

Summer preparedness: heat, bushfires and bushfire smoke

NSW Health

Communication toolkit

November 2023

Purpose of this toolkit

Extreme heat or heatwaves are periods of unusually hot weather. In Australia, extreme heat events are responsible for more deaths than all other natural hazard events combined. Experience tells us it's not just how we respond, but how we prepare, that will make a difference to our future.

Hot weather can affect everyone, however those at greater risk include older people, babies and young children, pregnant women, people with existing medical conditions, outdoor workers, socially isolated people and people who are homeless. Climate change is resulting in more hot days and more intense heatwaves. Now more than ever, it is important to know the risks of heat, who is at risk, how to prepare, and how to protect ourselves and others.

Bushfire smoke can impact people's health and also make some people's existing health conditions worse. It is important for everyone to make a plan for their health and learn how to protect themselves from smoke.

This toolkit has been developed to help you communicate with your local community about how to stay safe and healthy during hot weather and bushfires. It contains assets and resources for you to download and share. Together, we can prepare our community, protecting it and making it stronger to face any challenges ahead.

For the latest information on:

- Heat, visit: [NSW Health – Beat the Heat](#)
- Bushfires and bushfire smoke, visit: [NSW Health – Bushfires and bushfire smoke](#)

Contacts

Heat	Bushfires and bushfire smoke
Nicole Douglas Manager, Stakeholder Engagement NSW Health MOH-StakeholderEngagement@health.nsw.gov.au	Aimee Clarke Senior Communications Officer, NSW Health communications@health.nsw.gov.au

Contents

Section 1 – Beat the Heat resources

[Key messages](#)

[Posters and order form](#)

[Social media – tiles, copy and information about sharing heat warnings](#)

[Digital screens](#)

[Newsletter copy](#)

[Factsheet](#)

[Media release](#)

Section 2 – Beat the Heat: Aboriginal resources

[Poster and digital screen](#)

[Social media tiles](#)

Section 3 – Beat the Heat: Translated resources

[Community languages](#)

[Posters](#)

[Social media tiles](#)

[Multicultural Media Conference](#)

Section 4 - Bushfires and bushfire smoke: Preparedness resources

[Key messages](#)

[Posters](#)

[Social media tiles and copy](#)

[Digital banners](#)

[Newsletter copy](#)

Section 5 - Bushfires and bushfire smoke: Response resources

[Poster and flyer](#)

[Social media tiles and copy](#)

[Digital banners](#)

[Newsletter copy](#)

Section 6 – Terms and conditions

[Using NSW Health materials](#)

1

Heat resources

Key messages – Beat the Heat

Hot weather can be dangerous

- Hot weather can affect everyone

Plan ahead for hot weather

- **Understand your health.** Your health can be affected during a heatwave, especially if you have a medical condition. Speak to your doctor and have a plan for heatwaves.
- **Know your medications.** Many prescribed medications can make the risk of heat-related illness worse and most need to be stored below 25 degrees Celsius. Talk to your GP or pharmacist about correct storage temperatures.
- **Know the sign of heat-related illness in children.** Children can dehydrate quickly in hot weather. Offer babies under 6 months more frequent breast or bottle feeds, and for older children, offer water frequently.
- **Prepare your home.** Check fridges, freezers, fans and air-conditioners work properly and put together a small emergency kit in case of a power failure.
- **Keep track of the weather.** Regularly check the weather forecast to monitor the heat.
- **Have a heatwave preparation checklist.** Consider who to call if you need help, where to find your emergency kit and being prepared for bushfires.
- **Keep in touch.** Think about friends and family who may need your help in the heat. Older people and babies and children 0-5 are particularly vulnerable to heat-related illness.

Key messages – Beat the Heat

Keep cool and stay hydrated

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, find shelter and protect yourself from the sun.
- Keep your home cool by closing curtains and blinds to block out the sun and using fans or air conditioning.
- Limit physical activity, like housework or exercise, to early in the morning when it is cooler.
- Drink water regularly , even if you don't feel thirsty, and carry water when going outside.
- Offer babies under 6 months milk feeds more often.
- For older children, keep offering water to help them stay hydrated.
- Never leave babies or children alone in the car.
- Talk to your doctor about how to manage your health in the heat if you have a chronic illness, are on regular medication, or have a limit on your fluid intake.
- Keep in touch with your family and friends.
- For information and tips, visit: [NSW Health – Beat the Heat](#)

Posters

Printed and digital versions of our posters are available. Printed posters are free of charge – [order here](#). The first page of the form collects your delivery details, the second page has all the different posters available to order.

General population



[Download here](#)

Older people



[Download here](#)

Older people



[Download here](#)

Posters

Printed and digital versions of our posters are available. Printed posters are free of charge – [order here](#). The first page of the form collects your delivery details, the second page has all the different posters available to order.



Parents & Carers

NSW Health

Beat the heat

Hot weather can be dangerous for babies and young children.

There are simple ways to keep cool and stay hydrated in summer.

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter. Never leave babies or children alone in the car.
- Keep your home cool by closing curtains and blinds to block out the sun and using air conditioning or fans.
- Limit physical activity to early in the morning when temperatures are lower.
- Offer breast or bottle-fed babies under 6 months more frequent feeds.
- For babies over 6 months, offer small amounts of water in between milk feeds and solids.
- For older children, offer water frequently to help them stay hydrated.

For more tips: health.nsw.gov.au/beattheheat

October 2023 © NSW Health, SHPN (HP NSW) 230750

[Download here](#)

Parents & Carers

NSW Health

Beat the heat

Hot weather can be dangerous for babies and young children.

There are simple ways to keep cool and stay hydrated in summer.

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter. Never leave babies or children alone in the car.
- Keep your home cool by closing curtains and blinds to block out the sun and using air conditioning or fans.
- Limit physical activity to early in the morning when temperatures are lower.
- Offer breast or bottle-fed babies under 6 months more frequent feeds.
- For babies over 6 months, offer small amounts of water in between milk feeds and solids.
- For older children, offer water frequently to help them stay hydrated.

For more tips: health.nsw.gov.au/beattheheat

October 2023 © NSW Health, SHPN (HP NSW) 230750

[Download here](#)

Parents & Carers

NSW Health

Beat the heat

Hot weather can be dangerous for babies and young children.

There are simple ways to keep cool and stay hydrated in summer.

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter. Never leave babies or children alone in the car.
- Keep your home cool by closing curtains and blinds to block out the sun and using air conditioning or fans.
- Limit physical activity to early in the morning when temperatures are lower.
- Offer breast or bottle-fed babies under 6 months more frequent feeds.
- For babies over 6 months, offer small amounts of water in between milk feeds and solids.
- For older children, offer water frequently to help them stay hydrated.

For more tips: health.nsw.gov.au/beattheheat

October 2023 © NSW Health, SHPN (HP NSW) 230750

[Download here](#)

Social media

Using social media assets:

Social media is an immediate and responsive channel to let you community know about hot weather, as it happens. This toolkit has a range of social media tiles with suggested post copy.

In the lead up to hot weather:

- Post social media content reminding the community that **hot weather can be dangerous** (p.10) and to **plan ahead to beat the heat** (p.11)

During hot weather:

- Post social media content with tips to **stay cool and keep hydrated** (p.12-14)

Heatwaves:

- If a heatwave is forecast by the Bureau of Meteorology, NSW Health will issue a Heat Warning on our social media channels. **Please share this Heat Warning on your channels.** We will email you with a link to the Heat Warning on Facebook and Instagram to share.



Social media – Hot weather can be dangerous

[Download social tile](#)



Post: Everyone can be affected by hot weather. It's important to be aware of the health effects of heat exposure and to know what actions you can take to protect yourself and others. Learn how to Beat the Heat this summer: health.nsw.gov.au/beattheheat

[Download social tile](#)



Post: Hot weather can be dangerous for anyone. Are you or your loved ones at risk of heat related illness? People most at risk include anyone aged 65 years and over and babies and young children. Be prepared. Talk to your family, neighbours and friends. Have a heat plan in place to help protect you and your loved ones during the summer months. Learn more: health.nsw.gov.au/beattheheat

Social media – Plan to beat the heat

Download social tile



Post: Don't wait for scorching hot days to think about keeping your home cool this summer. Prepare now to keep your home cool in the heat. Visit: health.nsw.gov.au/beattheheat

Download social tile



Post: Hot days are hard on everyone. Please check in on older or vulnerable family and friends to see how they're coping, especially if they live alone. Do they have enough food and medications at home? Do they need some shopping or other errands done for them?

Prepare for hot weather:
health.nsw.gov.au/beattheheat

Social media – Keep cool and stay hydrated tips

Download social tile



Post: Even young, fit and healthy people can be affected by hot weather. Make sure you drink plenty of water and stay as cool as possible. Avoid exercising in the hottest part of the day and if you have to work outside, stay hydrated and wear sun protection every day. Learn more: health.nsw.gov.au/beattheheat

Download social tile



Post: During hot weather, make sure you drink plenty of water and stay as cool as possible. Avoid exercising in the hottest part of the day and if you have to work outside, stay hydrated and wear sun protection every day. Learn more: health.nsw.gov.au/beattheheat

Social media

[Download social tile](#)



Post: Everyone can be affected by hot weather. It's important to keep cool and stay hydrated. For more tips, visit: health.nsw.gov.au/beattheheat

[Download social tile](#)



Post: Children are less able to control their own body temperature (and they're also more likely to run around on hot days!). Babies and young kids dehydrate quickly. Make sure they drink regularly and stay cool in shady areas this summer. Learn more: health.nsw.gov.au/beattheheat

Social media

Download social tiles



Post: Children are less able to control their own body temperature. Make sure they drink regularly and stay cool in shady areas this summer. Learn more: health.nsw.gov.au/beattheheat

Social media

Download social tile

Beat the Heat 


Keep cool and stay hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside
-  Keep your home cool by closing blinds and using fans or air conditioning
-  Cool yourself down by wetting your skin with cool water and having cool showers and baths
-  Keep in touch with friends and family





For more tips, visit: health.nsw.gov.au/beattheheat

Post: Everyone can be affected by hot weather. It's important to keep cool and stay hydrated. For more tips, visit: health.nsw.gov.au/beattheheat

Download social tile

Beat the Heat 

Keep babies and young children cool and hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Offer babies under 6 months more frequent milk feeds
-  Limit physical activity to early in the morning when it is cooler
-  For older children, offer water frequently
-  Keep your home cool by closing curtains and blinds and using fans or air conditioning
-  Never leave babies or children alone in the car

For more tips, visit: health.nsw.gov.au/beattheheat

Post: Children are less able to control their own body temperature (and they're also more likely to run around on hot days!). Babies and young kids dehydrate quickly. Make sure they drink regularly and stay cool in shady areas this summer. Learn more: health.nsw.gov.au/beattheheat

Digital screen

This can be shared on televisions or other 16:9 screens in public spaces.

General population



[Download here](#)

Newsletter copy



General population

Have a plan to beat the heat

This summer is predicted to be very hot. With hot weather coming, it's important to be prepared. Talk to your relatives, neighbours and friends. Have a heat plan in place to help protect you and your loved ones during the summer months.

NSW Health has tips to help you prepare and stay healthy in the heat.

- **Understand your health.** Your health can be affected during a heatwave, especially if you have a medical condition. Speak to your doctor and have a plan for heatwaves.
- **Know your medications.** Many prescribed medications can make the risk of heat-related illness worse and most need to be stored below 25 degrees Celsius. Talk to your GP or pharmacist about correct storage temperatures.
- **Prepare your home.** Check fridges, freezers, fans and air-conditioners work properly and put together a small emergency kit in case of a power failure.
- **Keep track of the weather.** Regularly check the weather forecast to monitor the heat.
- **Have a heatwave preparation checklist.** Consider who to call if you need help, where to find your emergency kit and being prepared for bushfires.
- **Keep in touch.** Think about friends and family who may need your help in the heat. Older people and babies and children 0-5 are particularly vulnerable to heat-related illness.

For more information on preparing for heat and staying cool and hydrated when it is hot, visit: [NSW Health – Beat the Heat](#)

Newsletter copy



Parent and Carers

Have a plan to keep your family safe in summer

This summer is predicted to be very hot. During hot weather, it is easy to become dehydrated or for your body to overheat. Babies and children aged 0-5 are particularly at risk of heat-related illness such as heat stroke and heat exhaustion.

NSW Health has tips to help you prepare and keep your family healthy in the heat.

- **Prepare your home.** Check fridges, freezers, fans and air-conditioners work properly and put together a small emergency kit in case of a power failure.
- **Keep track of the weather.** Regularly check the weather forecast to monitor the heat.
- Know the sign of heat-related illness in children. **Children can dehydrate quickly in hot weather.** Offer babies under 6 months more frequent breast or bottle feeds, and for older children, offer water frequently.
- **Have a heatwave preparation checklist.** Consider who to call if you need help, where to find your emergency kit and being prepared for bushfires.

For more information on preparing for heat and staying cool and hydrated when it is hot, visit [NSW Health – Beat the Heat.](#)

Newsletter copy



Older people

Preparing for a hot summer

This summer is predicted to be very hot. During hot weather, it is easy to become dehydrated or for your body to overheat. Older people are particularly at risk of heat-related illness such as heat stroke and heat exhaustion.

NSW Health has tips to help you prepare and stay healthy in the heat.

- **Understand your health.** Your health can be affected during a heatwave, especially if you have a medical condition. Speak to your doctor and have a plan for heatwaves.
- **Know your medications.** Many prescribed medications can make the risk of heat-related illness worse and most need to be stored below 25 degrees Celsius. Talk to your GP or pharmacist about correct storage temperatures.
- **Prepare your home.** Check fridges, freezers, fans and air-conditioners work properly and put together a small emergency kit in case of a power failure.
- **Keep track of the weather.** Regularly check the weather forecast to monitor the heat.
- **Have a heatwave preparation checklist.** Consider who to call if you need help, where to find your emergency kit and being prepared for bushfires.

For more information on preparing for heat and staying cool and hydrated when it is hot, visit [NSW Health – Beat the Heat.](#)

Factsheets

Factsheets with key information about heat and health, preparing for hot weather and tips to keep cool and stay hydrated are available in our resources.

Currently, there is a general population **Health and Heat factsheet** available in English. This will be available in 10 community languages in December.

A **Babies and Children: Heat and health factsheet** will be available in English and 10 community language in December.

[Download factsheet here.](#)

Beat the Heat

Heat and health factsheet

What is extreme heat and is it dangerous for my health?
 Extreme heat or heatwaves are periods of unusually hot weather. Climate change is resulting in more hot days and more intense heatwaves in Australia.

Extreme heat can cause severe illness, hospital admission and even death. Before, during and after a period of hot weather, it's important that you keep cool and stay hydrated.

What is heat-related illness?
 Your body normally keeps itself cool by sweating and moving more blood towards the skin.

In extreme heat, or if you are physically active in hot weather, your body's natural cooling system can begin to fail. Your body temperature can increase to dangerous levels, leading to severe heat-related illness including heat stroke and heat exhaustion. More mild heat-related illness include heat cramps and heat rash. The strain of the body trying to keep cool can also worsen the symptoms of some existing medical conditions. For instance, someone with heart disease may feel dizzy or even have a heart attack.

Heat-related illness can affect anyone and is more likely to happen when you are dehydrated and can't produce enough sweat to help you cool down. Know the signs of heat-related illness, how to give first aid, and how to get help.

Who is most at risk?
 Hot weather can affect everyone, but some people are more vulnerable.

People aged 65 years and older	People with some medical conditions including heart disease, lung disease, diabetes, kidney disease, neurological disease, and mental illness.
Babies and young children*	Socially isolated people
Pregnant women	Outdoor workers
People who are homeless	

*For specific advice on keeping babies and young children safe in hot weather, download the [Babies and young children factsheet](#).

Beat the Heat

Heat and health factsheet

Know the signs of heat exhaustion and heat stroke

Heat exhaustion	Heat stroke
<ul style="list-style-type: none"> • Headache • Dizziness, fainting, weakness • Irritability • Thirst 	<ul style="list-style-type: none"> • Confusion • Slurred speech • Agitation and altered mental state • Loss of consciousness • Very high body temperature
<ul style="list-style-type: none"> • Pale skin • Sweating a lot 	<ul style="list-style-type: none"> • Rapid breathing • A quick and strong pulse
<ul style="list-style-type: none"> • Nausea, vomiting • Decreased urine output (not weeing as much as usual) 	<ul style="list-style-type: none"> • Hot, dry skin or sweating a lot
<ul style="list-style-type: none"> • Muscle cramps 	<ul style="list-style-type: none"> • Muscle twitching or seizures

<p>First aid</p> <p>Heat exhaustion needs to be treated as it can quickly become serious.</p> <ul style="list-style-type: none"> • Cool down (see below) • Drink water. <p>If symptoms do not improve seek medical care. Call your doctor or healthdirect on 1800 922 922.</p> <p>If symptoms are worsening and you are concerned about heat stroke, immediately call triple zero (000).</p>	<p>First aid</p> <p>Heat stroke is extremely serious. Immediately call triple zero (000).</p> <p>Seek advice from a doctor before taking aspirin, ibuprofen or paracetamol to treat the symptoms of heat stroke as they may be harmful.</p> <ul style="list-style-type: none"> • Cool down (see below) • Lay down and elevate the feet • Drink small sips of water if you can.
---	--

How to cool down

- Get out of the heat to a cooler area indoors or shaded area outdoors.
- Loosen or remove clothing.
- Start to cool down any way you can: use a cool-water spray, apply a cool, damp sponge or cloth, wet clothes and skin, have a cool shower or bath, apply ice packs or crushed ice in a damp towel on the neck, groin and armpits.

Media release



NSW residents urged to Beat the Heat this summer

17 November 2023

People across NSW are being urged to plan ahead to 'Beat the Heat' ahead of what is forecast to be a hot summer.

NSW Chief Health Officer Dr Kerry Chant today launched NSW Health's Beat the Heat campaign, spreading important information about how to keep healthy in hot weather.

"Extreme heat can cause severe illnesses and can be life threatening," Dr Chant said.

"Ahead of what is expected to be a hot summer, we ask our community to ensure they are prepared, know the symptoms of heat-related illnesses and take action to keep cool during heatwaves.

"There are a few simple things you can do to keep safe, like staying indoors during the hottest times of the day, closing doors, windows, blinds and curtains early to keep hot air and sun out in the day, staying hydrated and carrying a water bottle when outside.

"If it's hard to keep cool at home, plan to spend the day somewhere cooler, which might include public spaces like shopping centres, libraries or air-conditioned community venues."

Signs of heat-related illness can include headache, dizziness, nausea and vomiting, fatigue and cramps. People with these symptoms should cool down right away, move out of the sun and seek shade or air conditioning, take a cool shower or bath if possible and take sips of water.

People who don't respond to these steps or who show symptoms suggesting a more severe illness, including a sudden rise in body temperature, who are no longer sweating, showing aggressive or strange behaviour or who are fitting, should seek urgent medical attention or call Triple Zero (000).

On 17 November 2023, NSW Chief Health Officer Dr Kerry Chant launched the NSW Health Beat the Heat Campaign.

Translated versions of this media release will be uploaded in coming weeks.

[Read the full media release here.](#)

2

Heat resources for Aboriginal audiences

Posters and Digital Screen – Aboriginal audiences



[Download here](#)



[Download here](#)

Social media – Aboriginal audiences

General

Beat the Heat 

Keep family cool

Stay hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside
-  Keep your home cool by closing blinds and using fans or air conditioning
-  Cool yourself down by wetting your skin with cool water and having cool showers and baths
-  Keep in touch with friends and family

For more tips, visit: health.nsw.gov.au/beattheheat

[Download social tile](#)

Parent & Carers

Beat the Heat 

Keep bubs and young children cool and hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Offer bubs under 6 months more frequent milk feeds
-  Limit physical activity to early in the morning when it is cooler
-  For older children, offer water frequently
-  Keep your home cool by closing curtains and blinds and using fans or air conditioning
-  Never leave bubs or children alone in the car

For more tips, visit: health.nsw.gov.au/beattheheat

[Download social tile](#)

3

Heat translated resources

Community languages

Language	Total no.
1. Cantonese	31881
2. Mandarin	29105
3. Arabic	26363
4. Italian	25900
5. Greek	25712
6. Spanish	13336
7. Vietnamese	12941
8. Tagalog*	11231
9. Macedonian	7961
10. Croatian	7635

Translated resources for Beat the Heat are available in 10 community languages. These included the factsheets, as well as posters and social media tiles developed specifically for CALD audiences.

These languages are based on the 2021 Census data for people aged 65+ (as this is a priority audience) who reside in NSW and speak a language other than English.

*Tagalog is combined data of “Tagalog” and “Filipino”

[Download all translated resources here](#)

Posters



NSW Health



Hot weather can be dangerous

Everyone can be affected by hot weather

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter.
- Keep your home cool by closing curtains and blinds to block out the sun and using fans or air conditioning.
- Limit physical activity, like housework or exercise, to early in the morning when it is cooler.
- Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside.
- Offer babies under 6 months more frequent milk feeds.
- For older children, offer water frequently to help them stay hydrated.
- Never leave babies or children alone in the car.
- Talk to your doctor about how to manage your health in the heat if you have a chronic illness, are on regular medication, or have a limit on your fluid intake.
- Keep in touch with your family and friends.

For more tips: health.nsw.gov.au/beattheheat



November 2023 © NSW Health, SHPN (HP NSW) XXXXX



NSW Health



Hot weather can be dangerous

Everyone can be affected by hot weather

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter.
- Keep your home cool by closing curtains and blinds to block out the sun and using fans or air conditioning.
- Limit physical activity, like housework or exercise, to early in the morning when it is cooler.
- Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside.
- Offer babies under 6 months more frequent milk feeds.
- For older children, offer water frequently to help them stay hydrated.
- Never leave babies or children alone in the car.
- Talk to your doctor about how to manage your health in the heat if you have a chronic illness, are on regular medication, or have a limit on your fluid intake.
- Keep in touch with your family and friends.

For more tips: health.nsw.gov.au/beattheheat



November 2023 © NSW Health, SHPN (HP NSW) XXXXX



NSW Health



Hot weather can be dangerous

Everyone can be affected by hot weather

- Avoid being outdoors in the hottest part of the day as much as possible. If you have to go outside, seek shade or shelter.
- Keep your home cool by closing curtains and blinds to block out the sun and using fans or air conditioning.
- Limit physical activity, like housework or exercise, to early in the morning when it is cooler.
- Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside.
- Offer babies under 6 months more frequent milk feeds.
- For older children, offer water frequently to help them stay hydrated.
- Never leave babies or children alone in the car.
- Talk to your doctor about how to manage your health in the heat if you have a chronic illness, are on regular medication, or have a limit on your fluid intake.
- Keep in touch with your family and friends.

For more tips: health.nsw.gov.au/beattheheat



November 2023 © NSW Health, SHPN (HP NSW) XXXXX

[Download translated posters here](#)

Social media

General population

Beat the Heat 

Keep cool and stay hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Drink water throughout the day even if you don't feel thirsty and carry a bottle of water when going outside
-  Keep your home cool by closing blinds and using fans or air conditioning
-  Cool yourself down by wetting your skin with cool water and having cool showers and baths
-  Keep in touch with friends and family

For more tips, visit: health.nsw.gov.au/beattheheat


General population

Beat the Heat 








Hot weather can be dangerous

Parents & Carers

Beat the Heat 

Keep babies and young children cool and hydrated in hot weather

-  Avoid being outdoors in the hottest part of the day
-  Limit physical activity to early in the morning when it is cooler
-  Keep your home cool by closing curtains and blinds and using fans or air conditioning
-  Offer babies under 6 months more frequent milk feeds
-  For older children, offer water frequently
-  Never leave babies or children alone in the car

For more tips, visit: health.nsw.gov.au/beattheheat

[Download translated social media tiles here](#)

Multicultural Media Conference

Watch and share the NSW Health Multicultural Media Conference on heat and bushfire preparedness. This 30-minute, fortnightly forum covers important public health topics and shares information for culturally and linguistically diverse communities.

Guest speakers:

- Dr Jan Fizzell, Senior Medical Advisor
- Dr Stephen Conaty, Director of Population Health, South Western Sydney Local Health District
- Moderator: Jesusa Helaratne, Deputy Director, Multicultural Health Communication Service

[Watch here.](#)



MULTICULTURAL MEDIA ONLINE
CONFERENCE 01/11/2023

4

Bushfires and bushfire smoke – Preparedness resources:

Encourage your community to be prepared and know how to stay healthy this bushfire season

Key messages- Bushfires and bushfire smoke

Prepare for bushfire smoke

- Smoke contains fine particles that can affect your health. It can also make some people's existing health conditions worse.

Things you can do now:

- Know if you are at higher risk of getting sick from bushfire smoke.
- Talk to your doctor about how bushfire smoke might affect your health.
- Check your health action plans and your family's health action plans are up to date. For example, if you or any of your family members have an Asthma Action Plan.
- Check your prescriptions are up-to-date and your medicine is stored in an easy spot for you to get quickly if you need to evacuate. If you use an asthma inhaler, store it with your spacer.
- Check NSW Air Quality for air quality levels in your area and know what to do if you're impacted by bushfire smoke. You may need to change your daily activities.
- Consider keeping a supply of P2/N95 face masks at home to protect you from bushfire smoke if you are unable to avoid exposure.
- Consider using an air purifier with a high efficiency particle air (HEPA) filter.
- For the latest, head to our website: [Bushfire response and recovery - Air quality \(nsw.gov.au\)](https://nsw.gov.au/bushfire-response-and-recovery-air-quality)

Key messages- Bushfires and bushfire smoke

Prepare for bushfires

- Have a bushfire survival plan to protect you and your loved ones if you live in a bushfire prone area. Remember your health as you plan and prepare.

Things you can do now:

- Ask your doctor:
 - if you should get extra medication in case of a bushfire emergency.
 - what to do if you cannot access your regular health services, such as dialysis, chemotherapy or radiotherapy.
 - about creating a shared health summary and a pharmacist shared medicines list. These shared summaries can include your diagnosed health conditions and the medicines you take. During an emergency, these documents can help health professionals manage your health. These records can also be helpful if you are away from your local area.
- Include your medicines, prescriptions and any medical devices (such as a hearing aid or walking aid) when you are preparing your bushfire survival plan.
- Keep your medicines and any paper prescriptions with your important items so they are quick and easy to find if you need to evacuate.
- Ask your pharmacist about emergency storage of refrigerated medicines. Have ice packs or ice bricks on hand if you need to leave your home because of a bushfire
- For the latest, head to our website: [Bushfire response and recovery - Air quality \(nsw.gov.au\)](https://www.nsw.gov.au/bushfire-response-and-recovery-air-quality)

Posters - Preparedness

Bushfire **preparedness**

Be prepared. Stay healthy if there's bushfire smoke about.



Bushfire smoke contains fine particles that can affect your health.

People at higher risk of illness from bushfire smoke:



Have a pre-existing heart or lung condition, or diabetes



Pregnant



Aged 65+



Infants and young children

Prepare now:

- Talk to your doctor about how to protect yourself and your family from bushfire smoke.
- Check your prescriptions and health action plans are up to date, for example, if you have an Asthma Action Plan.
- Consider keeping a supply of P2/N95 face masks at home and to learn how to fit these well. If you have a heart or lung conditions to talk to your doctor before using a mask.

Know what to do if the air quality is impacted by smoke:

www.health.nsw.gov.au/bushfires



October 2023 © NSW Health, SHPN (HP NSW) 230861

[Download here](#)

Bushfire **preparedness**



Protect your health this bushfire season

Things you can do to **prepare**:

- Talk to your doctor about how bushfire smoke might affect your health.
- Check your prescriptions and health action plans are up to date e.g. Asthma Action Plan, if you have one.
- Ask your doctor whether you should get extra medication in case of a bushfire emergency.
- Consider keeping a supply of P2/N95 face masks at home and to learn how to fit these well. If you have a heart or lung conditions to talk to your doctor before using a mask.
- Include medicines, prescriptions and any medical devices on your bushfire survival plan and in your emergency evacuation kit.
- Store your medicines in a place that is easy to find if you need to evacuate.
- Know what to do if the air quality is impacted by bushfire smoke in your area. You may need to reduce the time you spend outdoors on poor air quality days.



Learn how to protect yourself and your family:

www.health.nsw.gov.au/bushfires



November 2023 © NSW Health, SHPN (HP NSW) 230859

[Download here](#)

Social media - Preparedness

Download tile



Post copy:

Bushfire smoke contains fine particles that can affect your health.

Plan ahead and know what to do if the air quality is impacted by bushfire smoke in your area.

Things you can do to prepare:

- Know if you are at higher risk of illness from bushfire smoke.
- Talk to your doctor about how to protect yourself from bushfire smoke.
- Check your prescriptions and health action plans are up to date e.g. Asthma Action Plan, if you have one.
- Consider keeping a supply of P2/N95 face masks at home and to learn how to fit these well. If you have a heart or lung conditions to talk to your doctor before using a mask.

Find out if you may be more at risk from bushfire smoke and what to do:

<https://www.health.nsw.gov.au/bushfires>

To check the air quality in your area and to see recommended health advice:

<https://www.airquality.nsw.gov.au/>

Download tile



Post copy:

Your health is important during a bushfire.

As part of your bushfire survival planning:

- Check your prescriptions are up to date
- Talk to your doctor about your health action plan if you have one (e.g. Asthma Action Plan)
- Keep your medicines and any paper prescriptions with your important items so they are quick and easy to find if you need to evacuate
- Ask your pharmacist about storing refrigerated medicines in an emergency. Have ice packs or ice bricks on hand if you need to leave your home because of a bushfire
- If you use a medical device that is easy to transport, such as a hearing aid or walking aid, plan to take it with you if you need to evacuate.

Learn more about protecting yourself and your loved ones: <https://www.health.nsw.gov.au/bushfires>

Social media - Preparedness

Download tile



Post copy:

Bushfire smoke contains fine particles that can affect your health.

Disposable P2/N95 face masks can filter out these particles from the air when worn correctly. If you cannot avoid the smoke, consider keeping a supply of masks at home or in your bag this bushfire season.

Check with your doctor before using a P2/N95 face mask if you have a heart or lung condition. P2/N95 face masks are not designed for children and therefore not recommended.

Surgical and cloth masks will not protect you from smoke.

Learn more about protecting yourself and your loved ones from bushfire smoke:

<https://www.health.nsw.gov.au/bushfires>

Download tile



Post copy:

Bushfire smoke can irritate your eyes, nose, throat and lungs. It can also make some people's existing health conditions worse.

Things you can do to prepare:

- Talk to your doctor about how bushfire smoke might affect your health.
- Check your prescriptions and health action plans are up to date, e.g. Asthma Action Plan, if you have one
- Consider keeping a supply of P2/N95 face masks at home and to learn how to fit these well. If you have a heart or lung condition, talk to your doctor before using a mask.

Find out if you may be more at risk from bushfire smoke and what to do:

<https://www.health.nsw.gov.au/bushfires>

To check the air quality in your area and to see recommended health advice:

<https://www.airquality.nsw.gov.au/>

Social media - Preparedness

Download tile



Post copy:

Bushfire smoke can make some people's existing health conditions worse.

You may be more sensitive to the health effects of bushfire smoke if you:

- have a pre-existing heart or lung condition like asthma, emphysema and angina
- are pregnant
- are aged over 65
- are an infant or a young child
- have diabetes.

Chat to your doctor now about how bushfire smoke might impact your health.

Find more resources to help you plan for managing your health when it is smoky:

<https://www.health.nsw.gov.au/environment/bushfire/Pages/know-high-risk.aspx>

Download tile



Post copy:

Some people are more sensitive to the health effects of bushfire smoke.

You might be more sensitive to smoke if you:

- have a pre-existing heart or lung condition like asthma, emphysema and angina
- are pregnant
- are aged over 65
- are an infant or a young child
- have diabetes.

Talk to your doctor about what you need to do if there is bushfire smoke about.

Check your health action plan and any prescriptions you have for your health conditions are up to date.

Store your medicine in an easy spot for you to get quickly if you need it.

Know if you are at higher risk from bushfire smoke:

<https://www.health.nsw.gov.au/environment/bushfire/Pages/know-high-risk.aspx>

Find more information on preparing for bushfire season:

<https://www.health.nsw.gov.au/environment/bushfire/Pages/prepare-for-bushfire.aspx>

Digital banners - Preparedness



Preparing for bushfires?

Add your medicines, medical devices and prescriptions to your bushfire survival plan.

health.nsw.gov.au/bushfires



[Download here](#)

Be prepared Know how to protect yourself from bushfire smoke

health.nsw.gov.au/bushfires



[Download here](#)

Newsletter copy – Preparedness

Be prepared and stay healthy during bushfire season

This summer, many areas of NSW are at increased risk of bushfires.

Everyone can prepare by understanding the risks that you face in your area and making a plan to ensure the safety of you and your loved ones.

Exposure to bushfire smoke can have serious impacts on your health.

You might be more sensitive to smoke from hazard reduction burning and bushfires if you have a pre-existing lung or heart condition, are pregnant, are aged over 65, or have diabetes. Young children are also more sensitive to smoke.

Things you can do to prepare:

- Talk to your doctor about how bushfire smoke might affect your health.
- Update your respiratory or health action plan, if you have one, with your doctor e.g. Asthma Action Plans.
- Check that your prescriptions are up to date, and where appropriate, have medicines stored with your important items so you can get them quickly if you need to evacuate.
- Consider keeping a supply of P2/N95 face masks at home and to learn how to fit these well. If you have a heart or lung condition, talk to your doctor before using a mask.
- Learn how to reduce your risk from bushfire smoke by avoiding outdoor activity when smoke levels are high: <https://www.airquality.nsw.gov.au/health-advice>.

For more information [health.nsw.gov.au/bushfires](https://www.health.nsw.gov.au/bushfires)

5

Bushfires and bushfire smoke – Response resources:

These resources are for distribution if there is bushfire smoke or a bushfire.

They give advice on staying protected from bushfire smoke, important contact numbers in an emergency and the support available to manage mental health during a bushfire.

Poster and Flyer - Response

Poster

Bushfire response

**Mental health
support
is available**



Lifeline	13 11 14
Beyond Blue	1300 22 46 36
Kids Helpline	1800 551 800
13 YARN	13 92 76
Transcultural Mental Health Line	1800 648 911

For specialist mental health services call the NSW Mental Health Line on 1800 011 511.

Call Triple Zero (000) if you or someone you know is in immediate danger.

www.health.nsw.gov.au/bushfires



November 2023 © NSW Health, SHPN (HP NSW) 230860

[Download here](#)

Flyer

Bushfire response

Stay healthy when there is bushfire smoke



Bushfire smoke can irritate your eyes, nose, throat and lungs. It can also make some people's existing health conditions worse.

Take steps to protect yourself and your family from smoke:

1. Check the air quality in your area.
2. Reduce the time you spend outdoors on poor air quality days.
3. Keep the air inside your home as clean as possible:
 - Close windows and doors.
 - Avoid indoor sources of air pollution like cigarettes, vapes, candles and incense.
 - Use an air purifier with a high efficiency particle air (HEPA) filter if you have one.
4. Spend time in air-conditioned venues like cinemas, libraries and shopping centres.
5. Consider using a P2/N95 face mask if you cannot avoid the bushfire smoke. Your mask must fit properly to work well. If you have a heart or lung condition to talk to your doctor before using a mask.

If you are at higher risk of illness from bushfire smoke:

- Follow your doctor's advice about managing your health condition.
- Keep your medication in an easy spot for you to get quickly if you need it.
- Monitor for any symptoms of your health condition getting worse and follow your health action plan (for example an Asthma Action Plan), if you have one.

Contact your doctor or the 24-hour healthdirect helpline on **1800 022 222** if you are concerned about any symptoms.

Call Triple Zero (000) in a medical emergency such as difficulty breathing, chest pain or sudden collapse.

For an interpreter, contact the Translating and Interpreting Service (TIS) National on **131 450** and ask for healthdirect. This service is free and confidential.

www.health.nsw.gov.au/bushfires



November 2023 © NSW Health, SHPN (HP NSW) 230862

[Download here](#)

Social media - Response

Download tile - This tile and the associated copy is for use in regional, remote or rural areas, or areas where bushfire is likely



Post copy:

Smoke from [insert 'bushfires' or 'hazard reduction burning' based on the reason for smoke in your area] can affect your health.

Some people are more sensitive to the health effects of smoke, including older people, those with underlying health conditions and children.

To protect yourself and your family:

- Check the air quality levels near you and follow the recommended health advice.
- Reduce the time you spend outdoors.
- Keep your asthma puffer handy – if you use one

Check the air quality in your area:
<https://www.airquality.nsw.gov.au/>

Find out how to protect yourself and your family from bushfire smoke: <https://www.health.nsw.gov.au/bushfires>

If it is smoky and you live in an area where a bushfire is possible, check and follow emergency warnings from the NSW Rural Fire Service: <https://www.rfs.nsw.gov.au/fire-information/fires-near-me>

Download tile - This tile is for use in urban and metropolitan areas



Post copy:

Smoke from [insert either 'bushfires' or 'hazard reduction burning' based on the reason for smoke in your area] can affect your health.

Some people are more sensitive to the health effects of smoke, including older people, those with underlying health conditions and children.

To protect yourself and your family:

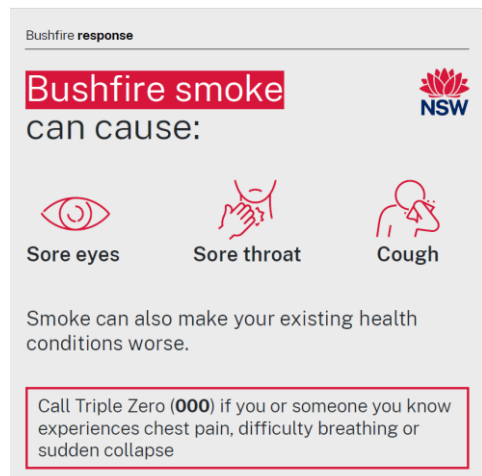
- Check the air quality levels near you and follow the recommended health advice.
- Reduce the time you spend outdoors.
- Keep your asthma puffer handy – if you use one.

Check the air quality in your area:
<https://www.airquality.nsw.gov.au/>

Find out how to protect yourself and your family from bushfire smoke: <https://www.health.nsw.gov.au/bushfires>


Social media - Response

Download tile




Bushfire response


Bushfire smoke can cause:



Sore eyes




Sore throat



Cough

Smoke can also make your existing health conditions worse.

Call Triple Zero (000) if you or someone you know experiences chest pain, difficulty breathing or sudden collapse



Post copy:

Common symptoms of smoke irritation include:

- itchy or burning eyes
- sore throat
- cough.

For most people, these symptoms are temporary and will clear after the smoke disappears.

Some people are more sensitive to the health effects of smoke, including older people, those with underlying health conditions and children.

If you are more sensitive to bushfire smoke, follow your doctor's advice about how to stay safe. Keep your medication, medical devices and action plan for your health condition, for example an Asthma Action Plan, close by.

Contact your doctor or the 24-hour healthdirect helpline on 1800 022 222 if you are concerned about any symptoms.

Call Triple Zero (000) in a medical emergency such as difficulty breathing, chest pain or sudden collapse.

Check the air quality in your area:

<https://www.airquality.nsw.gov.au/>

Learn if you may be more sensitive to bushfire smoke:

<https://www.health.nsw.gov.au/environment/bushfire/Pages/know-high-risk.aspx>

Find out how to protect yourself and your family from bushfire smoke: <https://www.health.nsw.gov.au/bushfires>

Download tile



Bushfire response

Protect yourself from bushfire smoke



Check the air quality near you



Spend more time indoors



Close your window and doors



Visit places with air-conditioning e.g. shops, libraries, cinemas.

health.nsw.gov.au/bushfires



Post copy:

Take steps to protect yourself and your family from bushfire smoke:

- Check the air quality in your area and follow the recommended health advice <https://www.airquality.nsw.gov.au/>
- Reduce the time you spend outdoors.
- Keep the air inside your home as clean as possible by closing windows and doors. Avoid indoor sources of air pollution and use an air purifier with a high efficiency particle air (HEPA) filter if you have one.
- Spend time in air-conditioned venues like cinemas, libraries and shopping centres.
- Consider using a P2/N95 face mask if you cannot avoid the bushfire smoke. Your mask must fit properly to work well. If you have a heart or lung condition, talk to your doctor before using a mask.

For more information on the steps you can take: <https://www.health.nsw.gov.au/environment/bushfire/Pages/bushfire-protection.aspx>

Social media - Response

Download tile



Post copy:

To protect yourself and your family from bushfire smoke:

- Check the air quality in your area and follow the recommended health advice: <https://www.airquality.nsw.gov.au/>
- Reduce the time you spend outdoors on poor air quality days.
- Keep the air inside your home as clean as possible by closing windows and doors. Avoid indoor sources of air pollution and use an air purifier with a HEPA filter if you have one.
- Spend time in air-conditioned venues like cinemas, libraries and shopping centres.
- Consider using a P2/N95 face mask if you cannot avoid the bushfire smoke. Your mask must fit properly to work well. If you have a heart or lung condition, talk to your doctor before using a mask.

For more information: <https://www.health.nsw.gov.au/environment/bushfire/Pages/bushfire-protection.aspx>

If it is smoky and you live in an area where a bushfire is possible, check and follow any emergency warnings associated with threats from bushfires. Visit NSW Rural Fire Service: <https://www.rfs.nsw.gov.au/fire-information/fires-near-me>

Download tile



Post copy:

You may be more sensitive to the health effects of bushfire smoke if you:

- have a pre-existing heart or lung condition like asthma, emphysema and angina
- are pregnant
- are aged over 65
- are an infant or a young child
- have diabetes.

If you are more sensitive to smoke, follow your doctor's advice about how to stay safe.


Keep your medication, medical devices and action plan for your health condition, for example an Asthma Action Plan, close by. Contact your doctor or the 24-hour healthdirect helpline on 1800 022 222 if you are concerned about any symptoms.

Call Triple Zero (000) in a medical emergency if you or someone in your care has difficulty breathing, chest pain or sudden collapse. Find out how to protect yourself and your family from bushfire smoke: <https://www.health.nsw.gov.au/bushfires>

Social media - Response

Download tile

Bushfire **response**

**Support
is available** 

Lifeline	13 11 14
Beyond Blue	1300 22 46 36
Kids Helpline	1800 551 800
13 YARN	13 92 76
Transcultural Mental Health Line	1800 648 911

For specialist mental health services call the NSW Mental Health Line on 1800 011 511.

Post copy:

It is completely normal to experience a range of emotions if you are affected by bushfires.

Take care of yourself and your mental health and seek support if you or the people around you need it.

A range of mental health services and professional help is available and only a phone call away.

If you or someone you know needs to talk to someone, call:

- Lifeline on 13 11 14
- Beyond Blue on 1300 22 46 36
- Kids Helpline on 1800 551 800
- 13 YARN, run by Aboriginal people, on 13 92 76.
- Transcultural Mental Health Line on 1800 648 911.

If you or someone you know is in immediate danger, please call Triple Zero (000) or go to your nearest hospital emergency department.

For specialist mental health services call the NSW Mental Health Line on 1800 011 511.

For more information on managing your mental health:

<https://www.health.nsw.gov.au/mentalhealth/resources/Pages/bushfire-mental-health-support.aspx>

Digital banners - Response



Protect yourself and
your family from
bushfire smoke



health.nsw.gov.au/bushfires

[Download here](#)

Check the air
quality near you



Follow the recommended
health advice to protect
yourself from bushfire smoke



airquality.nsw.gov.au

[Download here](#)

Newsletter copy – Response (bushfire smoke)

Stay healthy when there is bushfire smoke about.

Bushfire smoke contains fine particles that can irritate your eyes, nose, throat and lungs.

Some people are more sensitive to bushfire smoke, particularly older people, those with underlying health conditions and children.

Protect yourself and your family from bushfire smoke:

- Check the air quality levels near you and follow the recommended health advice.
- Reduce the time you spend outdoors when it is smoky.
- Keep the air inside your home as clean as possible by doing things such as closing windows and doors.
- Have your asthma puffer handy – if you use one.
- Monitor for any symptoms, especially if you are more sensitive to smoke. Follow your doctor's advice and any health action plans you have, for example, an Asthma Action Plan.
- Contact your doctor or call **healthdirect on 1800 022 222** (24-hour helpline) if you are worried about any symptoms you are experiencing or **call Triple Zero 000 in an emergency**.

[suggested button]

Steps to protect yourself from bushfire smoke

Newsletter copy – Response (bushfires and mental health)

Looking after yourself during and after a bushfire

It is completely normal to experience a range of emotions if you are directly or indirectly affected by bushfires. These may happen immediately, but sometimes much later, and may affect sleep, mood and your daily routines.

Looking after your mental health is more important than ever right now.

There are small things you can do to regain some control and cope during this tough time:

- connect with others
- try sticking to a routine
- do things that help you relax, if you can
- accept help when it's offered
- focus on eating and sleeping well
- limit media coverage.

Professional help is available and only a phone call away. You can call Lifeline on 13 11 14, Beyond Blue on 1300 22 46 36 or 13YARN, run by Aboriginal people, on 13 92 76. If you need support in your language, call the Transcultural Mental Health Line on 1800 648 911.

If you or someone you know is in immediate danger, call Triple Zero (000).

[suggested button]

Find support and help [Link to: <https://www.health.nsw.gov.au/mentalhealth/resources/Pages/bushfire-mental-health-support.aspx>]

6

Terms and Conditions

Terms and Conditions

Conditions for the reproduction of NSW Health material

1. The materials specified must be reproduced in their entirety without further editing, except where this is clearly identified.
2. No responsibility or liability lies with NSW Health for any errors or omissions.
3. There should be proper acknowledgment and citation of the materials used, for example © NSW Health 20XX
4. The NSW Health Heat, Bushfire and Bushfire smoke copyright material is only to be used for the purposes specified in this Toolkit.

For further information on copyright, visit [NSW Health](#).

