Preparing for hot weather during the COVID-19 outbreak

#Keepcool communications campaign for 2020
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Kicking off the #Keepcool campaign

News story on the home page of the WHO Regional Office for Europe

Setting the context for 2020

- Weather services are expecting the coming summer to be warmer and drier than usual in the Region.

- Particularly important this year due to the ongoing COVID-19 outbreak.

- Groups vulnerable to both COVID-19 and heat, might be advised or required to stay home.

- Climate change increasing the frequency, intensity and duration of heatwaves.

- Adverse health effects of hot weather are largely preventable.

Health advice for hot weather during the COVID-19 outbreak

Why is heat a health concern?
Heat can trigger exhaustion and heat stroke, and can aggravate existing conditions – such as cardiovascular, respiratory, kidney or mental diseases.

Who are vulnerable to heat (and COVID-19)?
Older people and people with pre-existing medical conditions (such as asthma, diabetes and heart disease).

What are the signs and symptoms of heat stress and what to do about it?
If you or others feel unwell – dizzy, weak, anxious, intensely thirsty or have a headache – rest in a cool environment and drink water to rehydrate.

How can you tell the difference between hyperthermia and fever?
If the body temperature remains high after 30 minutes, it is probably fever and you should consult a health expert.

Keep cool in the heat – 4 simple messages

During periods of hot weather, it is important to keep cool to avoid the negative health effects of heat.

Keep out of the heat.
- Avoid going out and doing strenuous activity during the hottest time of day.
- Take advantage of special shopping times for vulnerable groups whenever available.
- Stay in the shade, do not leave children or animals in parked vehicles.
- If necessary and possible, spend 2–3 hours of the day in a cool place while respecting physical distance of at least 1 meter.

Keep your home cool.
- Use the night air to cool down your home.
- Reduce the heat load inside the apartment or house during the day by using blinds or shutters.
- Turning off as many electrical devices as possible.

During periods of hot weather, it is important to keep cool to avoid the negative health effects of heat.

Keep your body cool and hydrated.
- Use light and loose-fitting clothing and bed linen.
- Take cool showers or baths.
- Drink water regularly, while avoiding sugary, alcoholic or caffeinated drinks.

Keep cool during the COVID-19 outbreak.
- Avoid exposure to the sun or to temperatures higher than 25°C — there is no evidence that this prevents or cures COVID-19.
- Sun exposure increases your risk of sunburn and heat-related illness.
- You can catch COVID-19 no matter how sunny or hot the weather is.
- Protect yourself and others by washing your hands regularly, coughing into your folded elbow or a tissue, and avoiding touching your face.

Multilingual resources

Information sheet is available in several languages

Currently available in:

- English
- French
- German
- Russian
- Greek
- Spanish
- Croatian
- … more?

Social media resources

Multilingual social media tiles optimized for Instagram and Twitter

#Keepcool in the heat!

#Gardezlatêtètroide quand il fait chaud!

Bei Hitze einen #kühlenKopfbewahren!

В жару #держитеголовувхолоде!

Source: https://who.canto.global/v/coronavirus/library?keyword=Keepcool
Dissemination through our networks

Getting the message out there!

- Email circular (in English and Russian) sent to:
  - WHO colleagues in regional offices and headquarters;
  - WHO country offices;
  - our networks: EHTF, HIC, RHN, Healthy Cities, etc.
  - targeted distribution to specific partners.

- Links to all resources available online:
  - news story
  - information sheet
  - social media tiles
  - guidance on heat–health action plans
  - guidance on messaging for specific audiences
  - GHHIN “Heat and COVID-19” questions and answers
  - Meteoalarm and medium-range heatwave probability tool

- Webinar on Preparing for hot weather during the COVID-19 outbreak

Supporting national authorities

Complementing national campaigns for heat–health and COVID-19

An example from Greece:

- Tweet by the Hellenic Police (official Twitter account of the Ministry for Civil Protection)
- Links to our resources on official government gateway: [www.gov.gr](https://www.gov.gr)

[https://twitter.com/hellenicpolice/status/1261576076633018369?s=20](https://twitter.com/hellenicpolice/status/1261576076633018369?s=20)