

## Create a Simple Action Plan to Report Problems

Often, customers will report unattended children to your employees. Make sure your employees know what to do in this situation. During any time of the year, the temperature inside a vehicle can rapidly reach dangerous levels and quick action by employees is critical.

- ◆ Train employees to notice unattended children; for example, while collecting carts from the parking lot.
- ◆ If a report of an unattended child is received, call 911.
- ◆ Make an announcement over the PA system. "Attention: Will the owner of a gray four-door Honda Accord, license plate ABC 123, please return to the vehicle immediately."
- ◆ Develop procedures for calling 911 when children are left unattended in vehicles in your parking lot. Add this information to employee orientation training.
- ◆ Contact the Kids and Cars Safety Campaign at 1-800-CHILDREN for assistance in developing policies and procedures for your business or organization.

## Engage Your Business in Child Safety

- ◆ Print information from the Kids and Cars Safety Campaign on paper or plastic bags used at the checkout lanes.
- ◆ Include safety tip information in employee paycheck envelopes.
- ◆ Include information in your regular advertising.
- ◆ Train your employees to notice children and become more child friendly.
- ◆ Provide human and financial support to the Kids and Cars Safety Campaign.

To report kids and cars safety concerns you witness, call 911.

For more information visit the Web at [www.pcamn.org](http://www.pcamn.org) or call 1-800-CHILDREN.



**Prevent Child Abuse**  
Minnesota

Some material was originally developed by the Initiative for Violence Free Families and Communities in Ramsey County and Children's Hospitals and Clinics of Minnesota.

# Child-Safe Business is Good Business

**Businesses Need Parents as Customers**

**Make Your Business Family Friendly**

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**KIDS AND CARS SAFETY**

**Central Minnesota Initiative to Keep Kids Safe in**

## Child-Safe Business is Good Business

Your customers should NEVER leave children unattended in or around cars. Not even for a minute. Many caring and responsible parents have left their children alone in a car, not realizing the risks involved. Some parents think it's okay to leave a child alone in a car while they run into a store or visit a service firm. The results of leaving children alone in or around vehicles can be deadly:

- ◆ The temperature inside a vehicle can reach deadly levels in minutes.
- ◆ Children can set the vehicle into motion.
- ◆ Drivers may have difficulty seeing small children when they back up.
- ◆ The child might leave the vehicle to go and look for a parent.
- ◆ The risks of child abduction are real.

As a Central Minnesota businessperson, you have a role, and an interest, in protecting children in your community. You can make an immediate impact by making sure your facility, your staff, and your policies create an environment for safe, positive parenting. Try these simple techniques and teach them to your employees.

## Businesses Need Parents as Customers

Businesses should plan for parents with children.

- ◆ Make sure you and your staff make families feel welcome.
- ◆ Greet everyone. Treat all customers and clients who come through your doors with dignity and respect.
- ◆ Be open, friendly, and gracious at all times—even when you don't feel like it.
- ◆ Make eye contact with each customer and let him or her know you're there to assist while they're in your place of business. Try these greetings:

Can I get something for you while you wait?

We hope you and your family enjoyed our store.

Thanks for coming in today. Let me know if I can assist you.

Please let us know if we can help you or your family while you're here.

## Make Your Business Family Friendly

Parents may be leaving their children in cars in your parking lot because your business is not friendly to families.

- ◆ Post signs in the parking lot reminding parents not to leave children unattended in vehicles.
- ◆ Have something for kids to do as they are waiting—simple things like kid's activity sheets, crayons, or inexpensive games.
- ◆ Designate a space where children can be active. Set up a toy table and chairs in a corner with books and games.
- ◆ Provide a comfortable and clean place for parents to feed their babies and change diapers if necessary.
- ◆ Designate a checkout aisle without candy or child-focused impulse items.
- ◆ Offer pay-at-the-pump or drive-thru services at your place of business.

