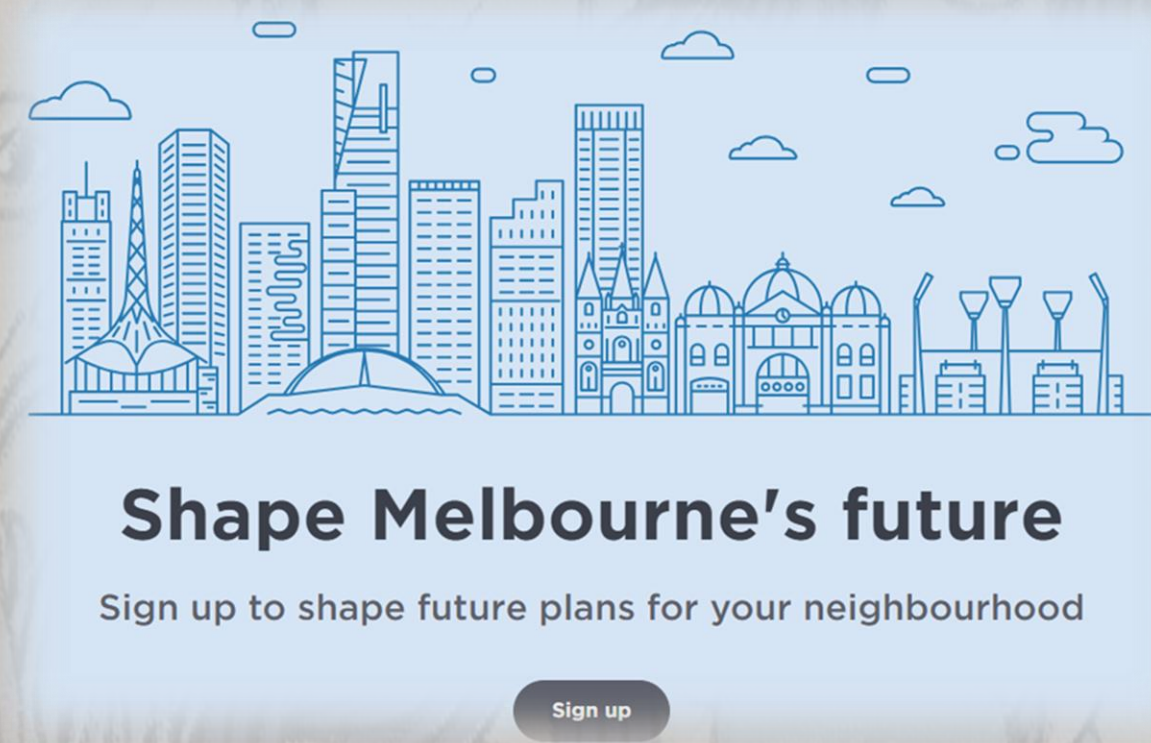


## COMMUNICATION

### Creating a Heat Safe City

**Participate Melbourne** is the City of Melbourne's community engagement and neighbourhood website. The aim is for citizens to share ideas and experience to help shape decisions. One of their projects is to create a **Heat Safe City**. In **Melbourne**, they help communities by providing **Cool Places Maps**, a **Cool Routes for Cooler Travel Paths Tool**, **Urban Forest Planning** to increase shade and reduce heat and implementing a Heatwave Response Plan. They promote the development of Neighbourhood Resilience Assessments and Plans to meet community needs and priorities.



### Heat Stress is NOT Limited to Heatwaves

Effectively communicating to the public that **heat stress can occur even outside of heatwaves** is crucial for enhancing awareness and promoting safety measures. Heat stress affects individuals in various environments. Factors like high humidity, physical exertion, and inadequate hydration can lead to heat-related illnesses. Recognizing symptoms early and taking preventive measures, such as staying cool and hydrated, are crucial for managing heat stress year-round.

### Scaling-Up Early Warning Systems

According to the IPCC, **Heat Action Plans** which include early warning and response systems are effective adaptation options for extreme heat. The global scale-up of **Heat-Health-Warning Systems** for 57 countries alone has the potential to save 98,314 lives per year (WHO, 2024).

### Launching Competitions

In the US, The Environmental Protection Agency held the **Let's Talk About Heat Challenge** to identify innovative and effective communication strategies. Winning strategies included dedicated webpages, short films, curriculum for Latino farmworkers, public service announcements (English & Spanish), toolkits, maps, E-learning courses, animated videos, online comic strips, handouts, flyers, story maps, social media toolkits, training courses, brochures, research projects, online flipbooks and webinars



### Start Early with Primary School Education

**Red Cross Flanders in Belgium** made a teaching package especially for the students of the third grade of primary education. It provides insight into: How bodies react to heat; What problems may arise and How best to prevent them. The students also learn what Red Cross-Flanders is doing to help people during a heatwave.



### Naming Heatwaves

**Seville** became the first city in the world to start naming and classifying heatwaves in July 2022 with Heatwave Zoe and Heatwave Yago in June 2023. The pilot project was developed by the Adrienne Arsht-Rockefeller Foundation Resilience Centre in collaboration with the University of Seville and the City of Seville. It has three categories and will alert the population up to five days in advance of a heat event. A key rationale behind proMETEO Sevilla is that it will link weather forecasts to health warnings.

### Using Art to Communicate Heat Risk

Giant-sized fried egg sculptures dotted around **Sao Paulo** warn of heat risk, just as Brazil's largest city is bracing for a heatwave that could see temperatures reach a seasonal record.



### Appointing a Chief Heat Officer

The Arsht-Rock Foundation piloted the world's first Chief Heat Officer (CHO) positions in 2021 and there are now CHO's in **Melbourne** (Australia), **Miami-Dade County** (Florida, US), **Athens** (Greece), **Freetown** (Sierra Leone), **Dhaka** (Bangladesh) and **Santiago** (Chile). In June 2024, **Eleni Myrivili** became the **first global CHO** through a joint appointment by UN-Habitat and Arsht-Rock. CHO's are appointed by local officials who have made heat action a priority for their city. Appointing a CHO helps **unify responses** on extreme heat preparedness and recovery through **coordinating dispersed efforts** within and outside city government.

### Developing Heat Communication Guides

**South Asia** promotes the development of a **Heat Communication Guide** as part of **Heat Action Plans** for cities (Sen et al., 2022). Effective heat communication involves multiple stakeholders, including government, civil society, climate experts, meteorologists, the private sector, and the public. Collaboration is essential to ensure the information is actionable and reaches all city inhabitants, particularly marginalized and underserved groups exposed to extreme heat (ADB, 2017).

### Campaigning and Advocacy

**Sweltering Cities**, founded in 2020 is Australia's only campaign and advocacy organisation working on extreme heat. They work directly with communities in **Sydney** and **Melbourne**. Their work is at the intersection of climate justice, inequality and health. They run campaigns driven by community need and informed by research.



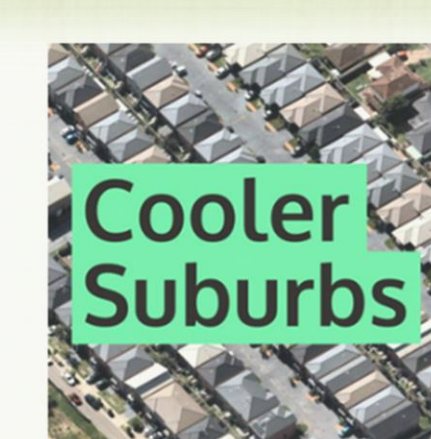
**BUSTED BUS STOPS**  
Deadly temperatures in Sydney's suburbs mean that catching the bus on a hot day can be dangerous. In some of the hottest suburbs only a quarter of bus stops have any shelter.

[FIND OUT MORE](#)



**WE'RE BURNING UP**  
Heatwaves are a silent killer. We need better heatwave emergency strategies to cope with record temperatures.

[FIND OUT MORE](#)



**BUILDING COOLER SUBURBS**  
Hot suburbs mean higher electricity bills, more heatwave deaths and a blistering environment. There are simple ways to cool our suburbs and our homes. Let's act now.

[FIND OUT MORE](#)



**HEATWAVE SAFE HOMES**  
Everyone deserves to live in a safe home that protects them during heatwaves. We need to change the rules so renters can make simple updates for cooling.

[FIND OUT MORE](#)