

Regional Heatwave Resilience Project

Building community preparedness



SOCIAL MEDIA POSTS

TARGET AUDIENCE - ALL OF COMMUNITY

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. They are a major cause of health problems every year in Australia. Do you know how to Beat the Heat this summer?	Campaign logo "Beat the Heat" Image of 'All of Community' poster / flyer	http://www.hccrems.com.au/wp-content/uploads/2016/05/community-poster-final.pdf www.health.nsw.gov.au/environment/beattheheat
Know the four easy steps to Beat the Heat – Drink plenty of water, Keep Cool, Check on and Have a plan.	"Beat the Heat" logo Image of 'All of Community' poster / flyer	http://www.hccrems.com.au/wp-content/uploads/2016/05/all-community-dl-flyer-final.pdf www.health.nsw.gov.au/environment/beattheheat
Drink plenty of water to Beat the Heat – avoid alcoholic, hot or sugary drinks	Info graphic / picture of someone drinking	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
Have a plan for how to stay cool when it heats up.	Pic of kids in pool	www.health.nsw.gov.au/environment/beattheheat
Check on elderly friends, neighbours and relatives, especially if they live alone.	Pic of Grandparents on the phone	www.health.nsw.gov.au/environment/beattheheat



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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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf



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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. Are you prepared?	Image of a checklist	www.health.nsw.gov.au/environment/beattheheat www.bom.gov.au
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	www.health.nsw.gov.au/environment/beattheheat http://www.hccrems.com.au/wp-content/uploads/2016/05/community-poster-final.pdf
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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
Check your fridge and freezer are operating properly to prevent food spoiling or even worse, food poisoning	Pic of fridge or fridge thermometer	www.health.nsw.gov.au/environment/beattheheat
Beat the Heat - Bottle water, or buy water, just in case water supply is lost during the heatwave	Pics of water bottles	www.health.nsw.gov.au/environment/beattheheat



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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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
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.	Pic of car in sun/hot car	www.health.nsw.gov.au/environment/beattheheat
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 spots 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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf



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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. Heatwaves or long periods of extreme heat cause serious health impacts every year in Australia. Take steps to protect your health.	"Beat the Heat" logo Image of 'All of Communities' DL flyer or poster	www.health.nsw.gov.au/environment/beattheheat www.bom.gov.au http://www.hccrems.com.au/wp-content/uploads/2016/05/community-poster-final.pdf
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	www.health.nsw.gov.au/environment/beattheheat http://www.hccrems.com.au/wp-content/uploads/2016/05/community-poster-final.pdf
Beat the Heat! - DRINK plenty of WATER and avoid alcoholic, hot or sugary drinks	Pic of someone drinking water	www.health.nsw.gov.au/environment/beattheheat
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 or in the shade	www.health.nsw.gov.au/environment/beattheheat
Beat the Heat! - check on friends and family, especially the elderly, to make sure they are okay.	Pic of Grand parents on the phone	www.health.nsw.gov.au/environment/beattheheat
Enjoy ice or icy treats and freeze ice packs, to help you stay cool during the heatwave.	Pic of kids eating ice/frozen fruit	www.health.nsw.gov.au/environment/beattheheat



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Post	Image	Link
Check your fridge and freezer are operating properly to prevent food spoiling or even worse, food poisoning	Pic of fridge or fridge thermometer	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
Always wear a hat and sunscreen if you need to go outside – even for short periods	Pic of someone in a wide brimmed hat	www.health.nsw.gov.au/environment/beattheheat
Are you Retro cool? Suck on ice cubes.		www.health.nsw.gov.au/environment/beattheheat
Are you Retro cool? Pop your feet in a basin of cool water		www.health.nsw.gov.au/environment/beattheheat
Are you Retro cool? Wipe your face, neck and arms with a damp, cool cloth.		www.health.nsw.gov.au/environment/beattheheat
Are you Retro cool? Put a bowl of ice cubes in front of a fan to make a cool breeze.		www.health.nsw.gov.au/environment/beattheheat
Are you retro cool? Keep your house cool by closing windows, blinds and curtains during the heat then open it up to ventilate when it cools down outside		www.health.nsw.gov.au/environment/beattheheat
<p>Know the early signs of heat related illness:</p> <ul style="list-style-type: none"> • dizziness, fainting • tiredness • thirst • bright or dark yellow urine. <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>www.health.nsw.gov.au/environment/beattheheat</p> <p>http://www.hccrems.com.au/wp-content/uploads/2016/05/are-you-drinking-enough-poster-final.pdf</p>



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Post	Image	Link
Are you working or exercising outside, even though it's hot? Make sure you drink plenty of water, and if you can plan activity for cooler times of day	Pic of someone exercising	www.health.nsw.gov.au/environment/beattheheat
Be cool, dress cool in loose, light coloured clothing		www.health.nsw.gov.au/environment/beattheheat
Is the heat is making you sick? Take the health impacts of heatwaves seriously - if you start to feel unwell, seek medical advice.		www.health.nsw.gov.au/environment/beattheheat
How are you beating the heat?		www.health.nsw.gov.au/environment/beattheheat
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 spots poster image	Website info on local cool spot locations (eg Council websites) [WHERE AVAILABLE]
Heading out – always take water with you	Pic of water bottle	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat
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	www.health.nsw.gov.au/environment/beattheheat



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