Agenda

1. Overview Presentation     10:30-10:50
   • Extreme Heat and Communication Background
   • Review of Current Actions
   • Best Practices
   • Heat Season Campaign Planning

2. Breakout Sessions          10:50 - 11:50

3. Breakout group summaries   11:50 - 12:00
Extreme Heat

- Heat is the leading weather-related killer in the United States

- High heat and humidity can lead to heat-related illness, including heat cramps, heat exhaustion and heat stroke

- High risk groups experience a disproportionate amount of health impacts

- Most HRIs and deaths are preventable
Background: Currently in Miami

Risks to human health and wellbeing are INCREASING
Heat risks are **elevated** in urban environments
Background: Future of Miami

<table>
<thead>
<tr>
<th>Heat Index above</th>
<th>Historical (1971-2000)</th>
<th>By midcentury (2036-2065)</th>
<th>By late century (2070-2099)</th>
<th>By late century, if we limit warming to 2°C (2070-2099)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90°F</td>
<td>154 days</td>
<td>187 days</td>
<td>200 days</td>
<td>183 days</td>
</tr>
<tr>
<td>100°F</td>
<td>41 days</td>
<td>134 days</td>
<td>166 days</td>
<td>115 days</td>
</tr>
<tr>
<td>105°F</td>
<td>7 days</td>
<td>88 days</td>
<td>138 days</td>
<td>60 days</td>
</tr>
<tr>
<td>Off the Charts</td>
<td>0 days</td>
<td>1 days</td>
<td>14 days</td>
<td>0 days</td>
</tr>
</tbody>
</table>
Outdoor workers become more susceptible to heat-related illness.

Children, elderly adults, pregnant women, and people with underlying conditions are at heightened risk of heat-related illness.

Anyone could be at risk of heat-related illness or even death as a result of prolonged exposure.

Undetermined: any level of exposure is presumed extremely dangerous for all people and likely to result in heat-related illness or even death.
Public Outreach & Education

Why is outreach and education important?

❖ Increases ability of public to make informed decisions to protect themselves and those around them

❖ Increases public awareness and support of heat risk reduction efforts and policies
Public Outreach & Education

Inform public on facts

Educate public on appropriate preparedness and response

Elevate the **perception** and **reaction** to heat, *to that of a hurricane*, in order to lower the risk of health impacts and decrease mortality
Collaboration is a critical asset
Audience: Vulnerable Populations

- Older Adults (Aged 65+)
- Infants and Children
- Chronic Conditions
- Pregnant Women
- Low Income
- Athletes
- Outdoor Workers

One way of educating does NOT fit all.
Persuasive outcomes are affected by:

1. Content
2. Structure
3. Style

One way of educating does **NOT** fit all, but there is still a need for *message consistency*

https://drive.google.com/file/d/1HT-RhE050i6Di6Poj2pBorVxhyHIYZab/view?usp=sharing
Older Adults

❖ **Unique barriers:** Gaps in risk perception are evident among caregivers and older adults

➢ “Heat is **NOT** a risk to **MY** health”, but they know age is a risk factor
➢ Caregivers associate heat related illness with *outdoor* activity
➢ Surprised about medication and thermoregulation
➢ AC was not considered as an important preventative measure
➢ Utilizing fans incorrectly with windows closed

Older Adults

❖ Communication ideas:

➢ Motivate protective behaviors
➢ Emphasize that extreme heat can be deadly
➢ Hot indoor environments are dangerous during extreme heat
➢ AC is a life-saving intervention (if it is accessible / can be afforded)

Current Actions: Extreme Heat Toolkit

Communications Tools:
- Partner with Schools
- Create Heat Health PSAs
- Prioritize workforce education and training
- Enhance Data on Health Outcomes
- Create Neighborhood Heat Ambassador Program
- Communicate heat warnings/advisories

Engagement Tools:
- Support regulations for workers' rights
- Integrate Heat into Plans
- Establish Public/Private Partnerships
- Develop & Maintain Networks
- Complete Heat Action Plan
2. Tell a story about a time you felt hot when you were not at summer camp.


3. What is your favorite way to cool down when you feel hot? You can write or draw your answer.


4. What would you build or create to help stay cool during the summer? You can write or draw your answer in the space below.


En el Interior
Revise a los ancianos, enfermos y aquellos sin acondicionador de aire.

Al Aire Libre
Limite actividades extenuantes al aire libre, busque sombra, y manténgase hidratado.
NOAA Best Practices for Risk Communication and Behavior

1. Have an informed plan
2. Speak to their interests, not yours
3. Explain the risk
4. Offer options to reduce risk
5. Work with trusted sources and the public
6. Test messages or products; evaluate performance
7. Use multiple ways to communicate
Increase and improve Excessive Heat Event (EHE) notification and public education

❖ A formal system is necessary for notifying public about EHE
  ➢ TV, radio, newspaper, health alert network
  ➢ Additionally: EHE information distributed in fliers, magazines, civic group literature at start of & throughout heat season

Excessive Heat Event (EHE) - summertime weather that is substantially hotter and/or more humid than average for a location at that time of year (EPA, 2006)
Communicating Heat Risks

### NWS Heat Index

<table>
<thead>
<tr>
<th>Temperature (°F)</th>
<th>80</th>
<th>82</th>
<th>84</th>
<th>86</th>
<th>88</th>
<th>90</th>
<th>92</th>
<th>94</th>
<th>96</th>
<th>98</th>
<th>100</th>
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<th>104</th>
<th>106</th>
<th>108</th>
<th>110</th>
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<tbody>
<tr>
<td>Relative Humidity (%)</td>
<td>40</td>
<td>50</td>
<td>60</td>
<td>70</td>
<td>80</td>
<td>90</td>
<td>100</td>
<td>110</td>
<td>120</td>
<td>130</td>
<td>140</td>
<td>150</td>
<td>160</td>
<td>170</td>
<td>180</td>
<td></td>
</tr>
</tbody>
</table>

Likelihood of Heat Disorders with Prolonged Exposure or Strenuous Activity

- **Caution**: Fatigue possible with prolonged exposure and/or physical activity
- **Extreme Caution**: Heat stroke, heat cramps, or heat exhaustion possible with prolonged exposure and/or physical activity
- **Danger**: Heat cramps or heat exhaustion likely, and heat stroke possible with prolonged exposure and/or physical activity
- **Extreme Danger**: Heat stroke highly likely

### CALL 9-1-1

- Get to a cooler, air conditioned place
- Drink water if fully conscious
- Take a cool shower or use cold compresses
- Move person to cooler place
- Cool using cool cloths or bath
- Do not give anything to drink

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**Best Practices: NOAA Risk Communication and Behavior**
Increase and improve EHE notification and public education

- Heat Media day
  - Provide information about Countywide EHE notification and response program
  - Explain heat health and impacts
  - Maintains media interest to keep EHE in public eye

How do we conduct hurricane preparation communications?
Increase and improve EHE notification and public education

❖ EHE education programs in schools
  ➢ Teaches children (vulnerable population)
  ➢ Central messages hopefully repeated & adopted in households

❖ EHE education aimed at
  ➢ Health practitioners
  ➢ Local emergency management personnel & first responders
  ➢ Outdoor workers
  ➢ Caretakers of older adults, very young
  ➢ Very young, pregnant women
  ➢ Those with physical & mental disabilities
  ➢ People recreating outside, drinking/smoking
Heat Season Campaign Planning

- Heat response to level of hurricanes
- Public communication and media event
- Targeted communication to priority audiences
- Consistent messaging through all outlets and different partners
Breakout Room Questions

What are good campaigns for public outreach and education that you’ve seen and learned from?

What are some of the best ways to reach the following more vulnerable populations:

❖ Older Adults, Caretakers of Older Adults
❖ Pregnant Women & Young Children
❖ Those with mental, physical disabilities & Chronic Conditions
❖ Those recreating outside - sports and parties
❖ Those in substandard housing and/or who cannot afford AC
❖ Homeless

How do we test our messaging in a cost effective, efficient way before large-scale deployment?
Thank YOU!!!!

Register for more workshops at https://miamifoundation.org/extremeheat/

Provide more suggestions to: resilience@miamifoundation.org