



# Department of Emergency Management

## Social Media Messaging Toolkit:

### Heat Wave



🔥 High temperatures are expected next week! 🚒

☀️ Protect yourself: Drink plenty of water, wear light, loose-fitting clothing, and avoid outdoor activities during peak heat.

🐾 Protect pets: Ensure they have plenty of water and a cool place to rest. Never leave pets in a parked car. Walk your dogs early in the morning or late in the evening when it's cooler; hot pavement can burn their paws.

👶 Protect kids: Dress them in lightweight clothing and encourage them to drink plenty of water. Never leave children unattended in a vehicle. Provide shaded areas and frequent breaks during outdoor playtime, use sunscreen, and stay indoors during peak heat hours (10 AM - 4 PM).

🏖️ When visiting San Mateo County beaches, always know your location and be prepared to describe it if you need to call 911. Many beaches are difficult to access, which can delay emergency response times. The coastline has many steep pocket beaches with dangerous rocks and rip currents. Avoid standing on wet rocks, and never turn your back on the ocean.

For more information visit: [Extreme Heat Safety Guidelines | County of San Mateo, CA \(smcgov.org\)](http://www.smcgov.org)

#Heatwave #StaySafe #Hydration #PetSafety #ChildSafety #BeachSafety #EmergencyPreparedness #SanMateoCounty

**BEAT THE HEAT**  
STAY HEALTHY & SAFE THIS SUMMER

- Drink water**  
Stay hydrated & don't wait until you're thirsty.
- Wear sunscreen**  
Apply sunscreen before going outdoors. Reapply every 2 hours.
- Avoid peak times**  
Stay indoors during the hottest time of the day from 10AM - 4PM if possible.
- Protect your eyes**  
Wear sunglasses to protect your eyes from UV rays.
- Keep cool**  
Protect your skin from direct sunlight to prevent sunburn.
- Look before you lock**  
Never leave children or pets inside the car. Protect them from heatstroke.
- Seek shade**  
Use a tree, umbrella or tent to protect you from the sun.

**BEAT the HEAT**  
Heat waves are a leading cause of extreme weather-related deaths in the U.S.

**Who's at RISK in EXTREME HEAT?**

- Adults over 65, children under 4, people with existing medical conditions, and those without access to air conditioning

**What can you DO?**

**Stay Cool**

- Avoid direct sunlight
- Wear lightweight, light-colored clothing
- Keep home cool by turning on air conditioning or running fans
- Take cool showers or baths

**Stay Hydrated**

- Drink more water than usual
- Don't wait until you're thirsty to hydrate
- Avoid alcohol or liquids containing large amounts of sugar
- Remind others to drink enough water throughout the day

**Stay Informed**

Visit Cal OES's Heat Resources page to learn more about how you can protect yourself and your loved ones in extreme heat at [caloes.ca.gov](http://caloes.ca.gov)

Cal OES  
CALIFORNIA OFFICE OF EMERGENCY SERVICES  
oesnews.com

**BEAT THE HEAT: Extreme Heat**  
Heat related deaths are preventable

**WHAT:** Extreme heat or heat waves occur when the temperature reaches extremely high levels or when the combination of heat and humidity causes the air to become oppressive.

**WHO:** More vulnerable than most are: Children, Older adults, Outside workers

**WHERE:** Houses with little to no AC, Construction work sites, Cars

**HOW to AVOID:** Stay hydrated with water, avoid sugary beverages, Wear light weight, light colored, loose fitting clothes, Stay cool in an air conditioned area

**During extreme heat the temperature in your car could be deadly!**

Outside Temperature 80°	Inside 100°	Inside 120°	Inside 130°
Time Elapsed: 30 minutes	Time Elapsed: 40 minutes	Time Elapsed: 40 minutes	Time Elapsed: 50 minutes

**HEAT ALERTS: Know the difference.**

HEAT OUTLOOK	HEAT WATCHES	HEAT WARNING/ADVISORY
Minor Excessive heat event in 3 to 7 days	Excessive heat event in 12 to 48 hours	Excessive heat event in next 24 hours

**DID YOU KNOW?**

- Those living in **urban areas** may be at a greater risk from the effects of a prolonged heat wave than those living in rural areas.
- Sunburn** can significantly slow the skin's ability to release excess heat.
- More **heat-related illnesses** occur because of overexposure to heat or over-exercising.
- 200** people died in the US as a result of extreme heat in 2011.

**\$30 BILLION** estimated total cost of the 2012 US drought and heatwave.

For more information on ways to beat the heat please visit: <http://www.cdce.gov/extremeheat/>

CDCE  
Center for Disease Control and Prevention  
National Weather Service

## ☀️ **Beat the Heat!** ☀️

High temperatures are expected next week. Stay cool and hydrated: Drink plenty of water. Wear light, loose-fitting clothing. Avoid outdoor activities during peak heat.

Keep your home cool by closing blinds and using fans or air conditioning. Remember to check on elderly neighbors and those with health conditions.

Monitor the weather: [San Francisco Bay Area, CA \(weather.gov\)](#) #Heatwave #StaySafe #Hydration

## 🐾 **Protect Your Pets!** 🐾

High temperatures can be dangerous for your furry friends. Ensure they have plenty of water and a cool place to rest. Never leave pets in a parked car!

Walk your dogs early in the morning or late in the evening when it's cooler. Hot pavement can burn their paws. Test the ground with the back of your hand – if it's too hot for you, it's too hot for them!

More information: [Keep pets safe in the heat | The Humane Society of the United States](#) #PetSafety #Heatwave #StayCoolPets

## 👶 **Keep Kids Cool!** 👶

Children are more vulnerable to heat-related illnesses. Dress them in lightweight clothing, and ensure they drink plenty of water. Never leave children unattended in a vehicle.

Make outdoor playtime safe by providing shaded areas and frequent breaks. Use sunscreen and keep kids hydrated. Stay indoors during peak heat hours (10 AM - 4 PM).

More information: [Heat and Infants and Children | Extreme Heat | CDC](#) #KidsSafety #SummerFun #SunProtection

## 🏖️ **Enjoy Responsibly** 🏖️

Remember, San Mateo County's beaches are popular but contain many hazards. Always stay alert, follow safety guidelines, and ensure you're prepared for the unexpected. Weather and wave conditions can change rapidly. Avoid standing on wet rocks and never turn your back on the ocean. San Mateo County's beautiful but hazardous coastlines require extra caution.

Many beaches in San Mateo County are difficult to access, which can delay emergency response times. Always be aware of your location and be ready to describe it accurately if you need to call 911.

More information: [CAL Fire CZU](#) #CoastalSafety #OceanAwareness #BeachResponsibility