

# Regional Heatwave Resilience Project

Building community preparedness



## SOCIAL MEDIA POSTS

### TARGET AUDIENCE – THE ELDERLY AND PEOPLE WITH A DISABILITY

#### 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.*

Post	Image	Link
Heatwaves or long periods of extreme heat can have serious impacts on your health. The elderly and people with a disability are among those most at risk. Do you know how to Beat the Heat this summer?	Campaign logo "Beat the Heat" Image of 'Elderly & People with a Disability' Beat the Heat flyer / poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a> <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf</a>
Know the four easy steps to Beat the Heat – Drink plenty of water, Keep cool, Check on others and Have a plan for how to stay cool.	Campaign logo "Beat the Heat" Image of 'Elderly & People with a Disability' Beat the Heat flyer / poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a> <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf</a>
Drink plenty of water to Beat the Heat – avoid alcoholic, hot or sugary drinks	Info graphic Pic of someone drinking water	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Keep Cool - do less and avoid being outside during the hottest part of day to Beat the Heat. Surely you've earned a rest!	Pic of someone resting on couch	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Have a plan for how to stay cool when it heats up.	Pic of elderly person in a cool environment	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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Post	Image	Link
Check on elderly friends, neighbours and relatives, especially if they live alone.	Pic of Grandparents on the phone	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Prepare a cool zone in your home, but if it gets too hot at home have a plan of where else you might go to stay cool	Pic of Fan	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Know where you can go to beat the heat. Local libraries, community centres swimming pools and galleries are great low-cost spots to cool down. Shopping centres, cinemas and restaurants are also all great places to beat the heat.	Pic of people in a 'cool spot' Cool Spot poster image	Website info on local cool spot locations (eg Council websites) [WHERE AVAILABLE]
Know the early signs of heat related illness – dizziness, fainting, tiredness, thirst, bright or dark yellow urine. Take steps to prevent it reaching dangerous levels. Move somewhere cool and drink water. If you start to feel unwell, seek medical advice.	Pic of person looking sweaty, feeling unwell Image of urine colour chart poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf</a>
Beat the Heat - Dress in cool, loose clothing	Pic of elderly person in loose/linen clothing	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Most medications need to be stored below 25°C or in the fridge if indicated. Heat can have a direct impact on medications, making them less effective or occasionally more toxic when exposed to and stored in high temperatures.	Info graphic medical cross Pic of medications	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf</a>
If you take regular medication, talk to your doctor about the correct use and storage of your medications and any affects they may have on you during hot weather.	Pic person in talking to GP	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-dl-flyers-final.pdf</a>



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Post	Image	Link
Do you take regular medications? Check whether they may affect your ability to stay well during the heat.	Pic of medicines	<a href="http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication">http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication</a>
Do you store medications in a pill box or Webster Pack? If so, make sure they are kept in a suitable place. When it heats up the window sill or top of the fridge is not a good location.	Pic of Webster Pack	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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## 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.*

Post	Image	Link
The Bureau of Meteorology is forecasting heatwave conditions in the coming days. Heatwaves or long periods of extreme heat cause serious health impacts every year in Australia. The elderly and those with a disability are among those most at risk. Are you prepared?	Image of a checklist	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.bom.gov.au">www.bom.gov.au</a>
Know the four easy steps to Beat the Heat! – Drink plenty of water, keep cool (do less and avoid being outside during the heat), check on elderly friends, neighbours and relatives, and Have a Plan for how to stay cool when it heats up.	Campaign logo "Beat the Heat" Image of Beat the Heat flyer / poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf</a>
A heatwave is forecast, stock up on water, food and medications now, so you don't have to head out when it heats up!	Pic of full grocery bags	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Just like with storms, floods and fires prepare, or check your emergency kit is ready. This should include a torch, radio, batteries, matches, candle or lanterns that are easy to access if you lose power	Pic of emergency kit	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Check your fridge and freezer are operating properly to prevent food spoiling or even worse, food poisoning	Pic of fridge or fridge thermometer	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat - Bottle water, or buy water, just in case water supply is lost during the heatwave	Pics of water bottles	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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Post	Image	Link
Did you know that closing windows, curtains and blinds can help keep your house cool during the heat of the day?	Pic of drawn curtains	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Know where you can go to beat the heat at home. Local libraries, community centres swimming pools and galleries are great low-cost spots to cool down. Shopping centres, cinemas and restaurants are also all great places to beat the heat.	Pic of people in a 'cool spot' Cool Spot poster image	Website info on local cool spot locations (eg Council websites) [WHERE AVAILABLE]
Most medications need to be stored below 25°C or in the fridge if indicated. Heat can have a direct impact on medications, making them less effective or occasionally more toxic when exposed to and stored in high temperatures.	Info graphic medical cross Pic of medicines	<a href="http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication">http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication</a>
If you take regular medication, talk to your doctor about the correct use and storage of your medications and any affects they may have on you during hot weather.	Pic person in talking to GP	Website link to medications flyer
Do you take regular medications? Check whether they may affect your ability to stay safe during the heat	Pic of medicines	<a href="#">Website link Beat the Heat list</a>
Do you store medications in a pill box or Webster Pack? If so, make sure they are kept in a suitable place. When it heats up the window sill or top of the fridge is not a good location.	Pic of Webster Pack	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Stay in regular contact with family, friends and neighbours as the temperature rises so they know you are okay or can assist you	Pic of grandparent/elderly on phone	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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Post	Image	Link
Beat the Heat - Have a list of important numbers ready by the phone, of family, friends, neighbours, doctors and support services, so you can easily call them if needed	Pic of list of names/numbers	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Set airconditioners to 24 degrees to reduce running costs and turn them on before the room heats up so they don't have to work as hard	Pic of airconditioning unit	
Know the early signs of heat related illness: dizziness or fainting, tiredness, thirst and bright or dark yellow urine. Take steps to prevent it reaching dangerous levels. Move somewhere cool and drink water. If you start to feel unwell, seek medical advice.	Pic of person looking sweaty, feeling unwell Image of urine colour chart poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf</a>



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## 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.*

Post	Image	Link
The region is experiencing heatwave conditions. Know the four easy steps to Beat the Heat – Drink plenty of water, Keep Cool, Check on Others and Have a Plan	Beat the Heat logo Image of 'Elderly & People with a Disability' Beat the Heat poster / flyer	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.bom.gov.au">www.bom.gov.au</a>
Beat the Heat! – Drink plenty of water, keep cool (do less and avoid being outside during the heat), and check on elderly friends, neighbours and relatives.	Campaign logo "Beat the Heat" Image of Beat the Heat flyer / poster	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>  <a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf</a>
Beat the Heat! DRINK plenty of WATER and avoid alcoholic, hot or sugary drinks	Pic of an elderly person drinking water	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat! DO LESS and avoid going outside during the hottest part of day. Surely you've earned a rest!	Pic of someone resting on couch	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat! Stay in regular contact with family, friends and neighbours so they know you are okay or can assist you!	Pic of grandparent/elderly on phone	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Check your fridge and freezer are operating properly to prevent food spoiling or even worse, food poisoning	Pic of fridge or fridge thermometer	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Check on elderly friends, neighbours and family, especially if they live alone, to make sure they are okay.	Pic of elderly people talking on the phone	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>

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Post	Image	Link
Set air conditioners to 24 degrees to reduce running costs and turn them on before the room heats up so they don't have to work as hard	Pic of air conditioner	
<p>Know the early signs of heat related illness:</p> <ul style="list-style-type: none"> <li>• dizziness, fainting</li> <li>• tiredness</li> <li>• thirst</li> <li>• bright or dark yellow urine.</li> </ul> <p>Take steps to prevent it reaching dangerous levels. Move somewhere cool and drink water. If you start to feel unwell, seek medical advice.</p>	<p>Pic of person looking sweaty, feeling unwell</p> <p>Image of Urine Colour Chart poster</p>	<p><a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a></p> <p><a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/elderly-disability-poster-final.pdf</a></p>
Feeling ill from the heat? Take steps to prevent it reaching dangerous levels. Move somewhere cool, drink water or diluted fruit juice (1 part juice in 4 parts water). Avoid tea, coffee or alcohol. If you start to feel unwell, seek medical advice.		<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Too hot at home? Local libraries, community centres swimming pools and galleries are great low-cost spots to cool down. Shopping centres, cinemas and restaurants are also all great places to beat the heat.	<p>Info graphic medical cross</p> <p>Pic of medicines</p>	<a href="http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication">http://www.health.nsw.gov.au/environment/beattheheat/Pages/information-for-health-professionals.aspx#medication</a>
High temperatures can have a direct impact on medications, making them less effective or occasionally more toxic. Check your medications are stored correctly, usually below 25°C or in the fridge if indicated.	<p>Info graphic medical cross</p> <p>Pic of medications</p>	<p><a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a></p> <p><a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/medications-posters-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/medications-posters-final.pdf</a></p>



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Post	Image	Link
Do you store medications in a pill box or Webster Pack? If so, make sure they are kept in a suitable place. The window sill or top of the fridge is not a good location during a heatwave.	Pic of Webster Pack	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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