

# Beat the Heat Messaging Toolkit

The Beat the Heat campaign encourages New Yorkers to prepare for extreme heat by knowing the hazards they may face, having a plan, and staying informed.

## NYC Emergency Management Social Media Channels

- Facebook <http://www.facebook.com/nycemergencymanagement>
- Twitter <https://twitter.com/nycemergencymgt/>
- Instagram <https://www.instagram.com/nycemergencymanagement/>
- LinkedIn <https://www.linkedin.com/company/nyc-emergency-management>
- YouTube <https://www.youtube.com/nycemergencymanagement>

## NYC Department of Health & Mental Hygiene Social Media Channels

- Facebook <https://www.facebook.com/nychealth/>
- Twitter <https://twitter.com/nycHealthy>
- Instagram <https://www.instagram.com/nychealthy/>
- LinkedIn <https://www.linkedin.com/company/nyc-department-of-health-and-mental-hygiene>
- YouTube <https://www.youtube.com/nychealth>

## NYC Department for the Aging Social Media Channels

- Facebook <https://www.facebook.com/NYCSeniors/>
- Twitter <https://twitter.com/NYCSeniors>
- Instagram <https://www.instagram.com/nycseniors>
- LinkedIn <https://www.linkedin.com/company/nyc-department-for-the-aging>

## Themes of Beat the Heat

- Stay Cool, Healthy and Safe
- Help Your Neighbors
- Be Informed

## Hashtags

- #beattheheat
- #StayCoolStaySafe

# Beat the Heat Messaging Toolkit

## Beat the Heat Messaging

### Stay Cool, Healthy, and Safe

- #DidYouKnow? In NYC, a Heat Advisory is issued by @NWSNewYorkNY when the heat index is forecast to reach 95°F to 99°F for at least two consecutive days or 100°F to 104°F for any length of time.
- Stay cool this summer. Use an air conditioner during hot weather and heat emergencies. A setting of 78 degrees F (or low cool) can provide a comfortable environment, help save on electricity bills, and conserve energy.
- If you do not have an air conditioner, you may qualify for energy assistance. Visit the Human Resource Administration for information about the Home Energy Assistance Program (HEAP): <https://www1.nyc.gov/site/hra/help/energy-assistance.page>.
- Remember: Do NOT visit others for cooling relief during a heat wave if you have symptoms of COVID-19 or tested positive for COVID-19.
- During heat emergencies, the City will open cooling centers throughout the five boroughs. Visit the [Cooling Center Finder](#) or contact [311](#) (212-639-9675 for Video Relay Service, or TTY: 212-504-4115) to find out whether a cooling center is open near you.
- If you go to a cooling center, wear a face covering and keep physical distance between yourself and other people - stay at least 6 feet apart.
- Heat illness occurs when the body cannot cool down. The most serious forms of heat illness are heat exhaustion and heat stroke. For more information on heat illness, visit <http://www.nyc.gov/health/heat>. #beattheheat
- Know the signs of heat illness:
  - Hot, dry skin OR cold, clammy skin
  - Confusion, hallucinations, disorientation
  - Unconsciousness or unresponsiveness
  - Nausea or vomiting
  - Trouble breathing
  - Rapid, strong pulse
  - Weakness
  - Dizziness
- Call 911 or go to the emergency room right away if you or someone you know has shows signs or symptoms of heat illness.
- Stay out of the sun and wear sunscreen to avoid sunburn. Symptoms of sunburn include skin redness and pain, possible swelling, and blisters.
- Your pets can feel the heat, too. NEVER leave pets in the car. Temperatures rise quickly even with the windows down and can be fatal. Call 911 if you see a pet in a hot car. #beattheheat
- Headed out? #Beattheheat by covering up. Wear light-colored, loose-fitted clothing.
- Drink fluids – particularly water – even if you do not feel thirsty. #beattheheat
- Avoid strenuous activity, especially during the sun's peak hours – 11 a.m. to 4 p.m. Remember to drink plenty of fluids, especially water, even if you do not feel thirsty.
- Wear sunscreen and a proper hat to protect yourself from the sun during extreme heat. The sunscreen should be at least SPF 15 to protect you from harmful rays. #beattheheat

# Beat the Heat Messaging Toolkit

- If you rely on medical equipment, charge your medical and communications devices before a heatwave strikes. If you rely on oxygen, talk to your vendor about emergency replacements.
- Update your emergency supply kit before a heat emergency strikes. Include items that can help protect you and others from COVID-19, including hand sanitizer, and face coverings for each person. Make sure it includes batteries and a working flashlight, in case of a power outage.
- Have emergency supplies on hand in case of an outage. If you lose power, notify your utility provider immediately.
- Power outages are most likely to happen during the hot summer months when utility usage is at its peak. Take steps to conserve as much energy as possible by setting your thermostat to the highest comfortable temperature and turning off nonessential appliances.
- Ray, from NYC Emergency Management's transportation and infrastructure unit, reminds us stay prepared for power outages. For more tips on how you can be a Ready New Yorker, visit [NYC.gov/emergencymanagement](https://www.nyc.gov/emergencymanagement) or call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115).: <https://www.youtube.com/watch?v=fhiQetXCwN8>

## Help Your Neighbors

- Be a good neighbor and check on those who may be vulnerable to extreme heat. This includes seniors, young children, and people with disabilities and access or functional needs. Keep in touch by phone at least twice a day during heat waves. Avoid in-person visits to protect your health and the health of others. #beattheheat
- Be a buddy this heat season. Identify friends, family, or neighbors who may be heat-vulnerable and will need assistance staying cool. Check on them virtually or over the phone during extreme heat.
- Check on your neighbors who may vulnerable to high temperatures. Seniors should contact their emergency support network over the phone or virtually at least twice a day during a heat wave.
- Air conditioning is the best way to stay safe and healthy when it is hot outside. Encourage your neighbors to use air conditioning.
- Call 911 or go to the emergency room right away if you or someone you know has shows signs or symptoms of heat illness.
- #DidYouKnow?: The improper opening of fire hydrants wastes 1,000 gallons of water per minute, causes flooding on City streets, and can lower water pressure to dangerous levels and hamper the ability of FDNY to fight fire. New Yorkers can #beattheheat by getting a spray cap from their local firehouse: <https://www.fdnysmart.org/hydrant-2/>.

## Be Informed

- A notified New Yorker is a prepared New Yorker. Prepare for heat emergencies by subscribing to Notify NYC. Visit [NYC.gov/NotifyNYCapp](https://www.nyc.gov/NotifyNYCapp) to download the free app.#BeatTheHeat
- A notified New Yorker is a prepared New Yorker. Follow @NotifyNYC and download the free Notify NYC app to receive updates on heat emergencies in NYC: [NYC.gov/NotifyNYCapp](https://www.nyc.gov/NotifyNYCapp). Stay cool and safe by being in the know.

# Beat the Heat Messaging Toolkit

## Beat the Heat Graphics

### BEAT THE HEAT. STAY INFORMED.

Sign up to receive free emergency alerts and updates from Notify NYC.

Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) or call 311 for tips on how to stay healthy and safe this summer. #beattheheat

NYC

Alt text: Beat the heat graphic. Title reads, “Beat the heat. Stay informed. Text reads: “Sign up to receive free emergency alerts and updates from Notify NYC. Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) for call 311 for tips on how to stay healthy and safe this summer. #beattheheat.” NYC bubble logo on the lower left-hand corner.

### BEAT THE HEAT. BE A BUDDY.

Check on your neighbors, family, and friends, especially if they are vulnerable to extreme heat. Keep in touch virtually, or over the phone.

Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) or call 311 for tips on how to stay healthy and safe this summer. #beattheheat

NYC

Alt text: Beat the heat graphic. Title reads, “Beat the heat. Be a buddy.” Text reads, “Check on your neighbors, family, and friends, especially if they are vulnerable to extreme heat. Keep in touch virtually, or over the phone. Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) for call 311 for tips on how to stay healthy and safe this summer. #beattheheat.” NYC bubble logo on the lower left-hand corner.

### BEAT THE HEAT. KEEP COOL.

Stay in a cool place as much as possible. Drink plenty of water, even if you do not feel thirsty.

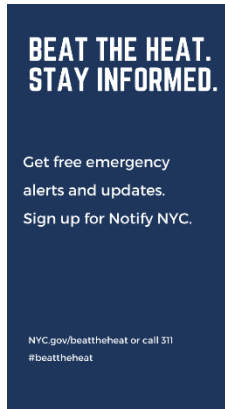
Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) or call 311 for tips on how to stay healthy and safe this summer. #beattheheat

NYC

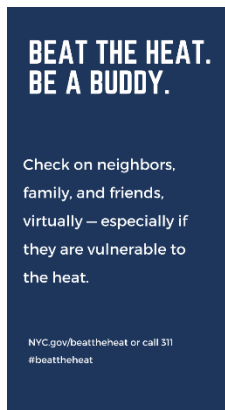
Alt text: Beat the heat graphic. Title reads, “Beat the heat. Keep cool.” Text reads, “Stay in a cool place as much as possible. Drink plenty of water, even if you do not feel thirsty. Visit [NYC.gov/beattheheat](https://nyc.gov/beattheheat) for call 311 for tips on how to stay healthy and safe this summer. #beattheheat.” NYC bubble logo on the lower left-hand corner.

# Beat the Heat Messaging Toolkit

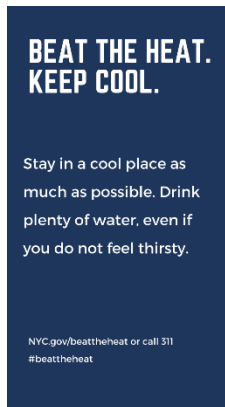
## Beat the Heat Graphics



Alt text: Beat the heat graphic. Title reads, “Beat the heat. Stay informed.” Text reads: “Get free emergency alerts and updates. Sign up for Notify NYC. NYC.gov/beattheheat or call 311 #beattheheat.” Right side of the graphic includes images of a cell phone vibrating and an opened email.



Alt text: Beat the heat graphic. Title reads, “Beat the heat. Be a buddy.” Text reads, “Check on neighbors, family, and friends virtually – especially if they are vulnerable to the heat. NYC.gov/beattheheat or call 311 #beattheheat.” Right side of the graphic includes an image of someone speaking on the phone and an image of a senior couple video chatting.



Alt text: Beat the heat graphic. Title reads, “Beat the heat. Keep cool.” Text reads, “Stay in a cool place as much as possible. Drink plenty of water, even if you do not feel thirsty. NYC.gov/beattheheat or call 311 #beattheheat.” Right side of the graphic includes images of a bottle of water and glasses of water.

# Beat the Heat Messaging Toolkit

## BEAT THE HEAT

"Help all New Yorkers have a safe and healthy summer. Be a good neighbor by checking on those who may be at risk for heat illness."  
**David N. Dinkins,**  
**Former NYC Mayor**



Visit [nyc.gov/beattheheat](https://nyc.gov/beattheheat) or call 311 to find out what to do to prepare for extreme heat.  
**#beattheheat**

**NYC**  
Emergency  
Management

In partnership with:  
NYC Department of Health & Mental Hygiene  
NYC Department for the Aging