



Use this toolkit of key messages and templates 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 are ready for you to use to help make a Ready PA.

This month's topics:	Tools:
Extreme Heat Safety Know Your Heat Terms Pets & Heat Safety	Social Media Messages Graphics (follow link below graphic to download) Talking Points
<b>Extreme Heat Safety</b>	

### Social Media: Extreme Heat Safety

#### Facebook

Extreme heat is a period of high heat and humidity when temperatures exceed 90 degrees for at least two to three days. In extreme heat, your body works extra hard to maintain a normal temperature, which can lead to death. In fact, extreme heat is responsible for the highest number of annual deaths among all weather-related hazards. Learn more: [ready.gov/heat](https://ready.gov/heat) #HeatSafety

Experiencing extreme heat? Remember to:

- Find air conditioning
- Avoid strenuous activities
- Wear light clothing
- Check on family members and neighbors
- Drink plenty of fluids
- Watch for heat cramps, heat exhaustion and heat stroke
- Never leave people or pets in a closed car
- During prolonged episodes of heat, your county may make cooling centers available to vulnerable populations.

#### Twitter

Extreme heat is dangerous and can occur quickly & without warning. Older adults, children, and sick or overweight individuals are at greater risk from extreme heat. Learn more: [ready.gov/heat](https://ready.gov/heat) #HeatSafety

Social Media: Extreme Heat Safety

**5 Extreme Heat Safety Tips**

**1 Stay indoors during extreme heat.**  
Stay indoors, if possible. If you're working outdoors, make regular stops for time in the air conditioning or shade.

**2 Stay hydrated.**  
Drink plenty of water on a regular basis.

**3 10 to 3: Not for me!**  
Avoid strenuous activities outdoors during the hottest part of the day, typically between 10 AM and 3 PM.

**4 Look before you lock.**  
Check the back seat of your car every time to ensure you do not forget children or pets.

**5 Knock and talk.**  
Check on your older neighbors.

PEMA

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**STAYING SAFE IN THE HEAT**

**Find air conditioning, shade, or fans.**

**Drink plenty of water.**

**Watch for heat illness.**

**Never leave children or pets unattended in a hot vehicle.**

PEMA

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## Talking Points: Extreme Heat Safety

### During Extreme Heat

- Listen to [NOAA Weather Radio](#) for updates from the National Weather Service (NWS).
- Never leave children or pets alone in vehicles.
- Stay indoors as much as possible and limit exposure to the sun.
- Stay on the lowest floor and out of direct sunshine if air conditioning is not available.
- Postpone outdoor games and activities.
- If you must be outside, protect yourself by using sunscreen on exposed skin.
- Consider spending the warmest part of the day in temperature-controlled buildings such as libraries, schools, movie theaters, shopping malls and other community facilities. Your county may open cooling centers specifically for this purpose during periods of extreme heat.
- Circulating air can cool the body by increasing the rate at which perspiration evaporates.
- Eat well-balanced, light and regular meals. Avoid using salt tablets unless directed to do so by a physician.
- Drink plenty of water, even if you do not feel thirsty. Avoid drinks with caffeine. Persons who have epilepsy or heart, kidney or liver disease; are on fluid-restricted diets; or have a problem with fluid retention should consult a doctor before increasing liquid intake.
- Limit intake of alcoholic beverages.
- Dress in loose-fitting, lightweight and light-colored clothes that cover as much skin as possible. Avoid dark colors because they absorb the sun's rays.
- Protect your face and head by wearing a wide-brimmed hat.
- Avoid strenuous work during the warmest part of the day. Use a buddy system when working in extreme heat and take frequent breaks.
- Check on family, friends, and neighbors who do not have air conditioning and who spend much of their time alone.
- Avoid extreme temperature changes.

## Know Your Heat Terms

### Social Media: Know Your Heat Terms

#### Facebook

- Know your Heat Terms: Do you know what the three high heat bulletins issued by the National Weather Service are? They differ in severity, and each mean something different: Heat Advisories, Excessive Heat Watches, and Excessive Heat Warnings. Learn the differences here: <https://www.weather.gov/safety/heat> #HeatSafety #BeatTheHeat #HeatstrokeKills
- Heat Wave: Prolonged period of excessive heat, often with excessive humidity: <https://www.weather.gov/safety/heat> #BeatTheHeat

#### Twitter

- 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
- 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
- When a child's temp reaches 107 degrees-they die. Call 911 & act fast if you see a child in danger. [#HeatStrokeKills](https://www.ready.gov/heat)

### Graphics: Know Your Heat Terms

**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*

**Ready PA**  
www.Ready.PA.gov

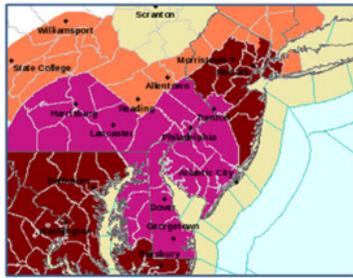
**pennsylvania**  
EMERGENCY MANAGEMENT AGENCY

**PEMA**

The infographic features a cartoon character on the left, a lit match on the right, and logos for PEMA and Ready PA at the bottom. The background is orange with a subtle pattern of heat waves.

[Download](#) this graphic.

### Graphics: Know Your Heat Terms



**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.



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## Talking Points: Know Your Heat Terms

### Know Your 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 — Sun Stroke is 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.

### Social Media: Pets & Heat Safety

#### Facebook

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> #PetSafety

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. #PetSafety

#### Twitter

Know the symptoms of overheating in pets, which include excessive panting/difficulty breathing, increased heart & respiratory rate, drooling, mild weakness, stupor, or collapse. Symptoms can also include seizures, bloody diarrhea, vomit, or an elevated temperature of over 104.

Never leave your animals alone in a parked vehicle. Not only can it lead to fatal heat stroke, it is illegal in many states, including PA. #PetSafety

### Graphics: Pets & Heat Safety



[Download](#) this graphic.

## Talking Points: Pets & Heat Safety

- Never leave your pet in a parked car- they can suffer from heat-related illness!
- Provide plenty of fresh water for your pets, and leave the water in a shady area.
- Never leave pets in a parked car!
- Even in cool temperatures, cars can heat up to dangerous temperatures very quickly.
- 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, along with the elderly, the overweight, and those with heart or lung diseases, 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.

## 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, etc.
- 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 [ready.pa.gov](http://ready.pa.gov).
- Click [here](#) for the most recent Ready PA newsletter.

### Ready PA Logo

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



### Ready PA Tip Sheet

Share the link to the July Tip Sheet in your communications:

[https://www.ready.pa.gov/BeInformed/ReadyPA\\_Newsletter/PublishingImages/Pages/default/Heat%20Exhaustion-Stroke%20Tip%20Sheet%20NOAA.pdf](https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/PublishingImages/Pages/default/Heat%20Exhaustion-Stroke%20Tip%20Sheet%20NOAA.pdf)