

Help Kids Defeat The Heat

(NAPSA)—A little knowledge can help parents protect their children from the dangers of heat. Consider the case of ten-year-old football player Abe Howe. One of 30 million active kids in the United States, he learned the hard way how quickly dehydration and heat illness can strike when he collapsed on the field and required immediate medical attention. To help shed light on this serious health risk, Abe and his mom helped the National SAFE KIDS Campaign, the National Athletic Trainers' Association and Gatorade launch "Defeat the Heat," a public safety campaign designed to alert parents of the dangers of dehydration and heat illness among active kids and provide information on prevention.

Preventing dehydration may sound simple, but a recent survey commissioned by the National SAFE KIDS Campaign reveals that three in four parents do not know how much fluid their kids need to replace what is lost through sweating and are uninformed on how to prevent dehydration.

"Dehydration is a serious medical concern that in extreme cases, can lead to death," said Dr. Martin

Eichelberger, president and founder of the National SAFE KIDS Campaign and the medical director of Emergency Medical Services for Children's National Medical Center. "Active kids who don't drink enough are most at risk. The good news is children who drink fluids regularly can prevent dehydration and a trip to the emergency room."

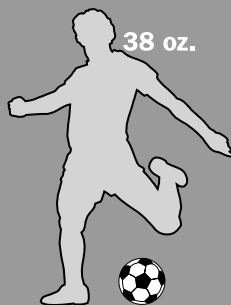
According to the Centers for Disease Control and Prevention, each year more than 300 people die from heat-related illnesses, but many cases of dehydration and heat illness are easily preventable as long as parents teach their children to drink enough of the right fluids. The "ABCs" are an easy way to remember how to Defeat the Heat:

- Always drink before, during and after activity.
- Bring the right fluids. Research suggests sports drinks like Gatorade hydrate kids best.
- Consider fluids as part of essential equipment for playing sports safely.

For more information, visit www.defeattheheat.com or call 1-866-5DEFEAT to order an educational brochure.

Research Shows Kids Drank 90% More Gatorade Than Water

Sports Drink



Intake:
38 oz.
per 3 hr. Period

Result:
Complete
Rehydration

Flavored Water



Intake:
30 oz.
per 3 hr. Period

Result:
Tendency Toward
Dehydration

Water Only



Intake:
20 oz.
per 3 hr. Period

Result:
Dehydration
Occurred