

# 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/nycoem>
- Instagram <https://www.instagram.com/nycoem/>
- LinkedIn <https://www.linkedin.com/company/nyc-emergency-management>
- YouTube [www.youtube.com/nycoem](http://www.youtube.com/nycoem)

## 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

- Heat Wave Tips
- Heat-Related Illness
- Saving Resources in Extreme Heat
- Cooling Centers

## Hashtags

- #beattheheat
- #HeatSafety
- #SummerSafety
- #HeatstrokeKills

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## Ads

To raise awareness and prepare New Yorkers for extreme heat, New York City Emergency Management, in partnership with the Department for the Aging and the Health Department, will run advertisements in local print newspapers and Link NYC kiosks throughout the city. The ads feature personal preparedness tips from older New Yorkers. You can view the ads [here](#).

## Social Media Messaging

Check on your neighbors, family, and friends, especially if they are vulnerable to heat.

Older New Yorkers and those with disabilities have a tougher time during extreme heat. Check on friends, family, and neighbors to make sure they are comfortable and have what they need. #beattheheat

Stay in a cool place as much as possible. If you do not have an air conditioner, consider cooling off at a pool, or in an air-conditioned store, mall, movie theater, or cooling center.

Call 911 if you or someone you know shows signs or symptoms of heat illness, including headache, light headedness, muscle cramps, nausea, and vomiting.

Stay out of the sun and avoid extreme temperature changes.

Wear lightweight, light-colored clothing.

Stay hydrated during extreme heat. Drink water even if you are not feeling thirsty. Learn more at [nyc.gov/beattheheat](http://nyc.gov/beattheheat) #beattheheat

During extreme heat, the City opens up cooling centers to keep you safe and cool all summer long. Use the cooling center finder to find one near you: [NYC.gov/beattheheat](http://NYC.gov/beattheheat)

Air conditioning is a blessing. If you don't have A/C at home, visit a public pool, store, movie theater, or cooling center to stay comfortable during hot daytime hours. #beattheheat

No need to bust open your fire hydrant! Visit your local firehouse to pick up a spray cap and enjoy a free sprinkler without wasting water. #beattheheat

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

During extreme heat, the City is at risk of power outages. Set your A/C to 78 degrees or higher to conserve energy - otherwise you might lose it altogether! #beattheheat

Prepare for power outages. Be sure to have an emergency supply kit stocked with a flashlight, battery-powered radio, first-aid kit, bottled water, and batteries to get you through a dark night. #beattheheat

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Sign up for Notify NYC for emergency alerts and updates. Sign up at [nyc.gov/notifynyc](https://nyc.gov/notifynyc), download the app, or follow @NotifyNYC.

A cold shower might feel good during a heat wave, but a sudden change in body temperature can make you feel sick or dizzy. #beattheheat

Avoid outdoor strenuous activity when the sun is at its strongest. Save your workout for the early morning or evening, and you'll feel much better. #beattheheat

Learn more about preparing older adults for extreme heat by listening to the new episode of "Prep Talk," the emergency management podcast, at [bit.ly/PrepTalkHeat](https://bit.ly/PrepTalkHeat) #PrepTalkNYC #beattheheat

Extreme heat can often lead to #blackouts. Don't be in the dark; learn how to prepare at <https://on.nyc.gov/blackouts> #HeatSafety

Never leave kids or pets alone in hot vehicles! Heat can rise in a car, up to 20 degrees in just 10 minutes! #HeatSafety #LookBeforeYouLock

Do you know the difference between a Heat Advisory, Watch, & Warning? Learn them today at <http://bit.ly/weather-heat> #beattheheat

During periods of intense electrical usage, such as on hot, humid days, it is important to conserve energy as much as possible. Keep air conditioner filters clean, and keep your doors and windows closed while the A/C is running. #beattheheat

If you feel hot, your pets feel it too. Pets can dehydrate quickly, so give them plenty of fresh, clean water. #beattheheat #SummerSafety

Listen to some tips for staying cool from the New York Football Club so that you can stay safe and comfortable all summer long. <https://youtu.be/J3DOx2BrDJA> #beattheheat