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## **First 5 San Bernardino Wants Children to Have a Kid Safe Summer** *New Campaign Focuses on Keeping Young Kids Safe in Hot Summer Months*

**SAN BERNARDINO – May 24, 2023** – Summer is a time for fun in the sun, but it also poses many dangers for young children aged 5 and under. As temperatures rise and outdoor activities increase, it's important for parents and caregivers to be aware of the potential risks and take steps to keep young children safe.

With that in mind, First 5 San Bernardino (F5SB) launched a new bilingual campaign called **Kid Safe Summer** aimed at heightening awareness of keeping little ones safe around water, in the direct sun, during playtime and even on road trips. Parents and caregivers are encouraged to visit [F5SB's website](#) for more information on how to keep babies, toddlers and young kids safe this summer.

"Summer is such a fun and exciting time for young children, but it's important to take steps to keep them safe," said First 5 San Bernardino Executive Director Karen Scott. "By being aware of the potential dangers and taking proactive safety measures, parents and caregivers can make sure that summertime fun isn't ruined by a trip to urgent care or the hospital."

The Kid Safe Summer campaign focuses on three messages: Water Safety, Sun Safety and On-the-Move Safety. The campaign will use online and radio advertising to share safety messages and encourage visits to the First 5 San Bernardino website with videos, quick tips, easy downloads, and other summer safety resources.

**Water Safety** focuses on critical awareness of toddlers around water -- drowning is the leading cause of injury-related death for young children in California. Caregivers are encouraged to always designate a water watcher ([download tag](#)), learn the ABCs of Water Safety and understand what is and what isn't an appropriate flotation device when swimming or playing in the water.

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**Sun Safety** reminds parents of how hot temperatures can cause heatstroke, dehydration and even death. “Children should never be left alone in a parked car, even for a short time,” said Scott. “Babies and young children are particularly vulnerable because their bodies can heat up three to five times faster than adults. Cars can heat up to deadly temperatures as quickly as in 10 minutes.”

**On-the-Move Safety** reinforces the need for parents and caregivers to be vigilant with outdoor playtime as well as summer road trips. California law requires that all children under the age of 8 must be properly secured in a car seat or booster seat in the back seat of the vehicle. Additionally, children who are under 2 years old or who weigh less than 40 pounds must be secured in a rear-facing car seat.

F5SB is also presenting [Summer Safety virtual workshops](#) in partnership with Safe Kids Inland Empire and Loma Linda University Children’s Hospital. Parents and professionals alike are encouraged to [register](#) for these free informational sessions from the area’s leading experts on child safety.

By focusing on these three categories, First 5 San Bernardino is promoting child safety awareness in San Bernardino County with the goal protecting our children this summer.

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### **About First 5 San Bernardino**

First 5 San Bernardino’s distinct purpose is to improve the lives of young children and their families by giving them the best possible start in life. For the past 24 years, First 5 San Bernardino has been working dynamically through strategic partnerships to promote, support and enhance the health and early development of children prenatal through age 5, their families and communities. Funded through the 1998 voter-approved initiative, California Children and Families Act (Proposition 10 tobacco tax revenues), First 5 San Bernardino has evolved into a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable. For more information, visit [First5SanBernardino.org](http://First5SanBernardino.org).