



GREATER SOUTHERN
AREA HEALTH SERVICE
NSW  **HEALTH**

“Beat the Heat: *don’t forget your drink*”
Heat and health campaign.

Tracey Oakman
Director Public Health Unit

Better health for rural people





Overview

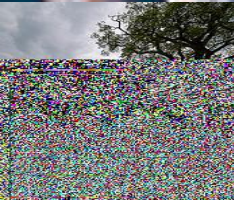
- The rationale
- The campaign
- Implementation
- Survey
- Outcomes





The rationale

- Heatwaves predicted to increase in frequency
- European heatwave 2003 estimated over 25-50,000 excess deaths
- Few studies in Australia
- Regional areas low number make statistical significance difficult (hospitalisation rates etc)
- What do the locals understand about heat stroke?

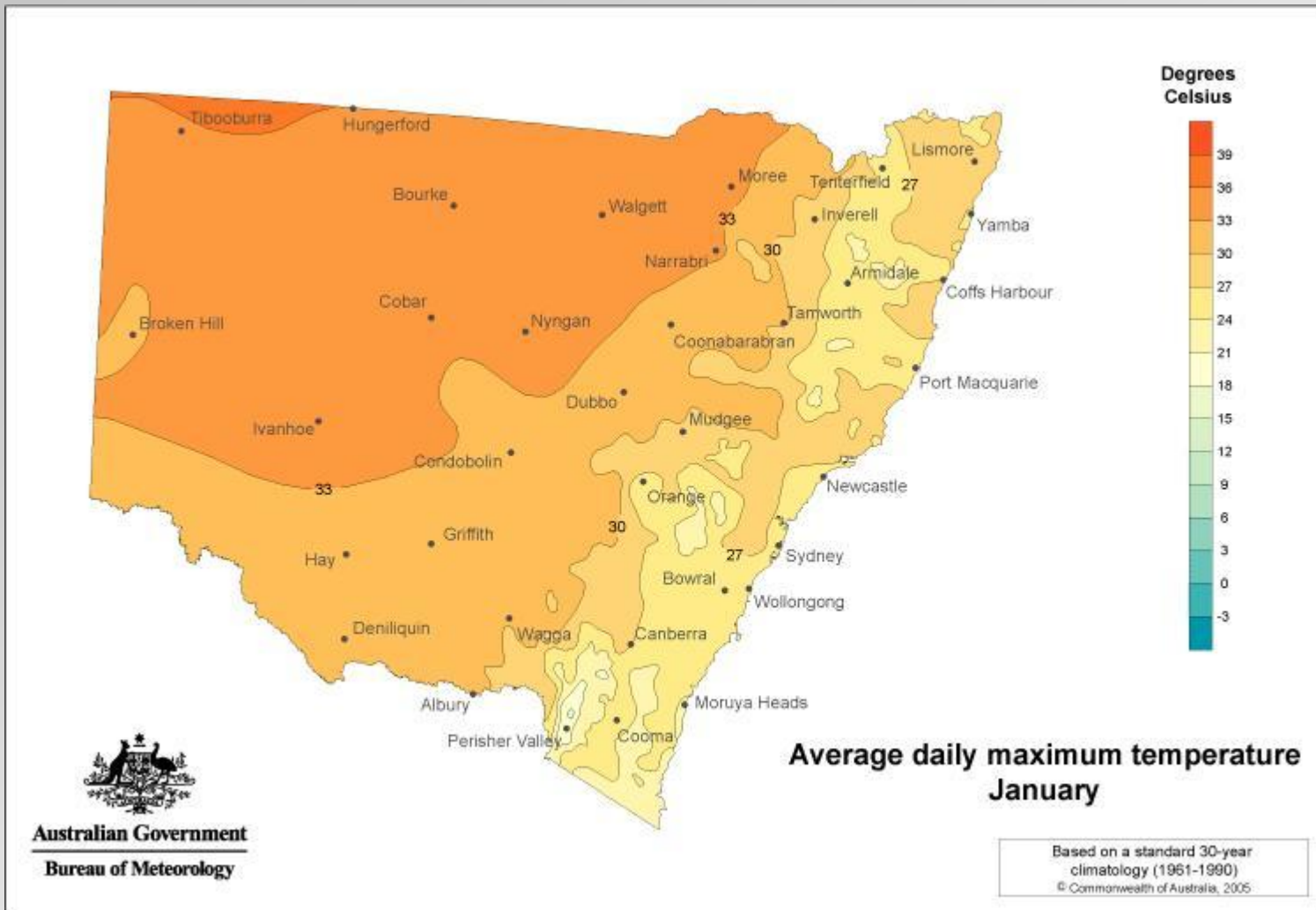
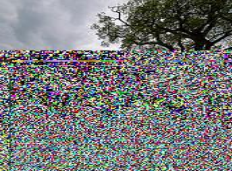




The campaign

- Develop and implement a heat warning & education program
- Educate and encourage to maintain hydration
- Evaluate







Marketing

Posters & Brochures;

- Sporting groups/events
- Meals on Wheels
- Community health/hospitals
- GP practices
- Posters in sports shops, local clubs
- Presentations to range of groups





Beat the Heat

heat can KILL
be smart this summer

Key things to do when it gets hot

- Plan your day around the heat
- Stay in cool areas as much as possible
- Avoid being outside between 11am and 3pm
- Drink cool water frequently
- Avoid alcoholic drinks
- If you know of a vulnerable person that lives alone, make sure someone visits them twice a day to make sure they are alright
- Check with your doctor if you're on medication or on a fluid restriction

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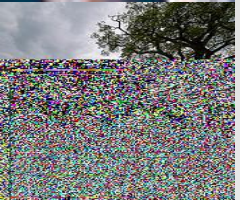




Media

- TV – launch, plus news interviews on heat wave days
- Weather news, when temp $>36^{\circ}\text{C}$ pre-prepared sound bite warning
- Newspaper
- Radio – pre recorded sound bites

Evaluation





CATI survey

- 63% participants had heard or seen heat health warnings
- 25% heard message *Beat the heat: don't forget your drink* .
 - Television (53%)
 - Radio (28%)
 - Newspapers (4%)



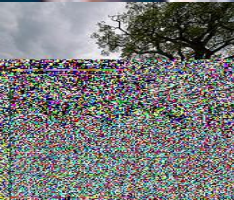
Messages heard

- Drink more water (52%)
- 51% said the messages were meant for everybody
- 87% said the message applied to themselves
- More women modified their behaviour than men
- Overall understanding quite good



Overall....

- Non funded messages
- Collaboration media, HCW, social groups and workplaces
- Probable limit to goodwill



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