

Social Media Toolkit

Title: Hot Weather Conditions

For use during week 28, 7/13/20 to 7/19/20

Launch Date: 6/29/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

More than 600 people die each year due to heat-related illness. Illness results from the body not being able to compensate from becoming overheated. For example, in areas with high humidity, sweat will not evaporate as easily preventing the body from cooling off. Other factors such as age, health status, and even clothing can also affect this. Available air conditioning and hydrating are some of the most important factors in preventing heat related death, yet so many people fail to stay cool and stay hydrated. It is fun to spend a lot of time outside during the summer, but appropriate measures must be taken to prevent heat exhaustion, and even worse, heat stroke

This toolkit will provide information on how heat-related illness can be prevented and what to do if you or someone you know suffers from this.

Target audience/high-risk subsets

**Describe target audience*

All People

**Describe high-risk or sub-populations, if appropriate*

Homeless population

Outdoor workers

Infants and children

Adults

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Needs and consideration need to be made for people who work outside during the hot summer months. These people might not have easy access to a large amount water or an air-conditioned building to take breaks in. Examples of these jobs: Construction, farming, Forest and Conservation worker etc.

Considerations also need to be made for people who live in Southern states where exposure to warm weather is year-round as opposed to northern states.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[Safe Kids Worldwide](#)

[United State Environmental Protection Agency](#)

References

About Extreme Heat. Centers for Disease Control and Prevention.

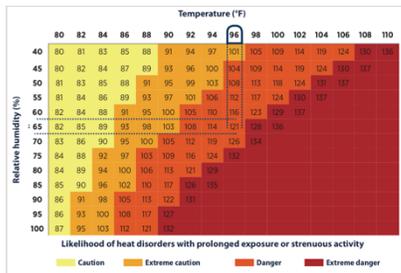
https://www.cdc.gov/disasters/extremeheat/heat_guide.html. Published June 19, 2017. Accessed April 22, 2020.

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Karisma Sinha--Northeast Ohio Medical University, medical student																													
Estimated time used to create	3 hours																													
Date submitted	4/21/20																													
DUE date & TARGET date for release (Monday)	6/29/20																													
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 15%;">Social media content</th> <th style="width: 10%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>6/22/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge</td> <td>6/18/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	6/22/2020	AL	AL		Kim Trowbridge	6/18/2020	KT	KT	KT										
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th>Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>						Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.																	
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																													
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 55%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 30%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0	
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FACEBOOK

Facebook 1

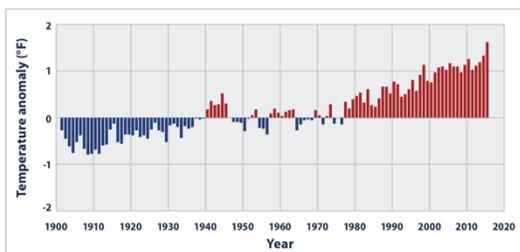


Message: This chart shows that as the temperature (horizontal axis) and relative humidity (vertical axis) each increase, they combine to create a heat index (colored values) that feels hotter than the actual temperature. For example, when the temperature is 96°F, with 65 percent humidity, it actually feels like 121°F (indicated by the blue lines in the chart above).

NOAA (National Ocean and Atmospheric Administration) National Weather Service. 2016. Heat index. www.nws.noaa.gov/om/heat/heat_index.shtml.

Facebook 2

Temperatures Worldwide, 1901–2015



Message: This graph shows global annual average temperatures, compared with the 1901–2000 average. These data come from land-based weather stations and sea surface temperature measurements. The red bars indicate above-average surface temperatures and the blue bars indicate below-average temperatures (averaged across land and ocean). Source: U.S. EPA, 2016²

U.S. EPA (U.S. Environmental Protection Agency). 2016.

Climate change indicators in the United States. www.epa.gov/climate-indicators.

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 3		https://www.cdc.gov/nceh/features/extremeheat/index.html	People age 65 and older are at high risk for heat-related illnesses.	4/21/20	Centers for Disease Control and Prevention
Facebook 4		https://www.cdc.gov/nceh/features/trackingheat/index.html	Extremely hot weather can make you sick. Stay cool and hydrated to protect yourself.	4/21/20	Centers for Disease Control and Prevention
Facebook 5		https://www.cdc.gov/nceh/features/trackingheat/index.html	Tracking heat	4/21/20	Centers for Disease Control and Prevention

TWEETS

Twitter best practices

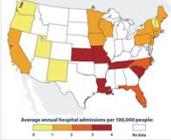
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	When working in the heat, drink 1 cup (8 ounces) of water every 15–20 minutes #stayhydrated https://www.cdc.gov/niosh/mining/UserFiles/works/pdfs/2017-126.pdf
Tweet 2	Alcohol can cause dehydration. Drink #H2O not alcohol https://www.cdc.gov/niosh/mining/UserFiles/works/pdfs/2017-126.pdf
Tweet 3	CDC wants you to keep your cool in #hotweather
Tweet 4	Dizziness, nausea, confusion, and strong pulses are just a few symptoms of #heatstroke. Find out more at https://www.cdc.gov/disasters/extremeheat/faq.html
Tweet 5	#dontoverheat especially if you work outside during the summer. Drink water and #stayhydrated.
Tweet 6	Limit time outdoors and take breaks often during #summer.
Tweet 7	If you see someone suffering from #heathexhaustiion, do not give them fluids to drink but instead try to cool them down with AC, Fanning, and removal of clothes. https://www.cdc.gov/niosh/docs/2010-114/pdfs/2010-114.pdf
Tweet 8	#itssohot outside, but keeping windows open not enough. DO NOT keep your child alone in a parked car. https://www.cdc.gov/disasters/extremeheat/children.html
Tweet 9	Infants, children, and people over the age of 65 are at great risk for heat-related illness #stayinside https://www.cdc.gov/disasters/extremeheat/faq.html
Tweet 10	Lightweight, light-colored, and loose-fitting clothing are best when working outside during hot weather.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/disasters/extremeheat/warning.html		4/21/20	Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/disasters/extremeheat/heattips.html	None	4/21/20	Centers for Disease Control and Prevention
Instagram 3		https://www.cdc.gov/disasters/extremeheat/heattips.html	None	4/21/20	Centers for Disease Control and Prevention
Instagram 4		https://www.safekids.org/heatstrike	None	4/24/20	Safe Kids Worldwide
Instagram 5		www.epa.gov/climate-indicators	This map shows the number of hospital admissions for heat-related illnesses per 100,000 people in 23 states that participate in a national hospital data tracking program. States shaded red have three to four cases per 100,000 people in a typical year. States without shading do not participate in the data tracking program.	4/21/20	United States Environmental Protection Agency

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#staycool
Hashtag 2	#stayhydrated
Hashtag 3	#hotweather
Hashtag 4	#H2O
Hashtag 5	#dontoverheat
Hashtag 6	#summer
Hashtag 7	#itssohot
Hashtag 8	#heatstroke
Hashtag 9	#stayinside
Hashtag 10	#heatexhaustion

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.cdc.gov/disasters/extremeheat/how_to_stay_cool_video.html	A message from Robin M. Ikeda, MD, MPH, (RADM, USPHS), CDC Director of the Office of Noncommunicable Diseases, Injury, and Environmental Health (ONDIEH) on how you can prevent heat-related illnesses and deaths by staying cool, hydrated and informed.	4/21/20	Karisma Sinha	Centers for Disease Control and Prevention