

# Regional Heatwave Resilience Project

Building community preparedness



## SOCIAL MEDIA POSTS TARGET ISSUE – MEDICATION IMPACTS

### 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
High temperatures can have a direct impact on medications, making them less effective or occasionally more toxic. Are your medicines stored correctly? Most need to be stored 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>
If you take regular medication, talk to your doctor about their correct use and storage 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> <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 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">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. 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. High temperatures can have a direct impact on medications, making them less effective or occasionally more toxic.	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>  <a href="http://www.bom.gov.au">www.bom.gov.au</a>
Are your medicines stored correctly? Most need to be stored below 25°C or in the fridge if indicated.	Pic of medicines	<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>
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 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/medication-s-posters-final.pdf">http://www.hccrems.com.au/wp-content/uploads/2016/05/medication-s-posters-final.pdf</a>
Do you take regular medications? Check whether they may affect your ability to stay safe during the heat	Pic of medicine	<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. 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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Post	Image	Link
<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>	<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>



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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. High temperatures can have a direct impact on medications, making them less effective or occasionally more toxic.	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>  <a href="http://www.bom.gov.au">www.bom.gov.au</a>
Are your medications stored correctly? Most need to be stored 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>
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>
Know the early signs of heat related illness: <ul style="list-style-type: none"> <li>• dizziness, fainting</li> <li>• tiredness</li> <li>• thirst</li> <li>• bright or dark yellow urine.</li> </ul> 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.	Pic of person looking sweaty, feeling unwell Image of Beat the Heat Urine 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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Post	Image	Link
<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><a href="http://www.health.nsw.gov.au/environment/beattheheat">www.health.nsw.gov.au/environment/beattheheat</a></p>



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