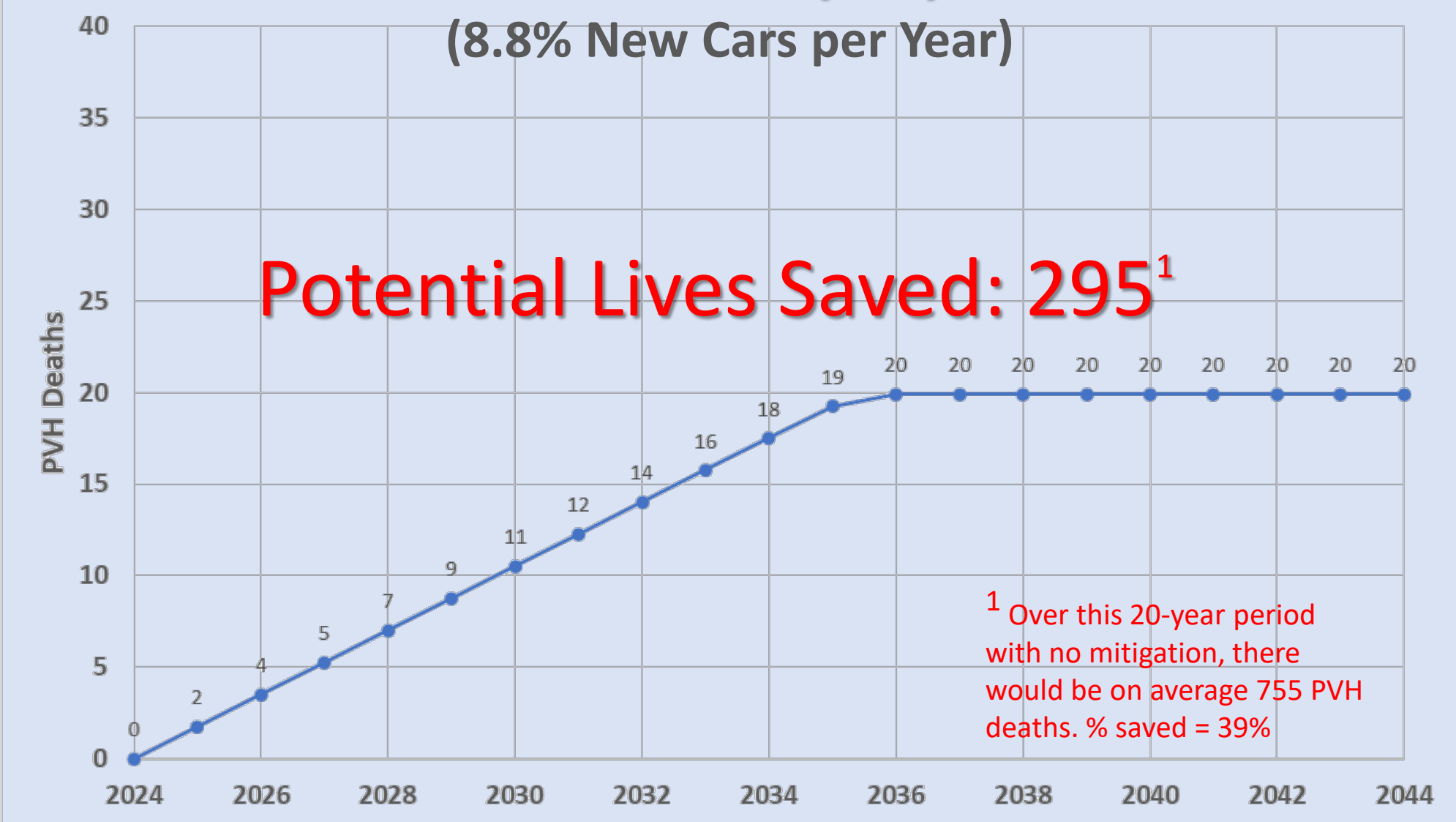


* Included based on the possibly misplaced assumption that a person knowingly leaving a child in a vehicle does not disable or otherwise ignore said system.

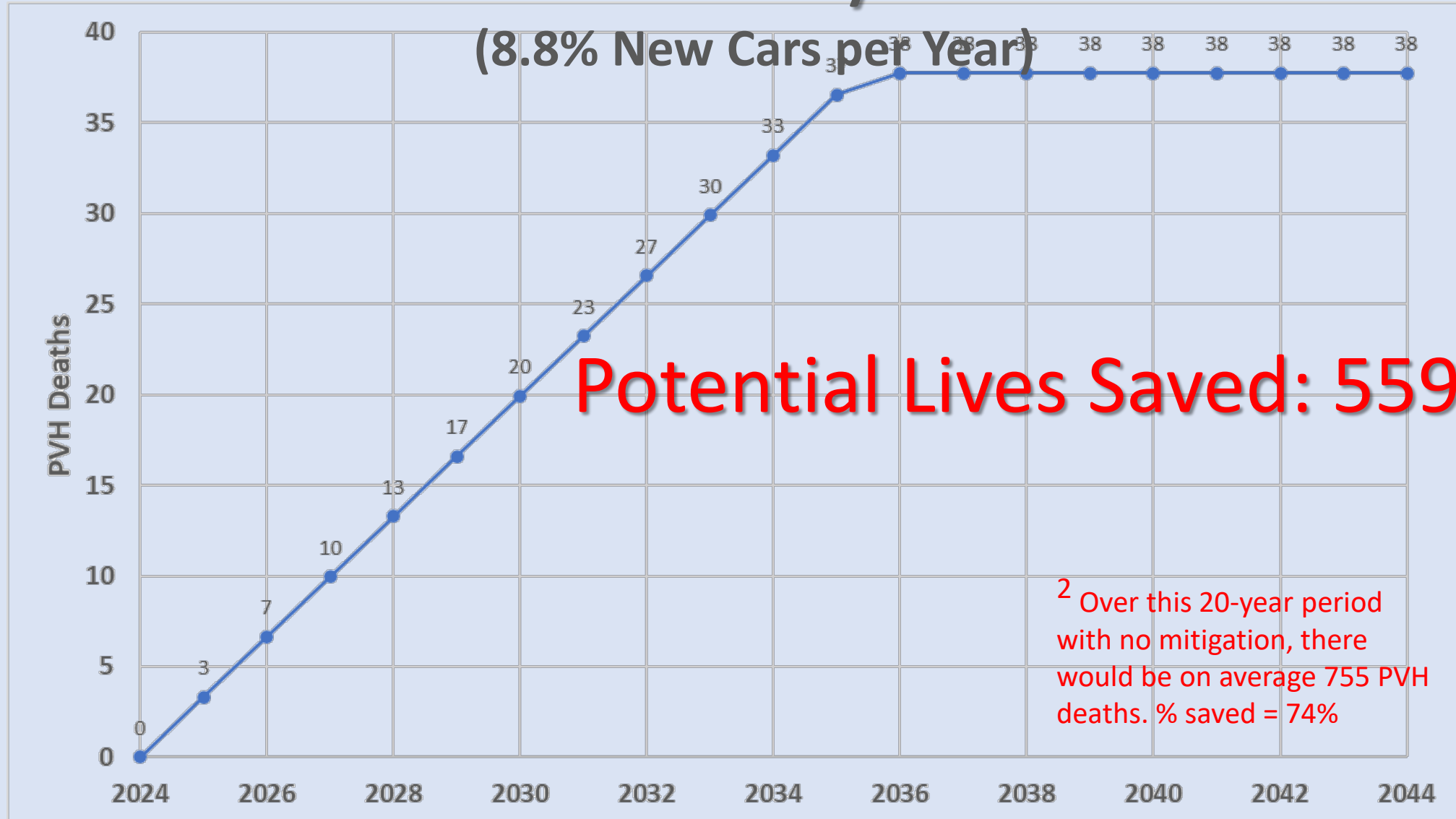
US VEHICLE FACTS

- 193 million light passenger vehicles
 - Includes cars, vans, SUVs and light trucks
- 17 million new vehicles sold per year
 - 8.8% of vehicles on the road
 - Average length of time new car kept: 8 years
 - Percent of new car buyers \leq 45-years-old: 31%
- 40 million used vehicles sold per year
 - \sim 10% cycled from new cars
 - Percent of used car buyers \leq 45-years-old: 38%

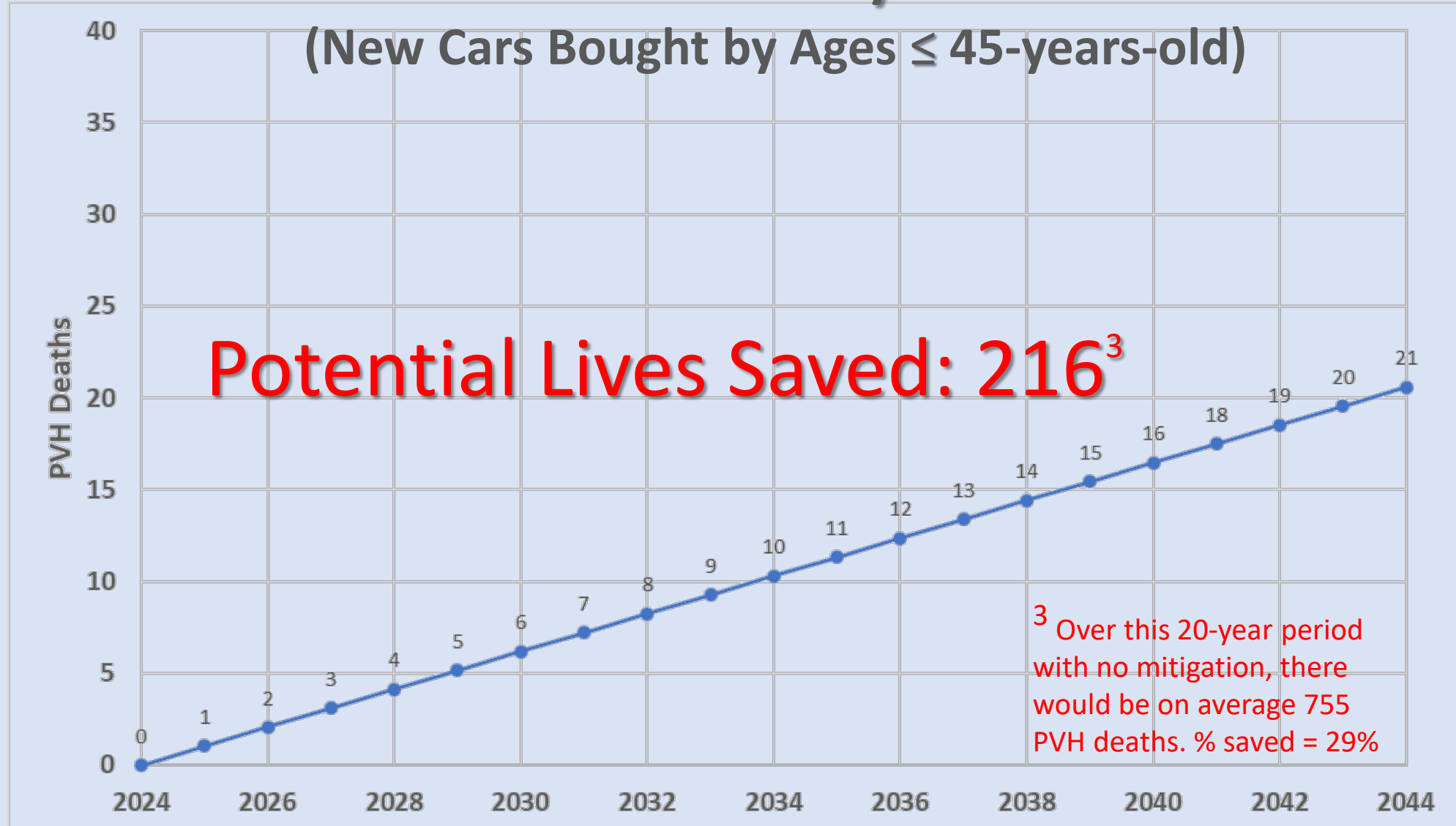
Potential Lives Saved with Reminder Only Systems



Potential Lives Saved with Detection Systems

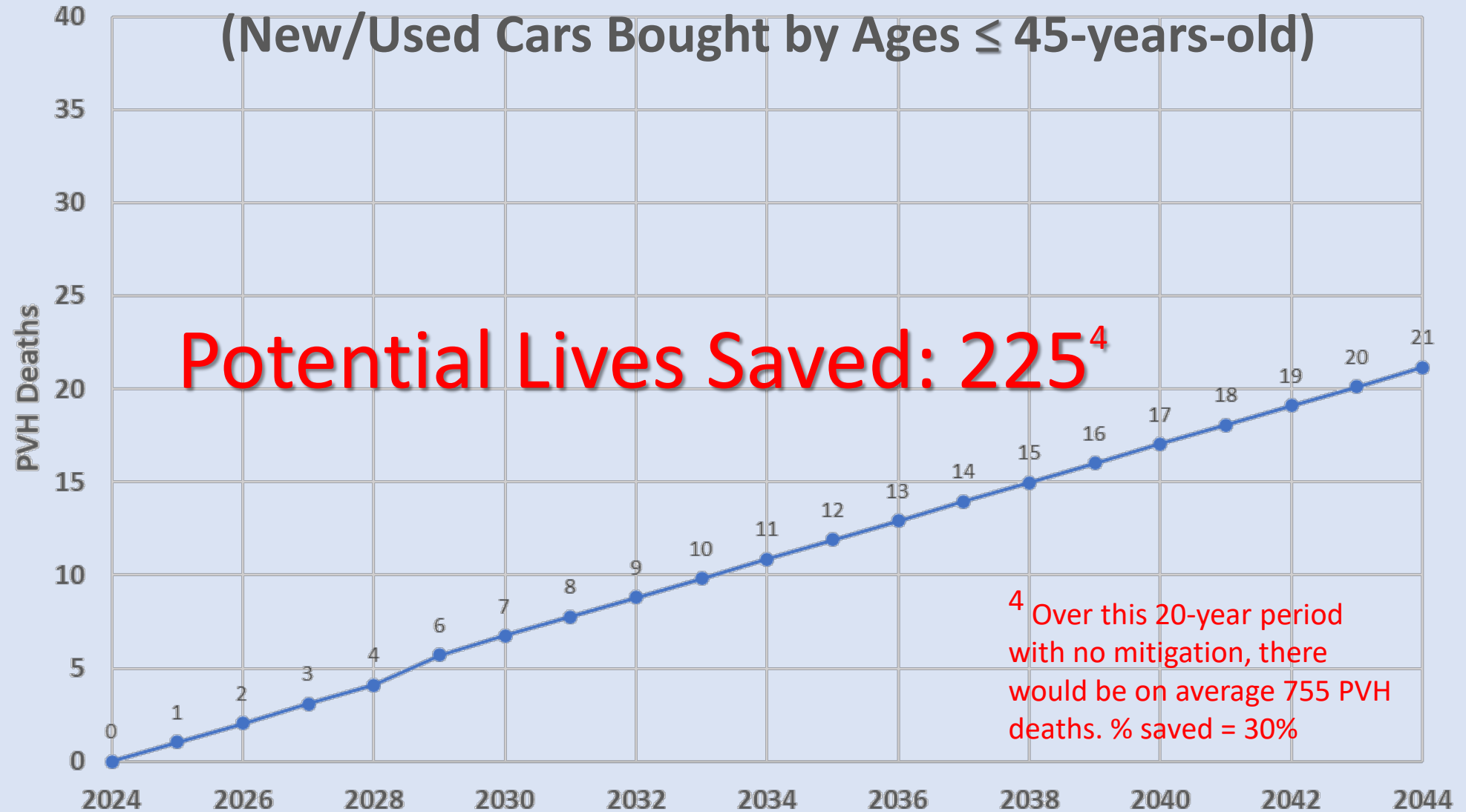


Potential Lives Saved with Detection Systems



Potential Lives Saved with Detection Systems

(New/Used Cars Bought by Ages ≤ 45 -years-old)



Potential Lives Saved: 225⁴

⁴ Over this 20-year period with no mitigation, there would be on average 755 PVH deaths. % saved = 30%

SUMMARY

- Technology will save lives, but not enough given that less than a third of new cars are sold to persons likely to have children.
- Even after 20 years of detection technology implementation, only about 30% of the potential deaths will be saved.
- Not only is the age demographic of new car buyers a factor in the deployment of these life-saving technologies, but the historically the last people to get new cars/technology are those in traditionally underserved portions of our society.

SUMMARY (continued)

- Not only is the age demographic of new car buyers a factor in the deployment of these life-saving technologies, but the last people to get new cars/technology are those in traditionally underserved portions of our society.

CONCLUSION

Efforts to curb the deaths of children due to Pediatric Vehicular Heatstroke (PVH) need to be multi-layered as there is not single solution to this problem. These need to include continued education and awareness as well as the deployment of effective technologies, both in new vehicles and also via aftermarket solutions.