

BabyIn BabyOut®

Reminding parents of their most precious cargo

FACT SHEET



BabyIn BabyOut: A simple concept that can save lives

We've created a two-sided hangtag and dashcard to visually remind parents and caregivers about their most precious cargo in the backseat.

- When a baby or child is in the car, the driver displays the red "Baby In" side from their rearview mirror or elsewhere in the car.
- When leaving the car, the driver flips the hangtag to show the green "Baby Out" side.
- We hope using the BabyIn BabyOut tag will become as common as using your seatbelt.



About our cause

Hannah Rhudy, a student at James River High School, loves kids and wants to keep them safe. In August 2018, she launched BabyIn BabyOut

as a way to help parents, grandparents and babysitters keep their babies and toddlers safe.

Facts about child deaths in hot cars

- Heat is more dangerous to children than adults.
- A child's body overheats 3 - 5 times faster than an adult's.
- Heat stroke begins when the body reaches 104 degrees.
- When a child's temperature reaches 107 degrees, death can occur.
- A car can heat up to 20 degrees in 10 minutes.
- 80% of the increase in temperature happens in the first 10 minutes.
- Cracking car windows or parking in the shade doesn't slow the heating process.

- Sadly, an average of 38 (or one every nine days) children die annually, according to the safety organization Kids and Cars.
- In Richmond, Va., there were three reports hot car deaths in 2018 and 52 total nationwide, according to Kids and Cars.



Sources: Kids And Cars, *USA Today*, the National Highway Traffic Safety Administration and San Francisco State University's Department of Geosciences.

Get your own hangtag

- We're giving out hangtags for free at locations around Virginia and beyond.
- If you're a business owner and would like hangtags to give out, let us know.
- We're also mailing tags to anyone who requests one using Facebook messenger or our website www.BabyInBabyOut.org

How you can help

- Even if you don't have a baby, you can help by keeping a look out for these tags hanging from car rearview mirrors. If you see a BabyIn BabyOut tag hanging on a rearview mirror, take 15 seconds to look in the car. You could save a life!
- Know young parents or caregivers? Spread the word on social media.
- Consider donating so we can print and distribute even more tags.

Social media

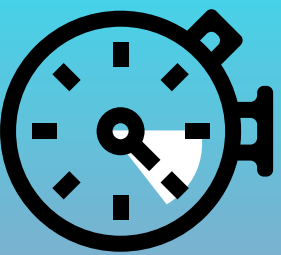
 Facebook @BabyInBabyOut®

 Instagram @BabyInBabyOut®

A hot car can be deadly.

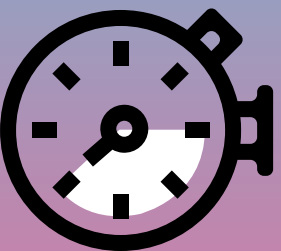
Outside Temperature 80°

99°



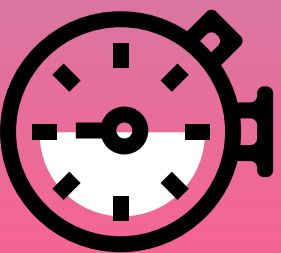
TIME ELAPSE:
10 MINS.

109°



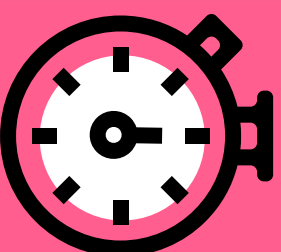
TIME ELAPSE:
20 MINS.

114°

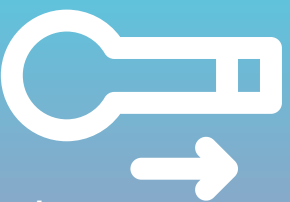


TIME ELAPSE:
30 MINS.

123°



TIME ELAPSE:
60 MINS.



Inside car temperatures can jump quickly.



SOURCE: THE NATIONAL WEATHER SERVICE AND THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION