

Healthy Safe Summer

NSW Health

Communication toolkit

December 2024

Purpose of this toolkit

Summer in NSW is a time for sunny adventures, festive celebrations, and an increase in outdoor activity. However, it also brings public health challenges that can affect the community.

These include heatwaves, mosquito-borne diseases like Japanese Encephalitis Virus (JEV), bushfires and smoke, the ongoing risks of COVID-19 and travel-related health risks. Mental health issues can also intensify during the holidays due to financial pressures and social isolation.

The campaign brings together important health messages to make them practical and relevant for our audiences, so everyone across NSW can have a healthy, safe summer.

Assets can be downloaded from the links provided. If there are any other assets that would be helpful for you to engage with your community, please contact us. **Please note, assets will continue to be added to this toolkit throughout the summer period. This will include translated social tiles.**

The latest information on having a health safe summer can be found www.health.nsw.gov.au/summer

Thank you for your ongoing support to help protect the NSW community.

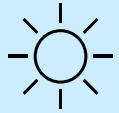
Contacts

Stakeholder Engagement Team

Strategic Communications & Engagement, NSW Ministry of Health

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Key messages



Beat The Heat

- Heat (or hot weather) can be dangerous
- Be prepared for the heat
- Tips to beat the heat
- Stay cool and drink water
- Enjoy outdoor activities in the cooler parts of the day
- Keep your home cool by closing curtains and blinds and using a fan or aircon
- Check-in on each other



Mosquito-borne diseases

- Mosquitoes can carry diseases that can make you very sick
- Take simple steps to protect against mosquito bites:
- Spray up, cover up and screen up, also include 'clean up' when appropriate
 - Apply mosquito repellent regularly to all areas of exposed skin. The most effective repellents contain picaridin, DEET or oil of lemon eucalyptus.
 - Cover up while outside with loose, long sleeved and light-coloured clothing and covered footwear and socks
 - Stop mosquitoes with fly screens or mosquito nets
 - Clean up outside areas and remove stagnant water (e.g., from pots, tyres and bird baths) as mosquitoes lay their eggs in still and stagnant water
 - Limit outdoor activity if there are lots of mosquitoes around. Mosquitoes are most active at dawn and dusk.



Travel Vaccinations

- Have a healthy safe summer holiday when you travel
- There are health risks when traveling
- Be prepared and have a plan when you travel
- Research your destination and any health risks
- Speak to your doctor or pharmacist about recommended vaccinations
- Pack enough medication (in original packaging) for your trip
- Get travel insurance no matter where you're going



Summer COVID-19

- General Community
- COVID-19 is around.
 - Help everyone have a healthy safe summer by staying at home if unwell and avoid visiting people who may be at higher risk if you have symptoms
 - Remind people traveling to consider vaccination
 - Remind people that they may be due for another vaccine, to get vaccinated
- At-Risk
- If you are 65 years or older, you are a higher risk of severe illness from COVID-19. It is recommended to get a free COVID-19 vaccine at least every 12 months.
 - If you are 75 years or older, you are at higher risk of severe illness from COVID-19. It is recommended to get a free COVID-19 vaccine every 6 months.

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Resources for community

Posters

Digital versions of our posters are available [here](#).



Mosquito
[Download here](#)



Safe summer
[Download here](#)



Travel
[Download here](#)



Heat families
[Download here](#)



Heat seniors
[Download here](#)

Digital Screens

Digital versions of our flyers are available [here](#).



Safe summer
[Download here](#)



High risk
[Download here](#)

Social media

Social media tiles are available [here](#).



Safe summer
[Download here](#)

Suggested copy:

Enjoying a summer break?

These people are sitting in the shade 👍. Here are some more simple tips to have a healthy safe summer:

- Protect your skin from UV by seeking shade throughout the day and wear SPF 50+ sunscreen.
- Enjoy outdoor activities in cooler parts of the day.
- Drink lots of water and keep cool.
- Keep mozzies away with insect repellent and covering up with long loose clothing.
- If you're unwell, stay at home and wear a mask if you need to head out.

For more tips to have a healthy safe summer, visit:
health.nsw.gov.au/summer



Safe summer
[Download here](#)

Suggested copy:

Enjoying a summer break at home with the kids?

Make the most of family time with these simple tips:

- Enjoy outdoor activities in cooler parts of the day.
- Make sure you and your children drink lots of water and keep cool.
- Keep mozzies away with insect repellent and covering up with long loose clothing.
- Protect your skin from UV by wearing a wide-brim hat and SPF 50+ sunscreen.
- If your kids are unwell, keep them home and avoid seeing people who may be at higher risk if you have symptoms.

If you need medical advice over summer and your usual doctor isn't available, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

For more tips to have a healthy safe summer, visit: health.nsw.gov.au/summer

Social media

Social media tiles are available [here](#).

Safe summer
[Download here](#)



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Social media

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Safe summer
[Download here](#)

Suggested copy:

Heading on a road trip this summer?

Make the most of your trip with these simple tips:

- Research your destination and any potential health risks.
- Drink lots of water and keep cool.
- Keep mozzies away with insect repellent and covering up with long loose clothing.
- If you need medical advice, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

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Safe summer
[Download here](#)

Suggested copy:

Planning a bushwalk this summer?

Enjoy nature without the mozzie bites with these simple tips:

- Wear loose, long-sleeved, light-coloured clothing and covered footwear and socks.
- Apply mosquito repellent evenly to all areas of exposed skin.
- Read instructions to find out how often you should reapply repellent.
- Always apply SPF 50+ sunscreen first and then apply repellent.

For more tips to have a healthy safe summer, visit: health.nsw.gov.au/summer

Social media

Social media tiles are available [here](#).



Safe summer
[Download here](#)

Suggested copy:

Getting out in nature this summer?

Enjoy the great outdoors without the mozzie bites with these simple tips:

- Wear loose, long-sleeved, light-coloured clothing and covered footwear and socks.
- Apply mosquito repellent evenly to all areas of exposed skin.
- Read instructions to find out how often you should reapply repellent.
- Always apply SPF 50+ sunscreen first and then apply repellent.

For more tips to have a healthy safe summer, visit:
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Safe summer
[Download here](#)

Suggested copy:

Getting active this summer?

Keep your plans healthy and safe with these simple tips:

- Enjoy outdoor activities in the cooler parts of the day.
- Drink lots of water and stay cool.
- Spray up and cover up to protect yourself from mosquito bites.
- Protect your skin from UV by wearing sun protective clothing and SPF 50+ sunscreen.

For more tips to have a healthy safe summer, visit: health.nsw.gov.au/summer

Social media

Social media tiles are available [here](#).



Safe summer
[Download here](#)

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Getting active this summer?

Keep your plans healthy and safe with these simple tips:

- Enjoy outdoor activities in the cooler parts of the day
- Drink lots of water and stay cool
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- Protect your skin from UV by seeking shade throughout the day and wear SPF 50+ sunscreen

For more tips to have a healthy safe summer, visit:
health.nsw.gov.au/summer



Safe summer
[Download here](#)

Suggested copy:

Camping this summer?

Enjoy nature without the mozzie bites with these simple tips:

- Wear loose, long-sleeved, light-coloured clothing and covered footwear and socks.
- Apply mosquito repellent evenly to all areas of exposed skin.
- Read instructions to find out how often you should reapply repellent.
- Always apply SPF 50+ sunscreen first and then apply repellent.

For more tips to have a healthy safe summer, visit: health.nsw.gov.au/summer

Social media

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Safe summer
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Suggested copy:

Hot weather can be dangerous for everyone. Be prepared and follow these simple tips to have a healthy safe summer.

If you need medical advice over summer and your usual doctor isn't available, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

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

Safe summer
[Download here](#)



Suggested copy:

Hot weather can be dangerous for everyone. Be prepared and follow these simple tips for a healthy safe summer for the whole family.

If you need medical advice over summer and your usual doctor isn't available, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

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

Social media

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Safe summer
[Download here](#)

Suggested copy:

Hot weather can be dangerous for everyone.

Here are some simple tips for a healthy safe summer:

- Enjoy outdoor activities and exercise in the cooler parts of the day.
- Keep your home cool by closing curtains and blinds and use fans or air conditioning.
- Offer babies under six months more frequent milk feeds
- For older children, offer water frequently.

If you need medical advice over summer and your usual doctor isn't available, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

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



Safe summer
[Download here](#)

Suggested copy:

Hot weather can be dangerous for seniors.

Here are some simple tips for a healthy safe summer:

- Enjoy outdoor activities and exercise in the cooler parts 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 curtains and blinds and using fans or air conditioning.
- Cool yourself down by wetting your skin with cool water
- Keep in touch with friends and family.
- Talk to your doctor about how to manage your health in the heat if you have a chronic illness, are on regular medications, or have a limit on our fluid intake.

If you need medical advice over summer and your usual doctor isn't available, you can call healthdirect anytime day or night, for free, on 1800 022 222 and get the help you need.

For more tips to have a healthy safe summer, visit: health.nsw.gov.au/summer

Factsheets

Beat the Heat Factsheet is available [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 leading to more hot days and fewer cooler days in Australia.

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

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

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

Beat the Heat
Heat and health factsheet

Know the signs of heat exhaustion and heat stroke

Heat exhaustion

- Headache
- Dizziness, feeling weakness
- Irritability
- Fatigue
- Hot skin
- Sweating a lot
- Nausea, vomiting
- Increased urine output (pee more often)
- Muscle cramps

Heat stroke

- Confusion
- Slurred speech
- Agitation or altered mental state
- Loss of consciousness
- Very high body temperature
- Rapid breathing
- A quick and strong pulse
- Hot, dry skin or sweating a lot
- Muscle twitching or seizures

First aid

Heat exhaustion: Move to a cool place, lie down, sip water, loosen clothing, use fans, cool wet cloths.

Heat stroke: Call 000, move to a cool place, cool the body with water, get medical help.

Beat the Heat
Heat and health factsheet

Know the signs of heat cramps and heat rash

Heat-related illness	Signs	First aid
Heat cramps	Fatigue, muscle cramps and spasms caused by low body's level of salt	Drink water Rest
Heat rash	A red, itchy rash with small bumps or blisters caused by sweat trapped in blocked pores	Wash with cool water and soap Use over-the-counter hydrocortisone cream Wash the affected area with cool water and soap to ease itching

What if I have an existing medical condition?
If you have a medical condition, you may be more vulnerable to heat-related illness. Talk to your doctor about how to stay safe in hot weather.

Tips to prepare yourself and your home before hot weather arrives

- Check that air conditioning, fans, refrigerators and heaters are working properly
- Plan ahead for hot weather, including staying hydrated and wearing protective clothing
- Make a plan with family, friends and neighbours to help in contact during hot weather and know who to call if you need help
- Make a plan for how you will stay cool during hot weather, such as staying in a cool place or using fans
- Speak to your doctor if you have a condition that may affect your ability to cope during hot weather
- Make sure your home is prepared for hot weather by ensuring you have a plan to stay cool
- Know where in your local area people go to get out of the heat. Places that may be useful are your local library, community centre, shopping centre, or other public buildings
- Check for any changes to your home to help keep it cooler. Changes could include installing blinds, curtains, roof or awnings, shades or other shading to prevent sun hitting on windows and insulating your home. More information is available at [Heat Ready](#)

Beat the Heat
Heat and health factsheet

Tips to keep yourself cool and hydrated in hot weather

Before, during and after a period of hot weather, it's important that you keep cool and stay hydrated by drinking water.

Keep yourself cool

- Avoid being outdoors in the hottest part of the day as much as possible
- Wear light, loose-fitting clothes
- Wear hats, long-sleeved shirts
- Wet your skin with cool water
- Make cool packs or soaked ice in deep towel stacks around your neck and shoulders
- Take cool showers or baths or sit with your feet in cool water
- After outdoor, apply sunscreen and wear sunglasses and a wide-brimmed hat to protect your eyes, face and hair

Keep your home cool

- Use air conditioning, if available. If not available, use electric fans
- Close curtains and blinds to block out the sun and speed up in the coolest area of your home
- Use fans and open windows as much as possible so they can keep up your home
- When a guest comes to visit, open windows and doors to allow warm air out and let cool air in

Keep yourself hydrated

- Drink plenty of water regularly even if you don't feel thirsty
- Speak to your doctor if they have advised you to limit your fluid intake
- Clary water with your meals

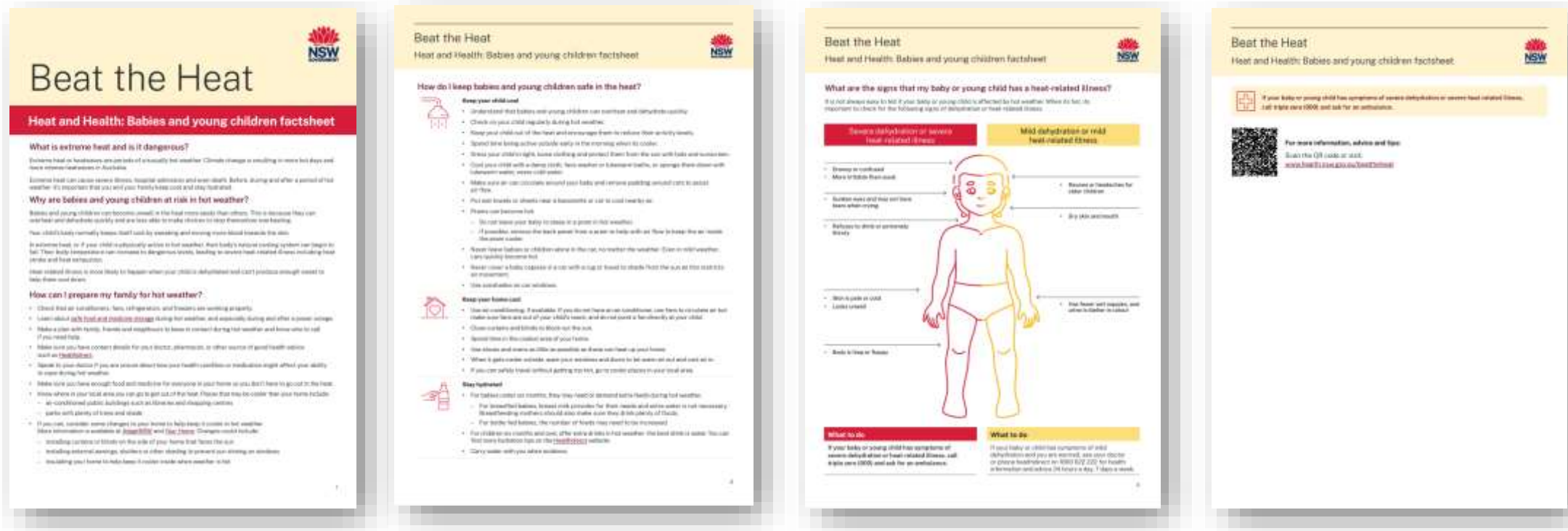
For more information, advice and tips:
Scan the QR code to visit [www.health.nsw.gov.au/beattheheat](#)

[Download here](#)

- A factsheet with key information about heat and health.
- The fact sheet clearly details signs of heat exhaustion and heat stroke, how to keep cool, and at risk groups.

Factsheets

Beat the Heat: Babies and young children Factsheet is available [here](#).



[Download here](#)

- A factsheet with key information about heat and health for babies and young children.
- The fact sheet clearly details signs of heat exhaustion and heat stroke, advice and tips on what to look for and how to keep you and your family safe during hot days and more intense heatwaves.

