



CRC Public Service Campaign | Heat Safety & Awareness

Week 6 | Social Cohesion and Justice

TWITTER

As we age, we have a higher risk of heat-related illness - especially if we live alone. Older people are also less able to cool their body by sweating. 🥵 Remember to check on your loved ones and neighbors to help #BeatTheHeat! Learn more: <http://bit.ly/2Jt2BBQ>

(Image 6.1)

Help strengthen community bonds! 🤝 Now is the time to check in with neighbors and ask how they are fairing w/ heat and smoke. Even when people don't need help, they will appreciate a visit & a chance to chat. Learn more <http://bit.ly/2YxWsrp>

(Image 6.2)

Although anyone at any time can suffer from heat-related illness, some people are at greater risk than others. Check regularly on:

- Infants & children
- Ppl aged 65 or older
- Ppl who have a mental illness
- Ppl who are physically ill, especially w/heart disease or 📈 blood pressure

(Image 6.3)

FACEBOOK

Any parent or caregiver, even a very loving and attentive one, can forget a child is in the back seat. Being especially busy/distracted (by the heat!) or having a change from the usual routine increases the risk. Always #LookBeforeYouLock & make sure all kids are out of the car!

(Image 6.4)

Leaving a child or pet in a hot car for even a short period of time can have dangerous consequences. People tend to forget how hot a car can get in the summer. Even with all of the windows cracked, the temperature in a car's interior can quickly rise to deadly levels. #LookBeforeYouLock

(Image 6.5)

Extreme heat is more common in certain neighborhoods because of historic policies such as redlining. This NYTimes article dives into the issue. "Across more than 100 cities, a recent study

found, formerly redlined neighborhoods are today 5 degrees hotter in summer, on average, than areas once favored for housing loans, with some cities seeing differences as large as 12 degrees. Redlined neighborhoods, which remain lower-income and more likely to have Black or Hispanic residents, consistently have far fewer trees and parks that help cool the air. They also have more paved surfaces, such as asphalt lots or nearby highways, that absorb and radiate heat."

Read more: <https://www.nytimes.com/interactive/2020/08/24/climate/racism-redlining-cities-global-warming.html>

(Image 6.6)

Image 6.1



Image 6.2



Image 6.3



Image 6.4

HEAT STROKE

104 F

SIGN & SYMPTOM

- NO SWEATING
- DRY, HOT RED SKIN
- DIZZINESS & HEAD ACHES
- PINPOINT PUPILS
- VOMITING
- UNCONCIOUSNESS

PREVENTION

- DRINK ENOUGH
- NO ALCOHOL & CAFFEINE
- COOL SHOWERING
- WEAR LIGHT PROTECTION
- DO NOT STAY CLOSED CAR
- LIMIT OUTDOOR TIME

WHO AT RISK

- SENIOR
- CHILDREN
- ATHLETES
- OUTDOOR WORKERS

This infographic is titled "HEAT STROKE" in a large orange font at the top left. Below the title is an illustration of a person with a black star on their head, surrounded by flames, with a sun in the background. To the right of this illustration is a vertical thermometer showing a temperature of 104 F. Below the illustration, the text "WHO AT RISK" is followed by four icons representing different groups: a senior person with a cane, a child with a balloon, an athlete running, and an outdoor worker with a lawnmower. To the right of the "WHO AT RISK" section is a section titled "SIGN & SYMPTOM" which lists six symptoms with corresponding icons: "NO SWEATING" (person with no sweat droplets), "DRY, HOT RED SKIN" (person with red skin), "DIZZINESS & HEAD ACHES" (person holding their head), "PINPOINT PUPILS" (person with small pupils), "VOMITING" (person vomiting), and "UNCONCIOUSNESS" (person falling). Below this is a section titled "PREVENTION" which lists six prevention tips with corresponding icons: "DRINK ENOUGH" (water bottles), "NO ALCOHOL & CAFFEINE" (no alcohol/caffeine symbol), "COOL SHOWERING" (shower with water droplets), "WEAR LIGHT PROTECTION" (sunscreen bottle), "DO NOT STAY CLOSED CAR" (no car symbol), and "LIMIT OUTDOOR TIME" (clock with slash).

Image 6.5

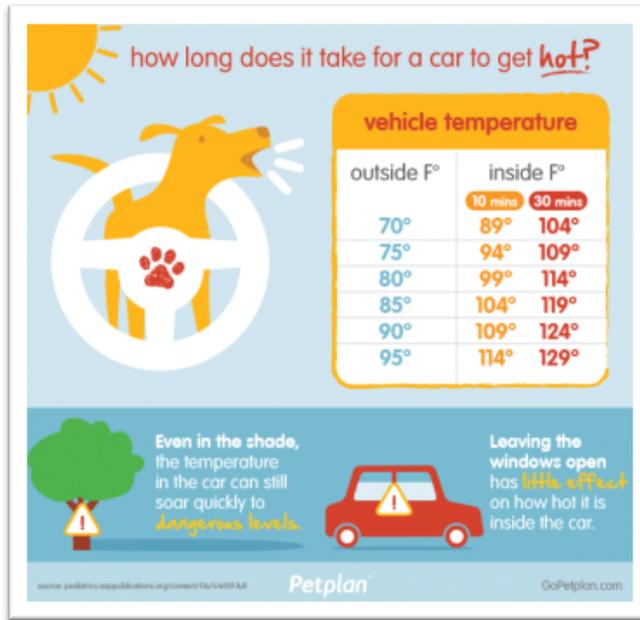


Image 6.6

