

# Regional Heatwave Resilience Project

Building community preparedness



## SOCIAL MEDIA POSTS

### 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.*

Post	Image	Link
Heatwaves or long periods of extreme heat can have serious health impacts. Babies and young children are among those most at risk. Do you know how to Beat the Heat this summer?	"Beat the Heat" logo Image of Families '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/families-with-young-children-dl-flyer-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/families-with-young-children-dl-flyer-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.	"Beat the Heat" logo Image of Families '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/families-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/families-poster-final.pdf</a>
Drink plenty of water to Beat the Heat – avoid alcoholic, hot or sugary drinks	Pic of children 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 kids in pool	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
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>



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



Post	Image	Link
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>
Got children under five? Make sure babies, children and breastfeeding mums are getting plenty of fluids.	Pic of breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Breast or bottle feed babies more often when it's hot and offer older children drinks, preferably water, more often	Pic breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat - offer older children drinks, preferably water, more often	Pic of kids drinking	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat - Dress in cool, loose clothing	Pic of family in loose/linen clothing	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat - If you need to head outdoors, do so during the cooler parts of the day and wear a hat and sunscreen	Pic of family in hats, or info graphic of cooler parts of the day	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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.*

Post	Image	Link
The Bureau of Meteorology are forecasting heatwave conditions in the coming days. Babies and young children are among those most at risk. Is your family 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>
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/families-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/families-poster-final.pdf</a>
A heatwave is forecast, stock up on water, food and medications, so you don't have to go 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>
Start making ice or icy treats and freeze ice packs, to help you stay cool during the heatwave.	Pic of kids eating ice/frozen fruit	<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>



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



Post	Image	Link
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>
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>
Make sure you never leave people, children or pets in the car, not even for a minute. It takes just minutes for a stationary car to become dangerously hot.	Car in sun/hot car	<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]
Got children under five? Make sure babies, children and breastfeeding mums are getting plenty of fluids.	Pic breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Breast or bottle feed babies more often when it's hot and offer older children drinks, preferably water, more often	Pic breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Know the signs of heat related illness in babies and children, such as looking unwell and more irritable than usual, pale and clammy skin, sleepy and floppy, fewer wet nappies than usual, dark urine (normal is light straw colour), refusing to drink, intense thirst, dry skin, mouth and eyes (no tears when crying) or the soft spot on a baby's head (fontanelle) may be lower than usual.		<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>



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



Post	Image	Link
If your child is already sick, especially with fever, vomiting or diarrhoea, they will need extra attention to make sure they stay hydrated during the heatwave		<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



Hunter & Central Coast  
Regional Environmental  
Management Strategy



Health  
Hunter New England  
Local Health District



Health  
Central Coast  
Local Health District

the  
power of  
humanity



This project is funded by the NSW Government under the Community Resilience Innovation Program

# 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.*

Post	Image	Link
The region is experiencing heatwave conditions. Babies and young children are among those most at risk from heat related illness.		<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 of the day), 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/families-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/families-poster-final.pdf</a>
Beat the Heat - DRINK plenty of WATER and avoid alcoholic, hot or sugary drinks	Info graphic	<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 - check on friends and family, especially the elderly, to make sure they are okay.	Pic of Grand parents on the phone	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Enjoy ice or icy treats and freeze ice packs, to help you stay cool during the heatwave.	Pic of kids eating ice/frozen fruit	<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>



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



Post	Image	Link
Never leave people, children or pets in the car, not even for a minute. It takes just minutes for a stationary car to become dangerously hot.	Car in sun/hot car	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Always wear a hat and sunscreen if you need to go outside – even for short periods	Pic of kids wearing wide brimmed hats	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
<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>If you or others experience any of these symptoms take steps to prevent it reaching dangerous levels. Move somewhere cool and drink water. If you start to feel unwell, seek medical advice.</p>	Pic of person looking sweaty, feeling unwell	<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.	Pic of people in a 'cool spot' Cool Spot poster image	Website info on local cool spot locations (eg Council websites) [WHERE AVAILABLE]
Did you know babies and children can quickly overheat and dehydrate during a heatwave making them very susceptible to heat related illness.	Pic of baby or child	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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



Post	Image	Link
Know the signs of heat related illness in babies and children, such as looking unwell and more irritable than usual, pale and clammy skin, sleepy and floppy, fewer wet nappies than usual, dark urine (normal is light straw colour), refusing to drink, intense thirst, dry skin, mouth and eyes (no tears when crying) or the soft spot on a baby's head (fontanelle) may be lower than usual.	Pic of sick looking kid	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
If you think your baby or young child is suffering from heat exhaustion, seek medical advice. Move the child to a cool area and remove all extra clothes, if conscious and able to drink give them small sips of cool fluid and bring their temperature down using any method available (sponging with cool water, cool bath or covering with cool damp cloths).	Pic of sick looking kid	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Got children under five? Make sure babies, children and breastfeeding mums are getting plenty of fluids.	Pic breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Breast or bottle feed babies more often when it's hot	Pic breastfeeding mum	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Beat the Heat - offer older children drinks, preferably water, more often	Pic of kids drinking	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
If your child is already sick, especially with fever, vomiting or diarrhoea, they will need extra attention to make sure they stay hydrated during the heatwave		<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Heading out – always take water with you	Pic of water bottle	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>



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



Post	Image	Link
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>



Hunter & Central Coast  
Regional Environmental  
Management Strategy



Health  
Hunter New England  
Local Health District



Health  
Central Coast  
Local Health District

the  
power of  
humanity

