

# Regional Heatwave Resilience Project

Building community preparedness



## SOCIAL MEDIA POSTS

### TARGET AUDIENCE – RURAL & ISOLATED COMMUNITIES

#### 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. Living in a rural or isolated area can increase your risk. Do you know how to Beat the Heat this summer?	"Beat the Heat" logo Image of `Rural & Isolated Communities' Beat the Heat Flyer / Poster	<a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf</a> <a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</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	<a href="http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf</a> <a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</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.	Image of `Rural & Isolated Communities' Beat the Heat Flyer / Poster	
Drink plenty of water to Beat the Heat – avoid alcoholic, hot or sugary drinks	Pic of rural person 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>



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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/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</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/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</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/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</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/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</a>
Heat can have a direct impact on medications, making them less effective or occasionally more toxic when exposed to and stored in high temperatures. Most medications need to be stored below 25°C or in the fridge if indicated.	Info graphic medical cross Pic of medicines	<a href="http://www.health.nsw.gov.au/environment/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</a>



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Post	Image	Link
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/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</a>
Do you take regular medications? Check whether they may affect your ability to stay well during the heat .	Pic of medicine	<a href="http://www.health.nsw.gov.au/environment/beatt/heheat">www.health.nsw.gov.au/environment/beatt/heheat</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. Living in a rural or isolated area can increase your risk. Are you prepared?	Image of list	<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.	"Beat the Heat" logo Image of 'Elderly' 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/rural-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf</a>
Heatwave conditions are forecast - stock up on water, food and medications now (for you and for livestock) to avoid having to go out when it heats up, or in case power and water are lost.	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>



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Post	Image	Link
Be prepared - bottle water, or buy water, just in case power and 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>
Heat can have a direct impact on medications, making them less effective or occasionally more toxic when exposed to and stored in high temperatures. Most medications need to be stored below 25°C or in the fridge if indicated.	Info graphic medical cross Pic of medicines	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</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>
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 of person talking to GP	<a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a>
Do you take regular medications? Check whether they may affect your ability to stay well during heatwaves or extended periods of extreme 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>
Stay in regular contact with family, friends and neighbours as the temperature rises so they know you are okay, or can assist if needed.	Pic of rural person 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
<p>Know the early signs of heat related illness: dizziness or fainting, tiredness, thirst and bright or dark yellow urine. 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>	<p>Pic of person looking sweaty, feeling unwell Image of Beat the Heat Urine Poster</p>	<p><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></p>
<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.'</p>	<p>Pic of someone drinking water</p>	<p><a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a></p>



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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. Living in a rural or isolated area can increase the risk to your health. Know the four easy steps to Beat the Heat – Drink plenty of water, Keep Cool, Check on others and Have a plan	Campaign logo "Beat the Heat"	<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.	"Beat the Heat" logo Image of 'Elderly' 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/rural-poster-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/rural-poster-final.pdf</a>
Beat the Heat! – Drink plenty of water and avoid alcoholic, hot or sugary drinks	Pic of someone 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! - 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>
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>
Avoid the heat! If possible do less and plan work activities for the cooler parts of the day.	Pic of rural worker / activity	



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Keep your house cool by closing windows, blinds and curtains during the heat then open it up to ventilate once it cools down		<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>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 Beat the Heat Urine 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/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></p>
Do you think the heat is making you feel sick? Take the potential negative health impact of heatwave seriously and take action - call family, friends or if you start to feel unwell, seek medical advice.	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>
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>
If you have livestock, make sure they have enough food and can access shade and water.	Pic of cattle under shade of tree	<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
High temperatures can have a direct impact on medications, making them less effective or occasionally more toxic. Check any medications are stored correctly, usually below 25°C or in the fridge if indicated.	Info graphic medical cross	<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/medication-s-posters-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/medication-s-posters-final.pdf</a>
Do you store medications in a pill box or Webster Pack? If so, make sure they are kept in a suitable place. On 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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