



Dena Murphy
Director

July 10, 2017



JULY IS PURPLE RIBBON MONTH

Keeping Kids Safe in and around Motor Vehicles



(Bakersfield, CA) – The Department of Human Services, with support from First 5 Kern, Bakersfield Police Department, Kern County Sheriff and the California Highway Patrol, are once again launching “Purple Ribbon Month” in memory of Kaitlyn Marie Russell.

These events hope to raise public awareness about “Kaitlyn’s Law”, passed in 2001, that makes it a citable offense for parents to leave children under the age of 6 unattended in a motor vehicle without the supervision of someone at least 12 years of age. The Law was named for 6 month old Kaitlyn Marie Russell, who died on August 15th, 2000, after being left behind in a hot van by a caregiver.

July is Purple Ribbon Month in memory of Kaitlyn and all the children who have lost their lives to preventable injuries in and around cars, and in order to educate and increase public awareness about all of the dangers of leaving children unattended in or around motor vehicles. **Already this year, at least 19 children have died due to hyperthermia nationwide.** Please join us as we kick off our awareness campaign by joining in some of our scheduled events.

Kern County Board of Supervisors Proclamation

Tuesday, July 11, 9:00 AM

1115 Truxtun Avenue, Bakersfield

Join us as the Department of Human Services and our public safety and community partners request JULY be proclaimed “Purple Ribbon Month”.

Purple Ribbon Month Press Conference & Safety Demonstration

Thursday, July 13th, 11:00 AM

St. John’s Children’s Center

4500 Buena Vista Road

Join the Department of Human Services, St. John’s Children’s Center, First 5 Kern, and our Public Safety partners at this press conference and safety demonstration, including a demonstration on how quickly cars heat up.

Additional events are scheduled throughout the month of July and August. We encourage all individuals and organizations to play a role in making Kern County a better place for families. For more information, contact Heidi Carter-Escudero at (661) 633-7104 or carterh@kerndhs.com.

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