

Regional Heatwave Resilience Project

Building community preparedness



COMMUNITY SERVICE ANNOUNCEMENTS TARGET AUDIENCE – FAMILIES WITH YOUNG CHILDREN

Stage 1 Messages: General Community Awareness

These messages seek to raise general community awareness of heatwave / extreme heat impacts and preparedness and would be issued periodically during the lead up to and during summer.

Beat the Heat this Summer!

Did you know that more Australians are hospitalised and die as a result of heatwave than any other natural disaster?

Babies and young children are particularly susceptible to heat related illness as their bodies cannot adjust to changes in temperature as well as adults.

Help your family beat the heat this summer:

Drink plenty of water and avoid alcoholic, hot or sugary drinks

Keep Cool – do less and avoid being outside during the hottest part of the day

Check on elderly friends, neighbours and relatives, especially if they live alone

Have a Plan for how to stay cool when it heats up

Find out more at health.nsw.gov.au/environment/beattheheat



Hunter & Central Coast
Regional Environmental
Management Strategy



Health
Hunter New England
Local Health District



Health
Central Coast
Local Health District

the
power of
humanity



Regional Heatwave Resilience Project

Building community preparedness



Stage 2 Messages: Heatwave / Extreme Heat Conditions Forecast

These messages are for issuing in the days preceding a forecast heatwave / extreme heat event to encourage preparatory action by the target audience.

Heatwave Conditions Forecast

Did you know that more Australians are hospitalised or die as a result of heatwave than any other natural disaster?

Babies and young children are particularly susceptible to heat related illness as their bodies cannot adjust to changes in temperature as well as adults.

With a heatwave conditions forecast to hit the region in the coming days, is your family ready to Beat the Heat.

Plan and prepare what your family might need now, to avoid having to go out when the heat arrives. Stock up on food, water or medications, and prepare ice or icy treats for the kids and freeze ice packs, to help you stay cool during the heatwave.

Check your fridge and freezer are operating properly to prevent food spoiling or even worse, food poisoning.

Remember to breast or bottle feed babies more often when it's hot and offer older children more drinks, preferably water.

Find out more at health.nsw.gov.au/environment/beattheheat



Hunter & Central Coast
Regional Environmental
Management Strategy



Health
Hunter New England
Local Health District



Health
Central Coast
Local Health District

the
power of
humanity



Regional Heatwave Resilience Project

Building community preparedness



Stage 3 Messages: Heatwave / Extreme Heat Conditions Occurring

These messages are for issuing during a heatwave / extreme heat event to encourage immediate and direct action by the target audience to protect health and safety.

Heatwave / Extreme Heat Alert

Heatwave conditions have arrived in our region. Young children and babies are particularly susceptible to heat related illness. Parents and carers need to take action to ensure their family stay well as the temperatures peak.

Breast or bottle feed babies more often and offer older children more drinks, preferably water.

Plan activity for the coolest part of the day, dress in cool, loose clothing and always carry water with you, especially if driving distances.

Never leave children or pets in the car, not even for a minute.

Know the signs of heat related illness in children, including being irritable, pale and clammy skin, being sleepy or floppy, fewer wet nappies or dark urine, refusing to breast or bottle feed, intense thirst, dry skin, mouth or eyes or a sunken fontanelle (the soft spot on the baby's head).

If children show any of these signs take steps to prevent illness reaching dangerous levels:

- move the child to a cool area
- remove any extra clothes
- try to give the baby or child extra drinks
- cover the child or baby with cool damp cloths or sponge them down with water

If you think your baby or young child is suffering from heat related illness, don't wait - seek medical advice.

Find out more about ways to beat the heat this summer at health.nsw.gov.au/environment/beattheheat



Hunter & Central Coast
Regional Environmental
Management Strategy



Health
Hunter New England
Local Health District



Health
Central Coast
Local Health District

the
power of
humanity

