

# Preparing for hot weather during the COVID-19 outbreak



## #Keepcool communications campaign for 2020

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26 May, 2020

[www.euro.who.int/ecehbonn](http://www.euro.who.int/ecehbonn)



# Kicking off the #Keepcool campaign

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



The screenshot shows the WHO Regional Office for Europe website. At the top, there is a search bar and navigation links for English, Français, Deutsch, and Русский. Below the navigation bar, there is a breadcrumb trail: Health topics > Environment and health > Climate change > Preparing for a long, hot summer with COVID-19. The main content area features a news article with the following text:

**Preparing for a long, hot summer with COVID-19**  
11-05-2020

For much of the WHO European Region, we need to be prepared for a long, hot summer. Weather services are expecting the coming summer to be warmer and drier than usual in the Region. The public, medical professionals and public health authorities need to be prepared for heatwaves and to prevent and tackle the possible health consequences of heat exposure. This is particularly important this year due to the ongoing coronavirus disease (COVID-19) outbreak compounding issues caused by extended periods of hot weather, while many people, including groups particularly vulnerable to both the infection and heat, might be advised or required to remain at home as potential lockdowns are in place.

The frequency, intensity and duration of heatwaves is increasing, with a significant intensifying trend in the Region, which is of concern for public health. Due to climate change, the potential for hazardous exposure to extreme heat has been worsening in the last decades, and will continue to worsen in the Region in the future. Recent studies have estimated that the heatwave probability has increased for 31 European cities (European Union capitals plus London, Moscow, Oslo and Zurich), and found that all the investigated European metropolitan areas will be more vulnerable to extreme heat in the coming decades. The scientific consensus is that climate change will increase the heat-related burden of disease if we do not implement strong levels of adaptation. This is also of great importance to avoid placing an additional burden on health-care systems at a time when they are already severely stretched to treat COVID-19 patients.

Every year, high temperatures affect the health of many people, particularly older people, infants, people who work outdoors and the chronically ill. Heat can trigger exhaustion and heat stroke, and can aggravate existing conditions – such as cardiovascular, respiratory, kidney or mental diseases. The adverse health effects of hot weather are largely preventable through good public health practice, while also following the advice to protect yourself from COVID-19.

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


## 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.

Source: <http://www.euro.who.int/en/health-topics/environment-and-health/Climate-change/news/news/2020/5/preparing-for-a-long,-hot-summer-with-covid-19>

# Information sheet

## Health advice for hot weather during the COVID-19 outbreak



**Health advice for hot weather during the COVID-19 outbreak**

World Health Organization  
REGIONAL OFFICE FOR Europe

Every year, high temperatures affect the health of many people, particularly older people, infants, people who work outdoors and the chronically ill. Heat can trigger exhaustion and heat stroke, and can aggravate existing conditions – such as cardiovascular, respiratory, kidney or mental diseases. The adverse health effects of hot weather are largely preventable through good public health practices, while also following the advice to protect yourself from coronavirus disease (COVID-19).

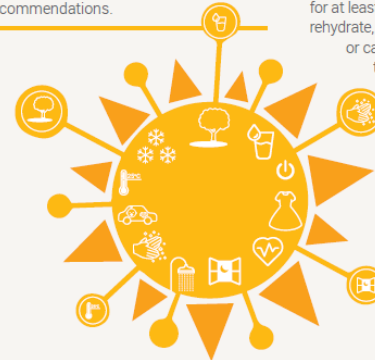
**Keep out of the heat.**  
Avoid going out and doing strenuous activity during the hottest time of day. Take advantage of special shopping hours for vulnerable groups whenever available. Stay in the shade, do not leave children or animals in parked vehicles, and if necessary and possible, spend 2–3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

**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 and turning off as many electrical devices as possible.

**Keep your body cool and hydrated.**  
Use light and loose fitting clothing and hat, take cool showers or baths, and 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 33°C, as there is no evidence that this prevents or cures COVID-19, and it increases your risk of sunburn and heat-related illness. You can catch COVID-19 no matter how sunny or hot the weather is, so protect yourself and others by washing your hands regularly, coughing into your folded elbow or a tissue, and avoiding touching your face.

While taking care of yourself, plan to check on family, friends and neighbours who spend much of their time alone. Vulnerable people might need assistance on hot days, and if anyone you know is at risk, help them to get advice and support while respecting physical distancing recommendations.



If you or others feel unwell – dizzy, weak, anxious, intensely thirsty or have a headache – seek help. Move to a cool place as soon as possible, and measure your body temperature. Be careful that you do not mistake hyperthermia for fever. If there is doubt, rest in a cool environment for at least 30 minutes and drink water to rehydrate, while avoiding sugary, alcoholic or caffeinated drinks. If the body temperature remains high, it is probably fever and you should consult a health expert. If the body temperature falls and the individual feels better after resting in a cool environment, it is probably related to heat stress.

Older people, and people with pre-existing medical conditions (such as asthma, diabetes and heart disease) should pay greater attention to their health as they are more vulnerable to both the effects of heat and to COVID-19 complications.

If you have painful muscular spasms, rest immediately in a cool place and drink oral rehydration solutions containing electrolytes. Seek help if the heat cramps last more than an hour. Consult your doctor if you feel unusual symptoms or if symptoms persist, or if you suspect a fever. If someone has hot dry skin and delirium, convulsions or is unconscious, call a doctor or an ambulance immediately.

## 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.





# 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 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.

Source: <http://www.euro.who.int/en/health-topics/environment-and-health/Climate-change/news/news/2020/5/preparing-for-a-long,-hot-summer-with-covid-19>

# Multilingual resources

Information sheet is available in several languages



Currently available in:

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

Source: <http://www.euro.who.int/en/health-advice-for-hot-weather-during-COVID-19>



# Social media resources

Multilingual social media tiles optimized for Instagram and Twitter



#Keepcool in the heat!

Bei Hitze einen #kühlenKopfbewahren!

#Gardezlatêtefroide quand il fait chaud !

В жару #держитеголовувхолоде!

# 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](#)



WEBINAR

World Health Organization  
REGIONAL OFFICE FOR Europe

Preparing for hot weather during the COVID-19 outbreak

TUESDAY, 26 MAY 2020  
11:00 A.M. – 12:30 P.M. CEST

Register for the Webinar at:  
<https://who.webex.com/who/j2.php?MTID=c25117ae95ad20k2887d52e90a190211>

PROGRAMME

Welcome and introduction  
Oliver Schinell and Francesca Racioppi, WHO European Centre for Environment and Health

Considerations and evidence for the risk management of extreme heat during the COVID-19 pandemic  
Joy Shumake-Guilmet, Joint WHO/WMO Climate and Health Office

KeepCool: Public health advice for hot weather during the COVID-19 outbreak in WHO European Region  
James Creswick, WHO European Centre for Environment and Health

Questions and answers  
Vladimir Kondrinski and Oliver Schinell, WHO European Centre for Environment and Health

Adaptation of the French heat health watch warning system to the COVID-19 pandemic  
Mathilde Pascal, Santé Publique France, France

Information for health protection: curbing the concurrent risks of heat and COVID-19 this summer in Germany  
Frauke Matthes-Wesler, Helmholtz Zentrum München, German Research Centre for Environmental Health, Germany

COVID-19: Public health preparedness for concurrent summer risks in England  
Emer O'Donnell, Public Health England, United Kingdom

Questions and answers  
Vladimir Kondrinski and Oliver Schinell, WHO European Centre for Environment and Health

Summary and closure  
Oliver Schinell, WHO European Centre for Environment and Health

REGISTER HERE

Source: <http://www.euro.who.int/en/public-health-advice-on-preventing-health-effects-of-heat>



# 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](http://www.gov.gr)



Ελληνική Αστυνομία  
@hellenicpolice

✓ Συμβουλές υγείας για τη ζέστη κατά τη διάρκεια της επιδημίας της COVID-19.  
@WHO\_Europe

Translated from Greek by Google

✓ Health tips for heat during the COVID-19 epidemic.  
@WHO\_Europe



#Μένουμεασφαλείς στον καύσωνα!  
Αρσιζόμεστε κατά την διάρκεια της επιδημίας της COVID-19.

25°C

ΑΠΟΦΕΥΓΟΥΜΕ ΤΗΝ ΕΚΘΕΣΗ ΣΤΟΝ ΗΛΙΟ Η ΣΕ ΘΕΡΜΟΚΡΑΣΙΕΣ ΛΗΘ ΤΩΝ 25°C ΚΑΘΩΣ ΟΥΤΕ ΑΠΟΤΡΕΠΟΥΜΕ ΟΥΤΕ ΘΕΡΑΠΕΥΟΥΜΕ ΤΗ ΝΟΣΟ COVID-19.

ΥΠΑΡΧΕΙ ΚΙΝΔΥΝΟΣ ΝΑ ΜΟΛΥΝΘΟΥΜΕ ΑΠΟ ΤΟΝ ΙΟΡΡΟΝΟΪΟ ΟΣΟ ΗΛΙΟ Η ΖΕΣΤΗ ΚΑΙ ΑΝ ΕΧΕΙ.

ΠΡΟΣΤΑΤΕΥΟΜΑΣΤΕ ΠΛΕΝΟΝΤΑΣ ΤΑ ΧΕΡΙΑ ΜΑΣ ΣΥΧΝΑ ΚΑΙ ΑΠΟΦΕΥΓΟΥΜΕ ΝΑ ΛΙΓΤΙΣΟΥΜΕ ΤΟ ΠΡΟΣΩΠΟ ΜΑΣ.

World Health Organization  
Regional Office for Europe

10:35 AM · May 16, 2020 · Hootsuite Inc.



govgr BETA

ΜΕΝΟΥΜΕ ΣΤΗ ΣΤΗ ΜΕΝΟΥΜΕ ΑΣΦΑΛΕΙΣ

Υγεία Προληπτικά μέτρα Κράτος & Πολίτες Μεταφορές Οικονομία – Εργασία + Παιδεία + Δράσεις πολιτισμού Μύθοι για τον Covid-19

#Μένουμεασφαλείς στον καύσωνα!  
Αρσιζόμεστε κατά την διάρκεια της επιδημίας της COVID-19.

25°C

ΑΠΟΦΕΥΓΟΥΜΕ ΤΗΝ ΕΚΘΕΣΗ ΣΤΟΝ ΗΛΙΟ Η ΣΕ ΘΕΡΜΟΚΡΑΣΙΕΣ ΛΗΘ ΤΩΝ 25°C ΚΑΘΩΣ ΟΥΤΕ ΑΠΟΤΡΕΠΟΥΜΕ ΟΥΤΕ ΘΕΡΑΠΕΥΟΥΜΕ ΤΗ ΝΟΣΟ COVID-19.

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Προληπτικά μέτρα

Συμβουλές υγείας για τη ζέστη κατά τη διάρκεια της επιδημίας της COVID-19

Συμβουλές υγείας για τη ζέστη κατά τη διάρκεια της COVID-19

14 Μαΐου, 2020

Source: <https://covid19.gov.gr/symvoules-ygias-gia-ti-zesti-kata-ti-diarkia-tis-epidimias-tis-covid-19/>  
<https://twitter.com/hellenicpolice/status/1261576076633018369?s=20>





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