

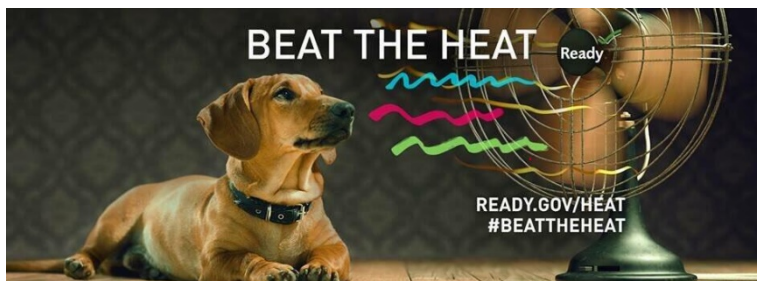
Use this toolkit of key messages and social media content to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and is ready for you to use to help make a Ready PA.

This month's topics:	Tools:
Heat Preparedness for Pets Heat Safety & Preparedness Know Your Heat Terms Sign Up for the Ready PA Newsletter Ready PA Blog	Social Media Messages  Graphics  Talking Points
<b>Heat Preparedness for Pets</b>	

### Social Media Messages/Graphics: Heat Preparedness for Pets

It's starting to feel like summer in PA. As the days get hotter, so do our pets. The heat can be dangerous for them. Here are some tips to keep our furry friends safe this time of year. Learn more: <https://bit.ly/2CChLTf>

Check on your pets frequently to ensure they are safe during extreme heat. #BeatTheHeat



## Talking Points: Heat Preparedness for Pets

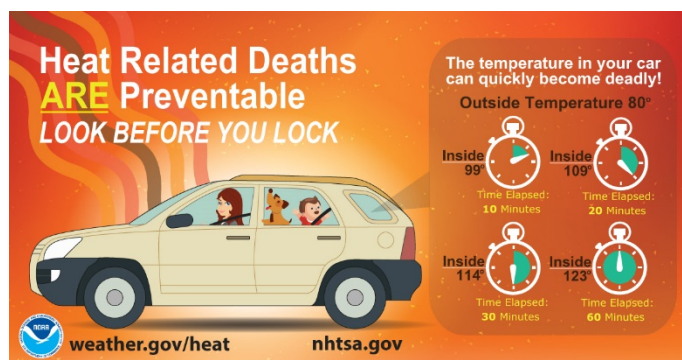
- Let's face it, our pets are members of our family! Prepare your furry family members for the summer heat. If we are hot, our pets are hot.
- Never leave your pet in a parked car! They can suffer from heat-related illness. Leaving a window open is not enough - temperatures inside the car can rise almost 20 degrees Fahrenheit within the first 10 minutes, even with a window cracked open.
- Pets can get dehydrated quickly, so give them plenty of fresh, clean water when it's hot or humid outdoors. Make sure your pets have a shady place to get out of the sun, be careful not to over-exercise them, and keep them indoors when it's extremely hot.
- Know the symptoms of overheating in pets, which include excessive panting or difficulty breathing, increased heart and respiratory rate, drooling, mild weakness, stupor or even collapse. Symptoms can also include seizures, bloody diarrhea and vomit along with an elevated body temperature of over 104 degrees.
- Animals with flat faces, like Pugs and Persian cats, are more susceptible to heat stroke since they cannot pant as effectively. These pets should be kept cool in air-conditioned rooms as much as possible.
- When the temperature is very high, don't let your pet linger on hot asphalt. Being so close to the ground, your pet's body can heat up quickly, and sensitive paw pads can burn. Keep walks during these times to a minimum.
- Leave pets at home when you head out to Fourth of July celebrations, and never use fireworks around pets. Exposure to lit fireworks can potentially result in severe burns or trauma, and even unused fireworks can contain hazardous materials. Many pets are also fearful of loud noises and can become lost, scared or disoriented, so it's best to keep your little guys safe from the noise in a quiet, sheltered and escape-proof area of your home.

## Social Media Messages/Graphics: Heat Safety & Preparedness

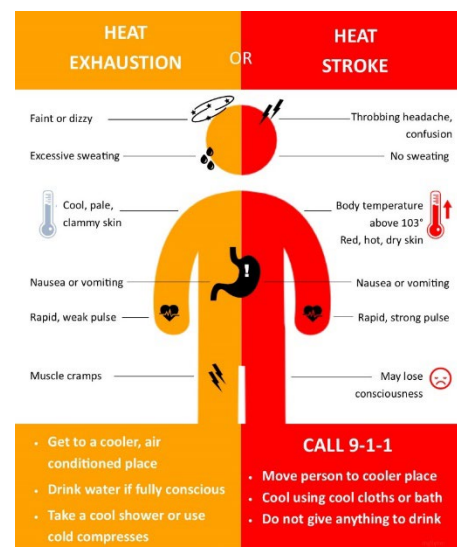
Heat is typically the leading cause of weather-related fatalities each year. Heat waves have the potential to cover a large area, exposing a high number of people to a hazardous combination of heat and humidity, which can be very taxing on the body. Learn how to stay safe during a heat wave at [www.weather.gov/heat](http://www.weather.gov/heat) #KeepYourCool #HeatSafety

During extremely hot and humid weather, your body's ability to cool itself is challenged. When the body heats too rapidly to cool itself, or when too much fluid or salt is lost through dehydration or sweating, the body temperature will rise. As a result, you may experience a heat-related illness. Learn the symptoms of excessive heat exposure and the appropriate responses. [weather.gov/safety/heat-illness](http://weather.gov/safety/heat-illness) #HeatSafety

Stay safe from the heat by drinking a lot of water, staying indoors, & calling 911 if you see someone suffering from a heat emergency: [www.ready.gov/heat](http://www.ready.gov/heat) #BeatTheHeat



[Download](#) this graphic.



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## Talking Points: Heat Safety & Preparedness

- Heat waves can be dangerous and even life-threatening for people who don't take the

proper precautions.

- According to the National Oceanic and Atmospheric Administration (NOAA), there were 375 heat-related deaths in 2021. Heat also holds the highest 10-year average of deaths per year with 153 fatalities, and the highest 30-year average of any hazard at 164 fatalities.
- Understanding the dangers of heat and how to prepare for it are key to staying safe during times of hot weather.  
<https://www.weather.gov/media/safety/Heat-brochure17.pdf>
- Do you know the difference between a Heat Outlook, Watch, & Warning? Learn them today: <https://www.weather.gov/safety/heat>
- If you are under an extreme heat warning:
  - Find air conditioning, if possible.
  - Avoid strenuous activities.
  - Watch for heat illness.
  - Wear light clothing.
  - Check on family members & neighbors.
  - Drink plenty of fluids.
  - Watch for heat cramps, heat exhaustion, and heat stroke.
  - Never leave people or pets in a closed car.
- How to stay safe when extreme heat threatens:
  - Prepare NOW! Find places in your community where you can go to get cool.
  - Be Safe DURING! Never leave a child, adult, or animal inside a vehicle.
  - Recognize & RESPOND! Know the signs and ways to treat heat-related illness.
- Prepare ahead of the heat to keep your home cool with these tips:
  - Covering windows with curtains or shades.
  - Weather-strip doors and windows.
  - Use window reflectors such as aluminum foil-covered cardboard to reflect heat back outside.
  - Add insulation to keep the heat out.
  - Install window air conditioners and insulate around them.

**Know Your Heat Terms**

**Social Media Messages/Graphics: Know Your Heat Terms**

Follow @NWS for heat advisories & excessive heat warnings so you can #BeatTheHeat this summer.

Do you know the difference between a Heat Outlook, Watch, & Warning? Learn them today: <https://www.weather.gov/safety/heat> #BeatTheHeat

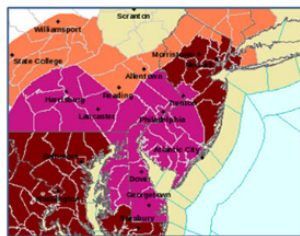
Learn the symptoms of excessive heat exposure and the appropriate responses. [weather.gov/safety/heat-illness](https://www.weather.gov/safety/heat-illness) #HeatSafety

# Know Your Terms

**Heat Exhaustion**  
The body's response to an excessive loss of water & salt due to extreme heat.  
*Symptoms: headache, nausea, dizziness, weakness, irritability, thirst, heavy sweating, elevated body temperature*

**Heat Stroke**  
The most serious heat-related illness; the sweating mechanism fails and the body is unable to cool down.  
*Symptoms: confusion, slurred speech, coma, dry skin or profuse sweating, seizures, high body temperature*

Logo: PEMA pennsylvania EMERGENCY MANAGEMENT AGENCY  
Logo: Ready PA www.ReadyPA.gov



**Heat Products on this Map**  
■ Excessive Heat Warning  
■ Excessive Heat Watch  
■ Heat Advisory

# KNOW YOUR TERMS

**Excessive Heat Outlooks** are issued when the potential exists for an excessive heat event in the next 3-7 days. An Outlook provides information to those who need considerable lead-time to prepare for the event.

Image: NOAA

**Excessive Heat Warning**—Take Action! An Excessive Heat Warning is issued within 12 hours of the onset of extremely dangerous heat conditions. The general rule of thumb for this Warning is when the maximum heat index temperature is expected to be 105° or higher for at least 2 days and night time air temperatures will not drop below 75°; however, these criteria vary across the country, especially for areas not used to extreme heat conditions. If you don't take precautions immediately when conditions are extreme, you may become seriously ill or even die.

**Excessive Heat Watch**—Be Prepared! Heat watches are issued when conditions are favorable for an excessive heat event in the next 24 to 72 hours. A Watch is used when the risk of a heat wave has increased but its occurrence and timing is still uncertain.

**Heat Advisory**—Take Action! A Heat Advisory is issued within 12 hours of the onset of extremely dangerous heat conditions. The general rule of thumb for this Advisory is when the maximum heat index temperature is expected to be 100° or higher for at least 2 days, and night time air temperatures will not drop below 75°; however, these criteria vary across the country, especially for areas that are not used to dangerous heat conditions. Take precautions to avoid heat illness. If you don't take precautions, you may become seriously ill or even die.



## Talking Points: Know Your Heat Terms




- A heat wave is an extended period of extreme heat and can be accompanied by high humidity. These conditions can be dangerous and even life-threatening for

people who don't take the proper precautions.

#### Know Your Heat Terms:

- Heat Wave - A period of abnormally and uncomfortably hot and unusually humid weather. Typically, a heat wave lasts two or more days.
- Heat Index - The Heat Index (HI) or the "Apparent Temperature" is an accurate measure of how hot it really feels when the Relative Humidity (RH) is added to the actual air temperature.
- Heat Cramps - A condition marked by sudden development of cramps in skeletal muscles. It results from prolonged work or exercise in high temperatures, accompanied by profuse perspiration with loss of sodium chloride from the body.
- Heat Exhaustion - A mild form of heat stroke, characterized by faintness, dizziness and heavy sweating.
- Heat Stroke - A life-threatening condition marked especially by cessation of sweating, extremely high body temperature, and collapse that results from prolonged exposure to high temperature — compare to.
- Sun Stroke - Another term for heat stroke.
- Excessive Heat Watch - Issued by the National Weather Service when heat indices exceeding 105°F (41°C) during the day combined with nighttime low temperatures of 80°F (27°C) or higher are forecast to occur for two consecutive days.
- Excessive Heat Warning - Issued within 12 hours of the onset of the following criteria: heat index of at least 105°F for more than three hours per day for two consecutive days, or heat index more than 115°F for any period of time.
- Heat Advisory - Issued within 12 hours of the onset of the following conditions: heat index of at least 105°F but less than 115°F for less than three hours per day, or nighttime lows above 80°F for two consecutive days.

**Sign Up for the Ready PA Newsletter**

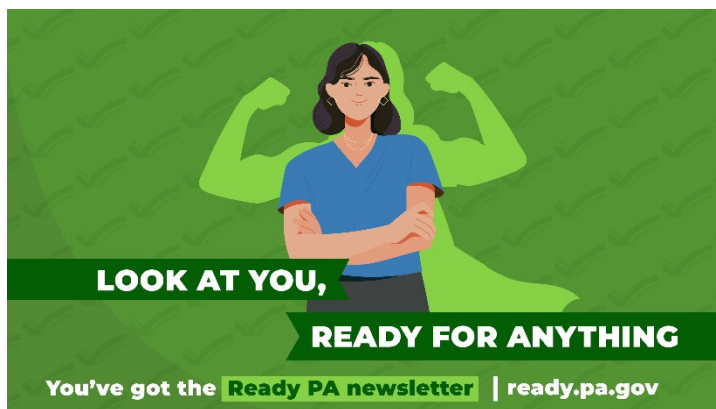
We know: Your email is full of junk. Ours, too.     
But we have a monthly newsletter. And it has actually helpful info to keep you safe.  
We know, we know. Everyone says their emails are different.

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## READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, and more. You can encourage partners to [sign up here](#).
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the most recent newsletter, which can be found on the [Ready PA website](#).

## Ready PA Logo

[www.ready.pa.gov](http://www.ready.pa.gov)



## Logo

Your website and logo go here.

## Ready PA Tip Sheet

Share the July Tip Sheet in your communications:

Heat Exhaustion or Heat Stroke?