

TALKING POINTS

Extreme Heat

MAIN POINT(S) / KEY MESSAGES:

- 1) Extreme heat should not be underestimated. It is very dangerous and is the leading cause of weather related casualties in the U.S.
- 2) Take steps to be prepared. Know the forecast, stay inside and drink plenty of water.
- 3) Learn more about what to do before, during and after a period of extreme heat at ReadyNH.gov.

NOTES:

A. Understand the Danger of Extreme Heat and Prepare

1. Extreme heat is present when temperatures and humidity levels are much higher than what is considered average summer weather. Extreme heat is relative to one’s particular location during that time of year.
2. Conditions that may result from extreme heat include severe sunburns, heat cramps, heat exhaustion and heat stroke.
3. Poor air quality and circulation can help induce heat-related illnesses.
4. Complete the Family Emergency Plan and discuss it as a family. This is a simple way of keeping each member of the family informed on critical information: where to reconnect should you become separated, who to call, and what you will do should an excessive heat emergency occur.
5. Prepare an Emergency Kit. The Emergency Kit should be easily accessible should you and your family be forced to shelter in place (stay at home) for a period of time.
6. Complete the Emergency Contacts Card and place one in your Emergency Kit.

FOLD ALONG DASHED LINE

TALKING POINT RECOMMENDATIONS:

- Rule of Three: Structure your talking points/interview around three most important points.
- **Keep it short and simple.**
- **Capture the main point or points.**
- **Think about your audience.**

INTERVIEW RECOMMENDATIONS:

- Be Prepared.
- Take a moment to formulate your answer.
- Avoid jargon.
- Be simple and succinct.
- Every question is a new question – avoid “as I said earlier.”
- Voice Inflection.
- Eye Contact.
- Relax.
- End with a call to action.

Tough Questions:

- Touch and go – answer quickly and pivot to a main point.
- Refocus the question.
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B. Actions to Take During Extreme Heat.

1. Stay indoors as much as possible.
2. Wear light clothing and avoid strenuous activity.
3. Use an air conditioner. If not available, spend the warmest part of the day in a local designated cooling facility.
4. Drink more water than you would usually, even if you're not thirsty. Avoid sugary, caffeinated and alcoholic beverages.
5. Check in on older family members and neighbors twice a day.
6. Never leave children or pets inside of a closed vehicle.

C. Important Information to Know:

- **Excessive Heat Outlook** is issued when the potential exists for an excessive heat event in the next 3-7 days. An outlook provides information to those who need considerable lead time to prepare for the event, such as public utilities, emergency management and public health officials.
- **Excessive Heat Watch** is issued when conditions are favorable for an excessive heat event in the next 12 to 48 hours. This means that the risk of a heat wave has increased, but its occurrence and timing is still uncertain. A watch provides enough lead time so those who need to prepare can do so, such as cities that have excessive heat event mitigation plans.
- **Excessive Heat Warning or Advisory** is issued when an excessive heat event is occurring, is imminent, or has a very high probability of occurring in the upcoming 36 hours. The warning is used for conditions posing a threat to life or property. An advisory is for less serious conditions that cause significant discomfort or inconvenience and, if caution is not taken, could lead to a threat to life and/or property.

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- **Cooling Centers** are air-conditioned facilities designated by communities to protect the health of its citizens during extreme heat events. Locations and open hours vary so call 2-1-1 to find a cooling center near you.

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