

Australian Government



Communications Support Package

CONTENTS

Background and Purpose	3
Key Messages	5
Email Alerts	8
Newsletter Templates	9
SMS / Text Alert Templates	10
Social Media Post Templates	11
Website Content Templates	12
Posters	15

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The Beat the Heat resources were initially developed and funded by the NSW Government under the Community Resilience Program 2016 and have been reviewed and refreshed for 2023 under the Disaster Risk Reduction Fund. The Disaster Risk Reduction Fund (DRRF) is jointly funded by the Australian and New South Wales governments. Although funding for this product has been provided by both the Australian and NSW Governments, the material contained herein does not necessarily represent the views of either Government.

Background and Purpose



In the Hunter and Central Coast region various organisations, including Local Health Districts, Primary Health Care providers, Councils, Community Service Organisations, and community volunteer groups, are identified as having a key role in communicating and building heatwave preparedness. These organisations all have strong links and interactions with "at risk" communities due to their roles in delivering health and community support services. Leveraging these community groups can be a great way to reach your residents.

Effective communication strategies, materials, and campaigns for heatwave resilience must be tailored to the specific needs and preferences of the target audience. To support this, a suite of tailored communication resources has been developed, adapting existing messages into various formats to engage different "at risk" communities and address key issues and impacts. This includes medication impacts, rural and isolated communities, the elderly and people with a disability, and families with young children. This package has been developed based on the most current NSW Health Beat the Heat resources. They are provided in a format that makes it easier for councils to use when communicating to their communities.



GENERAL AWARENESS

Resources aimed at raising general awareness of heatwave / extreme heat impacts and preparedness. These can be issued at any time in the lead up to and during summer.

HEATWAVE / EXTREME HEAT CONDITIONS FORECAST

Resources are for issuing when a heatwave has been forecast to encourage preparatory action by the target audience.

HEATWAVE / EXTREME HEAT CONDITIONS OCCURRING

Resources are for issuing during a heatwave to encourage immediate and direct action by the target audience to protect health and safety.

These communication resources aim to avoid duplication of effort and miscommunication through providing consistent and repeated messages across different platforms.

Using the Communication Resources

STAGE

AGE

Councils are able to use all of the resources they deem necessary for communicating with their communities. Included in the package are key messages, email alerts, newsletter content, SMS / text alerts, social media posts, and website content that is all customisable to assist councils when developing communication materials. There are also examples of social media posts, and designed posters that can be used by councils, organisations, and community. These materials can be shared with relevant community organisations.

Key Messages

These key messages are intended to assist councils when developing communication materials to raise awareness around extreme heatwave events. The key messages form the basis for most of the content throughout the communication resources to ensure consistent and repeated messaging. The following sections contain content for email alerts, newsletters, SMS / text alerts, social media posts and websites that can be used or adapted for council need. These key messages have been developed based on the most current NSW Health Beat the Heat resources, which can be accessed at www.health.nsw.gov.au/environment/beattheheat.

STAGE GENERAL COMMUNITY AWARENESS					
All of Community	Did you know that more Australians are hospitalised and die as a result of heatwave than any other natural disaster? <i>Source: <u>Climate Council Australia</u></i>				
	Many people don't realise that heat is a major cause of health problems in Australia.				
	Heat causes more deaths than any other natural hazard or disaster in Australia. <i>Source: <u>Climate Council Australia</u></i>				
	To beat the Heat this summer: Drink plenty of water and avoid alcoholic, hot or sugary drinks. Keep Cool – do less and avoid being outside during the hottest part of the day. Check on elderly friends, neighbours, and relatives, especially if they live alone. Have a Plan for how to stay cool when it heats up.				
	Find out more ways to beat the heat at <u>www.health.nsw.gov.au/environment/</u> <u>beattheheat</u>				
Medication Impacts	Did you know that some medications can be less effective, or occasionally more toxic, when exposed to high temperatures?				
	Check your medications are stored correctly. Most medications need to be stored below 25°C or in the fridge and out of reach of children. This applies particularly to antibiotics, adrenergic drugs, insulin, analgesics, and sedatives.				
	Some medications can also make people more susceptible to heat related illness.				
	If you are taking regular medications, talk to your doctor about the correct use and storage of your medications. Also ask about any effects they may have on you during hot weather.				
Rural & Isolated Communities	People in rural communities can be more at risk due to isolation from health services and the often physical, outdoor nature of their work.				

STA	GE	
2		/ EXTREME HEAT CONDITIONS FORECAST
	All of Community	A heatwave is forecast to hit the region in the coming days.
		Keep your home cool by closing windows, curtains, and blinds during the hottest parts of the day. Stock up now on things you might need like water, food, and medicines, so you can avoid going out in the heat.
		You can also cool down by sucking on ice cubes, wiping your arms, face and neck with a cool wet cloth, placing your feet in a basin of cool water, or putting a bowl of ice cubes in front of a fan to create a cool breeze.
		Find out more ways to beat the heat at <u>www.health.nsw.gov.au/environment/</u> <u>beattheheat</u>
	Medication Impacts	You can access more information about how common medications can affect you during the heat at the New South Wales Health Beat the Heat website www.health.nsw.gov.au/environment/beattheheat
	Rural & Isolated Communities	Have a plan to keep livestock cool, fed and in the shade.
		Have a backup plan for if you lose power and water during a heatwave.
		Stock up on medications, food and water for people and livestock to avoid going out in extreme heat.
	The Elderly and People with a Disability	Have a list of important numbers ready so you can call them easily if needed. This includes family, friends, doctors and support services.
	Families with Young Children	With heatwave conditions forecast to hit the region soon, is your family ready to Beat the Heat?
		Plan and prepare what your family might need now, to avoid having to go out when the heat arrives. Stock up on food, water, and medications. Prepare ice or icy treats for the kids to help you stay cool during the heatwave.
		Remember to breast or bottle feed babies more often when it's hot. Offer older children more drinks, preferably water.

GE HEATWAV	E / EXTREME HEAT CONDITIONS OCCURRING
	Heatwave conditions are occurring in our region.
All of Community	Know the early signs of heat related illness – tiredness, thirst, bright or dark yellow urine and sometimes dizziness or fainting. 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.
	During a heatwave, reduce the running cost of air conditioning by setting it to 24 degrees.
	Check your fridge and freezer are operating properly to prevent food spoiling or food poisoning.
	Find out more ways to beat the heat at <u>www.health.nsw.gov.au/environment</u> <u>beattheheat</u>
Medication Impacts	If you are taking medications that make you more at risk of heat related illnes take steps to avoid going out into the heat. This includes keeping your house cool, or visiting local places like libraries, community centres, shopping centre and cinemas if you need to cool down.
Rural & Isolated Communities	People living in rural areas should ensure animals and livestock have enough water, food, and shade.
	Where possible, stay inside. Plan work and chores for the coolest part of the day, or if possible, for after the heatwave has passed.
The Elderly and People with a Disability	Stay in touch with family, friends and neighbours during the heatwave. Ask for help if you need it.
Families with Young Children	Parents and carers need to take actions to keep their family safe as temperatures peak.
	Plan activity for the coolest part of the day. Dress in cool, loose clothing and always carry water with you, especially if driving distances.
	Never leave children or pets in the car, not even for a minute.
	 Know the signs of heat related illness in children. This includes being irritable, pale and clammy skin, being sleepy or floppy, fewer wet nappies or dark urine refusing to breast or bottle feed, intense thirst, dry skin, mouth or eyes or a sunken fontanelle (the soft spot on the baby's head). If children show any of these signs, take steps to prevent illnesses reaching dangerous levels: Move the child to a cool area Remove any extra clothes Try to give them extra drinks Cover them with cool damp clothes or sponge them down with water
	If you think your baby or young child is suffering from heat related illness, do wait – seek medical advice.

Email Alerts

The suggested email alert contains general key messages and information on heatwaves and how to prepare for them. Text can be removed, and additional key messages can be added where it best applies to your communities (e.g., if your LGA has a large elderly population).

SUBJECT LINE: Heatwave Alert - Prepare for Extreme Heat Conditions

BODY TEXT: The Bureau of Meteorology (BOM) is forecasting heatwave conditions in the coming days.

Heatwaves pose a serious risk to human health.

Heat related illness is major cause of health problems for Australians every summer. [insert risk for specific audience, e.g., families with young children]

Be prepared:

- Drink plenty of water and avoid alcoholic, hot or sugary drinks
- Keep Cool do less and avoid being outside during the hottest part of the day
- · Check on elderly friends, neighbours and relatives, especially if they live alone
- Have a Plan for how to stay cool when it heats up

Know the early signs of heat related illness - dizziness, fainting, tiredness, thirst, 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.

If you or others experience any of these symptoms take steps to prevent it reaching dangerous levels. Move somewhere cool, drink water or diluted fruit juice (1 part juice in 4 parts water) and avoid tea, coffee or alcohol. If you start to feel unwell, seek medical advice.

Other things you can do:

- Cool your house by shading windows, shutting curtains and, if it's safe to do so, opening windows at night to let in cool air
- Stock up on food, water or medications to avoid having to go out in the heat
- If you have an air conditioner, reduce running costs by setting it to 24 degrees and turning it on before the room heats up
- Spend time in a cool place like local libraries, swimming pools, galleries, shopping centres or cinemas. Try to go early so you're not outside in the heat of the day
- Check your medications are stored correctly. Most medications need to be stored below 25°C or in the fridge if indicated
- Talk to your doctor about the correct use and storage of your medications and any effects they may have on you during hot weather
- [Add points for specific audience, e.g., elderly communities]

You can also cool down by sucking on ice cubes, wiping your arms, face and neck with a cool wet cloth, placing your feet in a basin of cool water, or putting a bowl of ice cubes in front of a fan to create a cool breeze.

More Information:

How to prepare for a heatwave: <u>www.health.nsw.gov.au/environment/beattheheat</u> Bureau of Meteorology weather forecasts: <u>http://www.bom.gov.au/</u>

Newsletter Template

The suggested newsletter article contains general key messages and information on heatwaves and how to prepare for them. There is space to include information about local cool spots if applicable to your LGA.

Beat the Heat this Summer!

Many people don't realise that heat is a major cause of health problems in Australia, with heatwaves causing more hospitalisations and deaths than any other natural disaster.

In addition to heat stress, heat exhaustion and heat stroke, heatwaves can impact existing health conditions including cardiac disease, mental health and behavioural disorders, asthma and obstructive lung conditions.

This summer, it is time we all started to take heat related illness seriously.

Four simple actions we can all take to protect ourselves against heat related illness are:

- Drink plenty of water and avoid alcoholic, hot or sugary drinks
- Keep Cool do less and avoid being outside during the hottest part of the day
- Check on elderly friends, neighbours and relatives, especially if they live alone
- Have a Plan for how to stay cool when it heats up

To make your home more comfortable during hot weather keep windows, blinds and curtains closed during the heat of the day to keep the heat out. If you have an air conditioner, reduce running costs by setting it to 24 degrees, and turn it on before the room heats up.

If it gets too hot at home have a plan of where else you might go to stay cool and how to get there safely. Swimming pools, community centres, public libraries and galleries are great low-cost places to beat the heat during the hottest part of the day, as are shopping centres, cinemas and restaurants.

Freely accessed public facilities registered as `Cool Spots' in the [INSERT COUNCIL AREA NAME] include [INSERT FACILITY NAMES] and will be open as normal [INSERT OPERATING HOURS]

It is also important to know the early signs of heat related illness:

- Tiredness
- Thirst
- Bright or dark yellow urine
- Dizziness or fainting.

If you or others experience any of these symptoms take steps to prevent it reaching dangerous levels. Move somewhere cool, drink water or diluted fruit juice (1 part juice in 4 parts water) and avoid tea, coffee or alcohol. If symptoms worsen, seek medical advice.

To find out more about ways to beat the heat and be prepared during a heatwave visit <u>www.health.</u> <u>nsw.gov.au/environment/beattheheat</u>

SMS / Text Alerts

The suggested SMS / text alerts contain general key messages and information on heatwaves and how to prepare for them. These alerts are intended for use when heatwaves are forecast or have already arrived.

Short (160 Character) SMS / Text Alert

Heatwave conditions are forecast. Be prepared to protect your health. Tips to beat the heat: <u>www.health.nsw.gov.au/environment/beattheheat</u> <u>www.bom.gov.au</u>

Long SMS / Text Alert

The Bureau of Meteorology is forecasting heatwave conditions in the coming days. Heatwaves pose a serious risk to health. Be prepared:

- Drink plenty of water
- Keep Cool do less and avoid being outside during the hottest part of the day
- Check on elderly friends, neighbours and relatives
- Have a Plan for how to stay cool when it heats up More information:

www.health.nsw.gov.au/environment/beattheheat www.bom.gov.au/

Short (160 Character) SMS Alert

The region is experiencing heatwave conditions

- Drink plenty of water
- Keep cool
- Check on others

More tips: <u>www.health.nsw.gov.au/environment/beattheheat</u> www.bom.gov.au

Long SMS / Text Alert

The region is experiencing heatwave conditions. To reduce serious health risks:

- Drink plenty of water
- Keep Cool do less and avoid being outside during the hottest part of the day
- Check on elderly friends, neighbours and relatives, especially if they live alone
- Know the early signs of heat related illness dizziness, fainting, tiredness, thirst, bright or dark yellow urine. If you start to feel unwell, seek medical advice.

More information: www.bom.gov.au/environment/beattheheat www.bom.gov.au/environment/beattheheat

Social Media Posts

The suggested social media copy contains general key messages and information on heatwaves and how to prepare for them. For each post, text can be selected where it best applies to your communities (e.g., if your LGA has a large elderly population). You can use as many or as few of the key messages as applicable.

The Bureau of Meteorology is forecasting heatwave conditions in the coming days. Heatwaves 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?

High temperatures can have a direct impact on medications, making them less effective or more toxic. Do you take regular medications? Check correct storage and whether they may effect your ability to stay well during the heat.

Living in a rural or isolated community can increase your risk. If you have livestock, make sure they have enough food and can access shade and water.

The elderly and people with a disability are among those most at risk. Check on elderly friends, neighbours and family, especially if they live alone, to make sure they are okay.

Babies and children are among those most at risk. Got children under five? Make sure babies, children and breastfeeding mums are getting plenty of fluids.

Head to <u>www.health.nsw.gov.au/environment/beattheheat</u> to find out more

Heatwaves are forecast for our region. Stay safe and find out how you can Beat the Heat!

Did you know that closing windows, curtains and blinds can help keep your house cool during the heat of the day? You can also reduce the cost of running your air conditioning by setting it to 24 degrees and turning it on before the room heats up.

You can also cool down by sucking on ice cubes, wiping your arms, face and neck with a cool wet cloth, placing your feet in a basin of cool water, or putting a bowl of ice cubes in front of a fan to create a cool breeze.

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.

Head to www.health.nsw.gov.au/environment/beattheheat to find out more

A heatwave is forecast, stock up on water, food and medications now, so you don't have to head out when it heats up!

Just like with storms, floods and fires, 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.

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.

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.

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.

Know the signs of heat related illness in children. This includes being irritable, pale and clammy skin, being sleepy or floppy, fewer wet nappies or dark urine, refusing to breast or bottle feed, intense thirst, dry skin, mouth or eyes or a sunken fontanelle (the soft spot on the baby's head). If you think your baby or young child is suffering from heat exhaustion, seek medical advice.

Head to www.health.nsw.gov.au/environment/beattheheat to find out more

Website Content

The suggested website content contains general key messages and information on heatwaves and how to prepare for them. There is space to add information on local community cool spots if applicable. You can also select additional audience-specific content where it applies to your LGA (e.g., if you have a large elderly population).

Beat the Heat this Summer!

Heatwaves, or long periods of extreme heat, can have serious impacts on your health and are a major cause of death every summer in Australia.

Heatwaves are a major cause of health problems every summer in Australia.

Heat related illness includes dehydration, heat stroke and heat cramps, while extreme heat can also seriously worsen existing health conditions including cardiac disease, mental health and behavioural disorders, asthma and obstructive lung conditions.

Four easy actions everyone can take to protect their health during heatwave / extreme heat events include:

Drink plenty of water and avoid alcoholic, hot or sugary drinks

Keep Cool - do less and avoid being outside during the hottest part of the day

Check on elderly friends, neighbours and relatives, especially if they live alone

Have a Plan for how to stay cool when it heats up.

To make your home more comfortable during the heat of the day, keep blinds and curtains closed to keep the heat out. If it is safe to do so, open them again in the evening or when the temperature drops to help cool down the house.

Set air conditioners to 24 degrees to reduce running costs and turn them on before the room heats up. You can also check out your local community cool spots.

Freely accessed public facilities registered as 'Cool Spots' in the [INSERT COUNCIL AREA NAME] include [INSERT FACILITY NAMES] and will be open as normal [INSERT OPERATING HOURS]

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, 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.

Find out more about what you can do beat the heat this summer: <u>http://www.health.nsw.gov.au/</u><u>environment/beattheheat</u>

Add or remove from the below community content as required for your communities

Impacts on Your Medications

Heat can have a direct impact on medications, making them less effective or occasionally more toxic when exposed to high temperatures. Some medications can also increase the risk of heat related illness.

Most medications need to be stored below 25°C or in the fridge if indicated. This applies particularly to antibiotics, adrenergic drugs, insulin, analgesics and sedatives – so check your medications for details.

If you transfer your medicines to a pill box or Webster pack, make sure these are stored in a suitable location. Keeping them on the windowsill or top of the fridge during a heatwave is not an ideal location.

Talk to your doctor about the correct use and storage of your medications and any affects they may have on you during hot weather.

Rural and Isolated Communities

Those living in rural or isolated communities can be especially at-risk during heatwaves due to their isolation from services and the often physical, outdoor nature of their work. It is therefore important to stay in regular contact with family and friends as temperatures rise.

If you live in a rural or isolated area it is important to prepare early for a heatwave:

- Plan your work and chores for cooler days and the coolest times of the day
- Plan to keep livestock cool, fed and in the shade
- Have a back up plan in case you lose power or water during a heatwave
- Stock up on food and water for both people and livestock so you don't need to head out during the heat of the day.

The Elderly and People with a Disability

The elderly and people with a disability are particularly susceptible to extreme heat. It is recommended people from these groups stay in regular contact with family, friends, carers or neighbours as temperatures rise so that they know you are okay or can provide help if needed. Make sure they also know your plan to manage during the heat.

Families with Young Children

Babies and young children are more susceptible to the heat than the general community because they cannot adjust to changes in temperature as well as adults. They also sweat less, which reduces their ability to cool down, and they generate more heat when active.

To beat the heat parents and carers of children under five years of age should:

- Make sure babies, children and breastfeeding mums are getting plenty of fluids
- Breast or bottle feed babies more often (babies are getting enough fluids if they have 6-8 pale wet nappies in a 24-hour period)
- Offer older children drinks, preferably water, more often
- Dress the family in cool, loose clothing
- · Never leave people or pets in the car
- Plan active or outdoor activities for the coolest times of day
- If going into the sun wear a hat and sunscreen, even if only for short periods.

Know the signs of heat related illness in children. This includes being irritable, pale and clammy skin, being sleepy or floppy, fewer wet nappies or dark urine, refusing to breast or bottle feed, intense thirst, dry skin, mouth or eyes or a sunken fontanelle (the soft spot on the baby's head).

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 then 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).

Posters

All of Community



Elderly



Posters cont.

Families



Rural and Isolated



Posters cont.

Medications



Cool Spot



Posters cont.

Are you drinking enough?

feel .	Are you drinking	enough?				
drinking end	bugh water to B	eat the Heat				
Use this urine colour chart to figure out if you are drinking enough water or if you are dehydrated (lost too much water from the body)						
Urine Colour	What does this mean?	What should you do?				
	You are very dehydrated	Drink a large bottle of water immediately				
	You are dehydrated	Drink 2-3 glasses of water now				
	You are somewhat dehydrated	Drink a glass of water now				
	You are hydrated You are drinking enough	Keep drinking at the same rate				
BE AWAREIIf you are taking single vitamin supplements or multivitamin supplements, they can change the colour of the urine for a few hours, making it bright yellow or discoloured Learn more about how to Beat the Heat this summer at www.health.msw.corxau/environment/babituhehat						
www.health.nsw.gov.au/environment/beattheheat						
Funded by the NSW Government under the Community Restlence Program						



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