



Extreme Heat campaign

Stakeholder Kit

Introduction

Extreme heat has killed more Australians than any other natural disaster.

As the weather gets warmer, it's essential that the public is made aware of the threat extreme heat poses, and educated in the actions we can take to protect ourselves and those around us.

The materials in this pack are designed to share key information in a clear and concise manner. By displaying and sharing it amongst your community well in advance, you can do your part to ensure everyone stays safe this summer.

What you can do to help

You can help by:

- Sharing the materials that you can access from this stakeholder kit with your community via social media and digital platforms.
- Directing people to the website for current information and updates: betterhealth.vic.gov.au/campaigns/extreme-heat

Branded or Non-Branded?

Each asset includes a 'branded' or 'unbranded' option. By 'branded', we mean the asset will include The Victoria State Government logo.

For added legitimacy and access to further help and information, we would recommend the government branded assets. But it is entirely up to the stakeholder to decide which version is more appropriate.

Messaging Matrix

Messaging Matrix

How do we explain extreme heat to the public? What messages are most appropriate, and when?

The messaging matrix exists to help you give clear and correct information to the right audience, at the right time.

For example, when the season is yet to start, our focus is raising awareness and encouraging our audience to take preventative action. When an event is underway, our messages will focus on immediate safety measures and contact information for emergency aid.

	Awareness	Approaching	Action Now	Threat Is Gone
Title	Extreme heat can be dangerous	Look after yourself on hot days	The hot weather is here	It is cooling down
Body Copy (20 words)	Extreme heat days are becoming more frequent and intense, but there are steps you can take to stay safe.	It is going to get extremely hot in the next few days. It's important to prepare so you stay healthy in the heat.	Keep cool in the heat following these five simple steps:	While the heat has passed, you should stay up-to-date on the weather conditions in your local area.
Icon 1 - Drink Water	Drink plenty of water on hot days. It's important to stay hydrated.	N/A	Stay hydrated by carrying a full water bottle and take small sips often.	Take small sips of water often even after the heat has gone. Water helps your body recover.
Icon 2 - Know The Signs	Headaches, dizziness, nausea and rapid breathing are all signs of heat-related health problems. Know the signs.	Learn the signs of heat related illnesses. Symptoms include heavy sweating, weakness, dizziness or nausea.	Headaches, dizziness, nausea and rapid breathing are all signs of heat-related health problems. If you or anyone else shows these signs, cool down immediately.	It can take a while for your body to recover from extreme heat. Continue to look for signs of heat-related health problems. If you or someone you know feels dizzy, nauseous or tired it could be due to the heat. Get plenty of rest and, if you feel unwell, make a time to see your doctor.
Icon 3 - Keep Cool	On hot days stay cool by using air cons, fans and wear light, loose clothing.	Think about where you can go on hot days to cool down. Public pools, or air-conditioned buildings. Use fans or take a cool shower.	Keep cool by wearing light, loose clothing. Drink plenty of water, and use fans or spend time in air-conditioned buildings.	Now that the heat has passed, open windows or doors to let a cool breeze through.
Icon 4 - Plan Ahead	Be prepared. Check the weather forecast regularly, and when possible schedule outdoor activities on cool days.	It is going to get hot in the next few days. Be prepared and make a plan. When possible schedule outdoor activities for the coolest part of the day.	N/A	If the heat comes back, be ready. Think about the things that you could do differently, so you are better able to cope next time it is very hot.
Icon 5 - Check In On Others	Check in with family, friends and neighbours in the lead up to heatwaves. A quick call can make a big difference.	Look out for those who might be more affected by the heat, like the elderly, young children or people with certain medical conditions.	Check on your family, friends, neighbours or people who might struggle on hot days. A quick call can make a big difference.	Check in on family, friends and neighbours to see how they coped. Together we can make sure everyone is ok and feeling good.
Uplift / CTA	Know the risks. Get prepared. Stay safe.	Know the risks. Get prepared. Stay healthy.	Stay safe.	Prepare for next time. Stay healthy in the heat.



Print

Download all print assets [here](#)

Print

Our printable assets are designed to encourage emergency awareness, educate our audience on protective measures, and offer clear and concise answers to common questions.

Printable as DL Flyers or A3 posters, these assets should be presented to the public as flyers to read and take home, and/or displayed as posters in pharmacies, health care practices, offices, and other public places.

A3 Poster



Extreme heat can be dangerous

Extreme heat days are becoming more frequent and intense.
To keep you and your loved ones safe, it's important to prepare early.

- Stay hydrated on hot days.
- Use air con, fans and wear light, loose clothing.
- Splash or spray cool water onto skin.
- Check in with family, friends and neighbours.
- Watch the forecast and plan activities at cooler times of day.

Learn more at:
betterhealth.vic.gov.au/campaigns/extreme-heat
Authorised by the Victorian Government, Melbourne.
230822



Extreme heat can be dangerous

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DL Flyer

Heat kills more Australians than any natural disaster

Extreme heat and heatwaves are periods of unusually hot weather that can cause significant health problems. Extreme heat can affect anybody.

Heat-related health problems include dehydration, heat cramps, heat exhaustion, and life-threatening heat stroke. Extreme heat can trigger heart attack, stroke, kidney impairment, and worsen respiratory illnesses, especially in the presence of pollution/smoke.

Certain individuals are particularly at-risk, including: people over the age of 65, babies and young children, pregnant women, people with acute or chronic health problems and people who are socially isolated. Recognising early symptoms of heat-related health problems and taking action is crucial.

If needed call Nurse-On-Call on 1300 60 60 24, or contact Victorian Virtual Emergency Department at <https://www.vved.org.au/> or in an emergency call 000.

Outside

To receive this publication in an accessible format phone 1300 761 824, using the National Relay Service 13 36 77 if required, or email the Emergency Management Branch extreme.weather@health.vic.gov.au

Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne © State of Victoria, Department of Health, August 2023.

ISBN 978-1-76131-430-8 (pdf/online/MS word) 2310622

Back

Extreme heat can be dangerous

There are steps you can take to protect yourself and your family. Know the risks. Get prepared. Stay safe.

For more information visit betterhealth.vic.gov.au/campaigns/extreme-heat

Front

Get ready for extreme heat

Extreme heat days are becoming more frequent and intense. To protect you and your loved ones, it's important to prepare early.

Inside

Stay safe in the heat with these four simple tips:

It's easy to become dehydrated on hot days

During days of extreme heat, keep drinking fluids before you feel thirsty, especially if outdoors and performing physical activity.

- Whenever you leave home, always take a water bottle with you
- Watch for signs of dehydration like feeling thirsty, lightheaded, having a dry mouth, tiredness, having dark coloured, strong-smelling urine or passing less urine than usual.

Check in with family, friends and neighbours

A quick call can make a big difference. Let people know you are OK or check in on those at increased risk or who may need your support during days of extreme heat.

People most at risk include:

- Those over the age of 65
- Young children and babies
- People with acute or chronic health problems
- People who are socially isolated.

Stay cool on hot days

You can stay cool at home.

- Use air conditioning or a fan
- Wear light and loose clothing
- Keep skin wet, using a spray bottle or damp sponge and by taking cool showers
- Block heat entering your home with blinds and curtains if air temperature is warmer indoors than outdoors
- If you need to go out consider spending some time in cool places or air-conditioned buildings.

Plan ahead

When planning outdoor activities,

- Cancel or reschedule activities for a cooler time of the day
- Check the weather forecast regularly.

Monitor Bureau of Meteorology Heatwave warnings at <http://www.bom.gov.au/> or via the Bureau's app and subscribe to receive the Department of Health Heat health warnings at www.health.vic.gov.au/subscribe.

Social

Social

Our social assets are designed to share key information on Facebook, Instagram, and other forms of social media, at key times throughout the season.

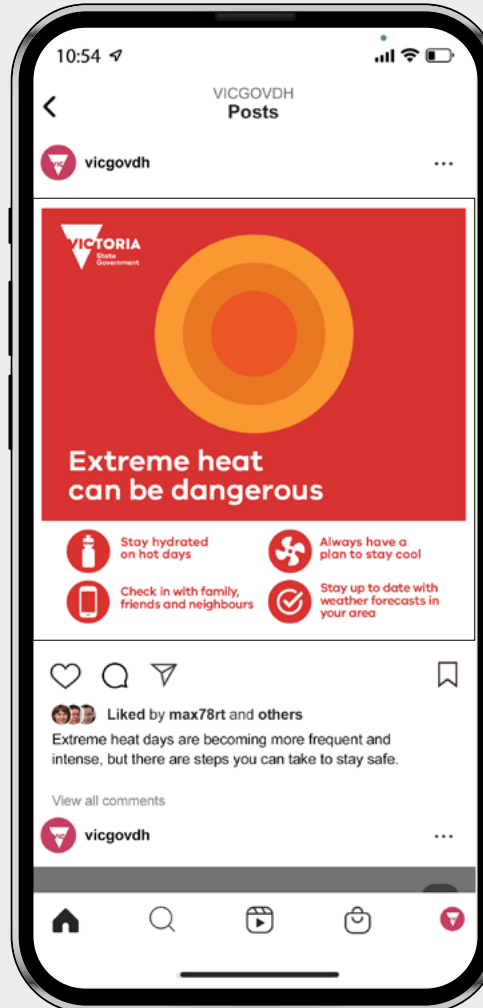
Static social posts are useful for presenting more immediate information, while carousels are best for sharing several important points. If you're unsure what to say when sharing, each asset is accompanied by a suggested social caption.

A social media cover image has also been provided to be placed as a profile/page background visual.

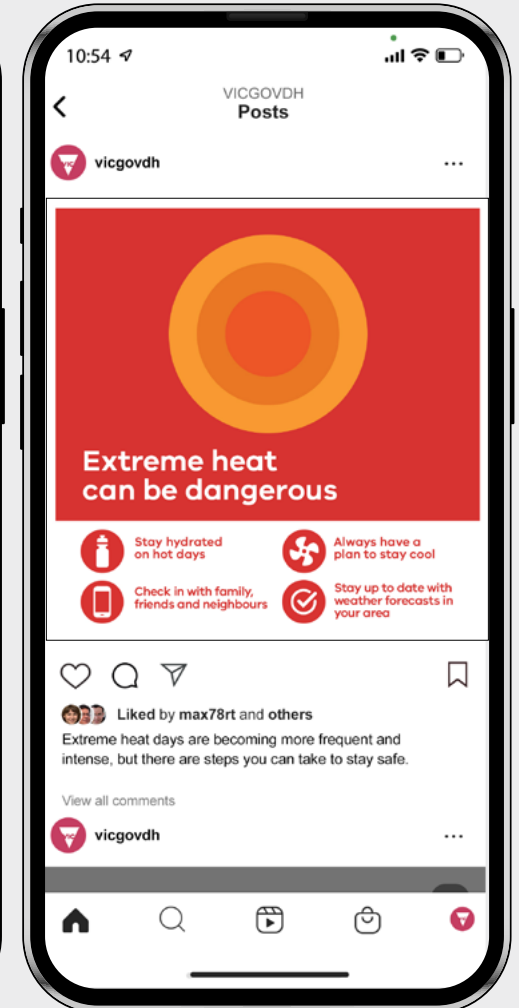
Social Post 1:1

Post copy:

Extreme heat days are becoming more frequent and intense, but there are steps you can take to stay safe.



Branded



Non-Branded

Social Post 4:5

Post copy:

Extreme heat days are becoming more frequent and intense, but there are steps you can take to stay safe.



Branded



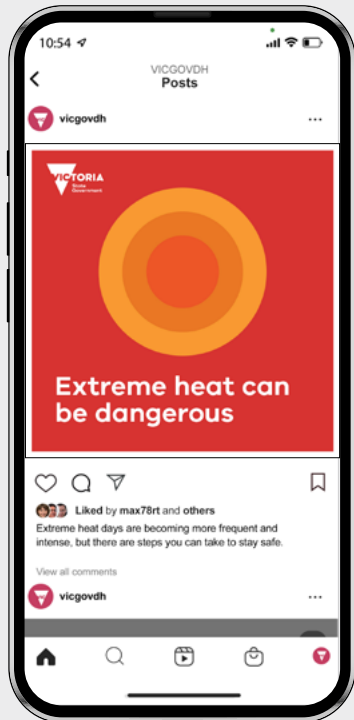
Non-Branded

Carousel

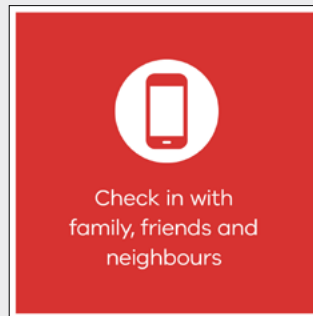
Post copy:

Extreme heat days are becoming more frequent and intense, but there are steps you can take to stay safe.

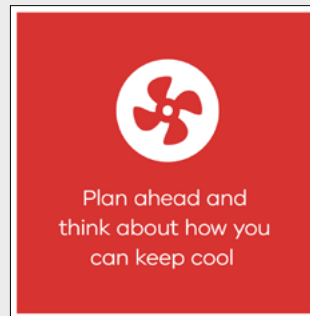
Branded



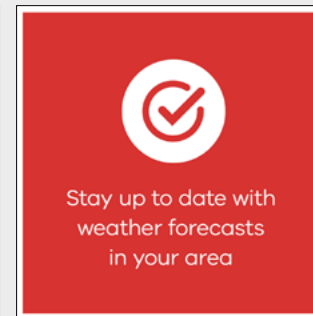
Keep hydrated
Stay safe



Check in with others
Stay safe



Have a plan to stay cool
Stay safe



Monitor weather
Stay safe



Get the app
Stay safe

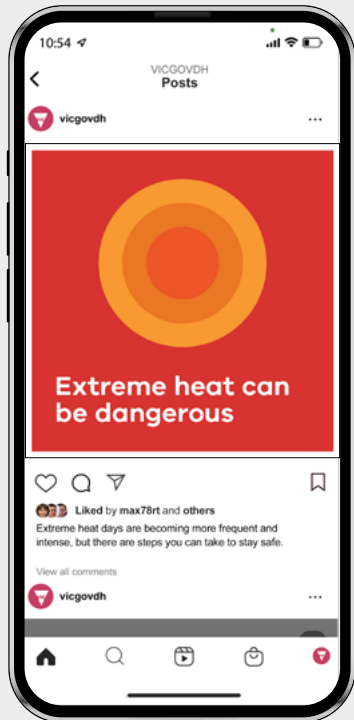
Download all social assets [here](#)

Carousel

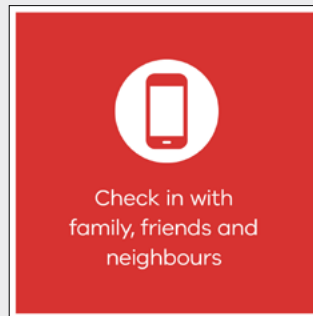
Post copy:

Extreme heat days are becoming more frequent and intense, but there are steps you can take to stay safe.

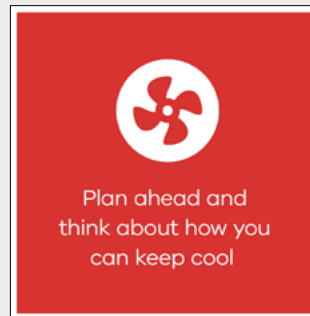
Non-Branded



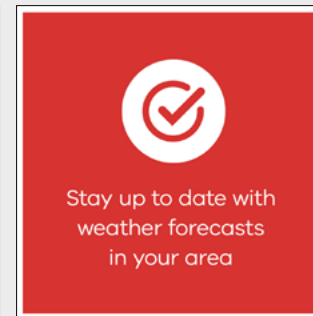
Keep hydrated
Stay safe



Check in with others
Stay safe



Have a plan to stay cool
Stay safe



Monitor weather
Stay safe



Get the app
Stay safe

Download all social assets [here](#)

Social Media Cover Image

1920x1080px



Branded



Non-Branded

Download all social assets [here](#)



Digital

Download all digital assets [here](#)

Digital

Digital assets have been provided in the form of online banner adverts (downloadable in various sizes), Microsoft Teams background visuals, and website banners. These assets contain the most key information, in its most concise form.

Digital Banners

MREC 300x250px



Sun pulsates.



Sun moves up.
Messaging fades in.



Next line of messaging fades in.



Messaging slides up out of frame.



Endframe.

Download all digital assets [here](#)

Digital Banners

Mobile Banner 320x50px

Messaging fades in frame by frame.

Endframe slides up into frame.



Extreme heat can be dangerous



Know the risks. Get prepared. Stay safe.



Learn more

Download all digital assets [here](#)

Digital Banners

Half Page 300x600px



Download all digital assets [here](#)

Sun pulsates.
Messaging fades in.

Sun pulsates.
Additional messaging fades in.

Digital Banners

Leaderboard 728x90px

Messaging fades in frame by frame.

Sun pulsates.

Endframe slides up into frame.

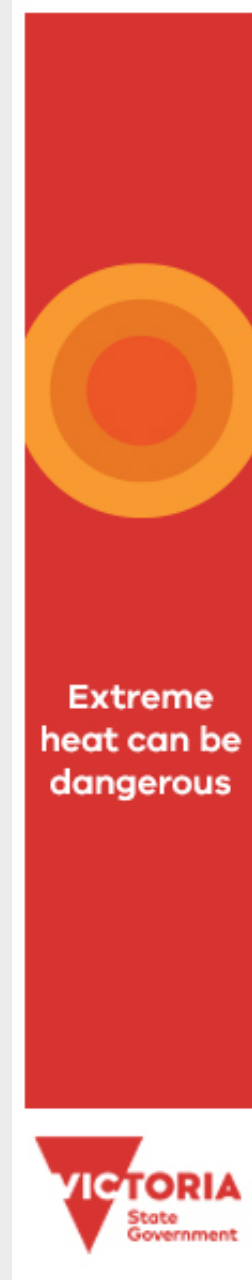


Download all digital assets [here](#)

Digital Banners

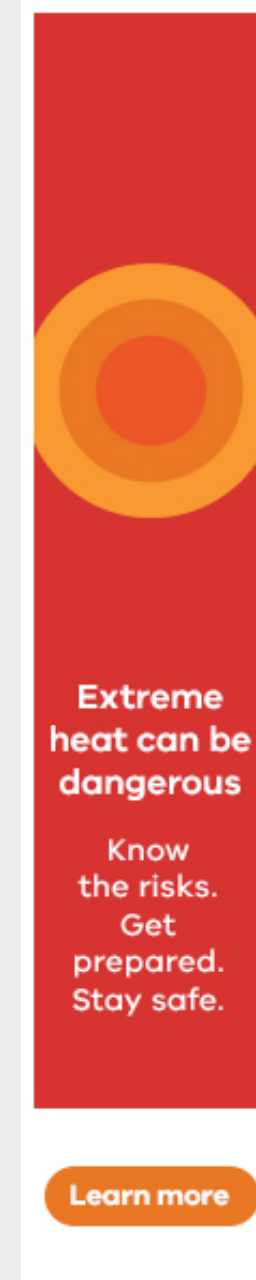
Skyscraper 120x600px

Download all digital assets [here](#)



Sun pulsates.

Messaging fades in.



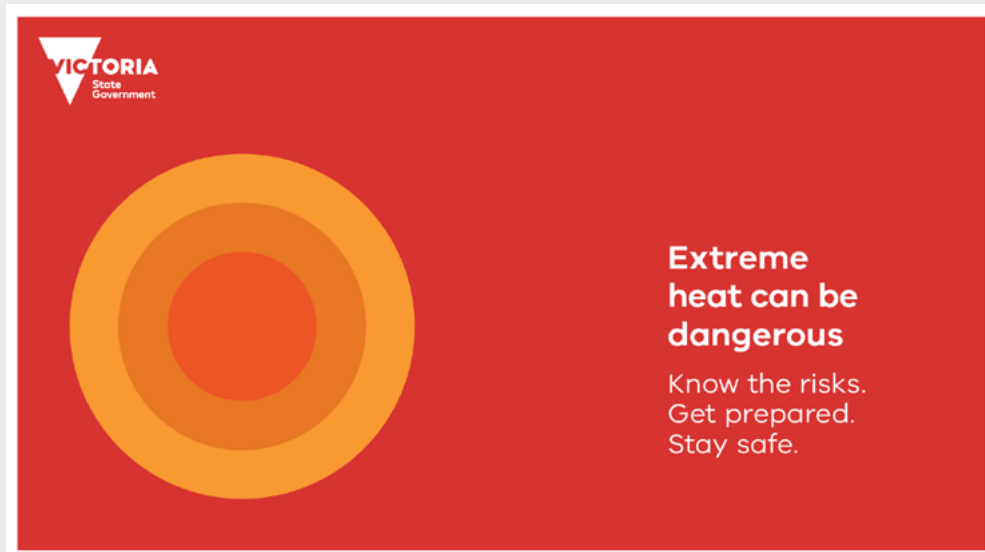
Sun pulsates.

Additional messaging fades in.
CTA button appears.

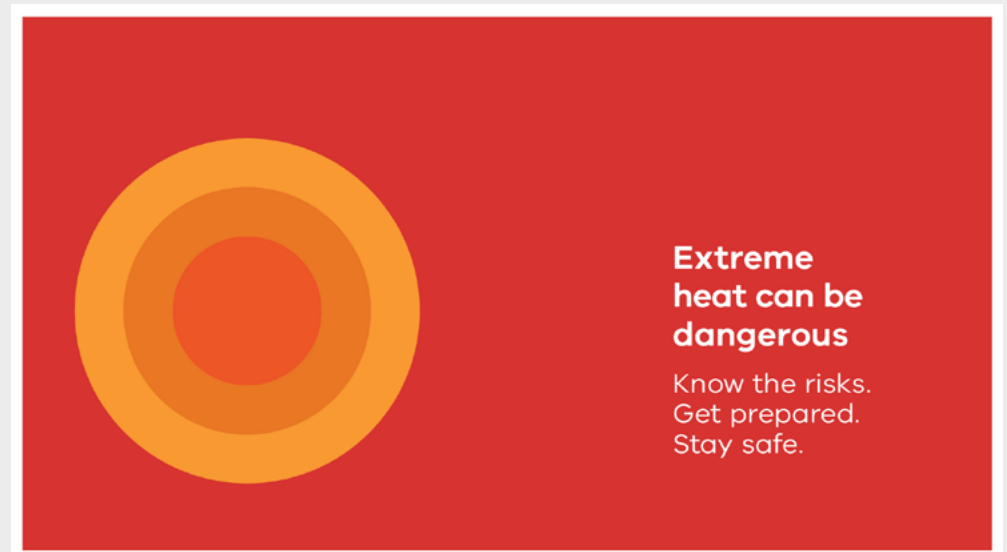
MS Teams Background

1920x1080px

Negative space in middle third for staff



Branded



Non-Branded

Download all digital assets [here](#)

Website Banner

2000x800px



Branded



Non-Branded



Thank you

For any questions, please contact extreme.weather@health.vic.gov.au