



A child Seat Occupant Identification Program

While driving to the store with her 8-month-old grandson, a grandmother lost control of her car and crashed into a tree. The infant suffered only a few bruises, but the grandmother was knocked unconscious. When rescue workers arrived on the scene, they had no way of identifying the baby or collecting vital medical information about him. Fortunately, both the grandmother and infant received the treatment they needed, but rescue workers felt that they could have been much more effective if they had only known the child's name and pertinent emergency information.



“We Have A Little Emergency”

In 2002, 63,000 children under age four were involved in automobile crashes. These crashes happen when children ride with parents, as well as with others, such as grandparents, neighbors and babysitters. If the adult in the vehicle is seriously injured and unable to talk, emergency personnel have no easy way of identifying the child or his/her special needs – vital information that can help rescue efforts go more smoothly. Sometimes, just knowing the child's name can help rescue workers comfort a frightened child, while knowing whom to contact in an emergency allows them to notify parents or the next closest relative right away. That's when WHALE – “We Have A Little Emergency” can make a difference.

The WHALE™ Program

WHALE is an identification program that started in the early 1990s by Connie Day, a child caregiver in Virginia, who wondered what would happen to the children in her care in the event of a car crash. The program is now recognized and used by emergency personnel in 34 states.

Communities find it easy to participate in the program. All you need to do is complete the enclosed information card and place it in the plastic self-adhesive holder which adheres to the *back* of the child safety seat, and put the self-adhesive stickers on your rear side car windows and on the sides of the child safety seat.

A Few Things to Keep in Mind

- It's a good idea to pass on WHALE information and materials others who routinely drive your child.

- Remember to note corrections on the information cards as details change, and update the child's picture.
- Remove the information card from the seat if you sell or give the seat away.

National WHALE Partners

American Hospital Association

American Society of Directors of Volunteer Services

National Highway Traffic Safety Administration (NHTSA)

General Federation of Women's Clubs

Connie Day

For information on WHALE or WHALE materials, contact the NHTSA EMS Division at (202) 366-5440. Materials distributed by the Idaho Transportation Department's Office of Traffic and Highway Safety