

Appendix J: Sample media release

(Place on official letterhead)

MEDIA RELEASE

Date:

CONTACTS:

(Name), (Phone #)

Excessive Heat Emergencies

An excessive heat warning for (area covered) runs through (date & time). (Provide dew points and/or heat indices from NWS). Excessive heat events are dangerous and conditions can be life-threatening.

Be sure that you and your family members stay cool and hydrated by drinking plenty of water. If you have air-conditioning, use it. If you do not, seek air-conditioned buildings during the heat of the day, such as public libraries and community centers, malls and movie theaters. (Other identified location) also provides an air-conditioned place where residents may go between the hours of (list hours of availability) to cool off and get out of the heat. (Insert address of place and if free transportation is available, list info.)

Quick Tips:

- Use air conditioning or spend time in air-conditioned locations
- Take a cool bath or shower
- Minimize direct exposure to the sun
- Limit your time outdoors as much as possible; take frequent breaks if you must be outside
- Stay hydrated – drink water or nonalcoholic fluids
- Wear loose fitting, light-colored clothes
- Check on your neighbors, friends and family members – especially those who are older and /or with health issues
- Do not leave children or pets unattended in a vehicle, even with the windows rolled down, even for a few minutes

--More--

Anyone can be overcome by extreme heat, but some people are at higher risk than others. They include the elderly, the very young, and people with mental illness and chronic diseases. Signs of heat-related illnesses vary but can include the following: heavy sweating, paleness, muscle cramps, tiredness, weakness, dizziness, headache, nausea or vomiting, and fainting. Heat exhaustion can lead to heat stroke, which can cause death or permanent disability unless immediately treated. Symptoms of heat stroke include an extremely high body temperature (above 103°F); red, hot, and dry skin; rapid breathing; racing heart rate; headache; nausea; confusion; and unconsciousness. If heat stroke is suspected, call 911 immediately.

For additional information contact (insert local contact information).

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