

Extreme Heat Events

Communications Toolkit





Dear colleagues,

As summer approaches and temperatures rise, it's time to begin preparing for extreme heat events. Extreme heat poses a risk for our patients, and their families, as high temperatures can cause heat-related illnesses, exacerbate pre-existing conditions, or even result in death.

Climate change is contributing to the issue, as the number of extreme heat events is on the rise. For example, in Toronto, the number of days exceeding 30°C is expected to double by 2021. This increase in extreme heat events is likely to result in an increase of heat-related illnesses and deaths as well.

Fortunately, many instances of heat-related illness are preventable. McMaster University, together with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership, have designed a free, accredited program to give health care providers the training and tools to better prevent and manage heat-related illnesses.

- It's easy to access and **free**
- The course is **accredited** for Continuing Medical Education Credits through the College of Family Physicians of Canada (2.0 Mainpro-M1 credits) and the Royal College of Physicians and Surgeons of Canada (MOC Section 1)

We are asking for your help in spreading the word about this high-quality learning resource, which was designed for busy professionals, like you.

We have created this simple toolkit for you to help share this resource. It includes images and copy to use in emails, online, or over your social media channels.

Thank you in advance for your help in disseminating this important information to your health care network. Heat-related illnesses can be prevented and managed effectively if we are prepared.

McMaster University • Health Canada • Ontario College of Family Physicians • Clean Air Partnership

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How can you help?

Thank you for considering sharing this useful resource with your networks. Below are some of our key messages that you can easily use on your communications platforms.

- **Website:** Add a link, banner or button to your website, linking to the course. Artwork is available in this toolkit. Please link to extremeheat.ca or chaleuraccablante.ca for the French version of the course.
- **Newsletter:** Include information in your email or print newsletter. With the summer around the corner, it's an important time to ensure heat-related illness is top of mind in your community.



- **Short text:**

The duration and frequency of extreme heat events is on the rise in Canada, and with them, increased risk for heat-related illnesses. McMaster has designed a free, accredited program to give health care providers the training and tools to better prevent and manage heat-related illnesses. extremeheat.ca
- **Long text:**

The duration and frequency of extreme heat events is on the rise in Canada, and with them, increased risk for heat-related illnesses. McMaster University, together with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership, have designed a free, accredited program to give health care providers the training and tools to better prevent and manage heat-related illnesses.

The **Extreme Heat Events** program will teach you some of the key issues around heat-related illness; work through the learning module and four case studies; download patient and provider resources and brochures; look for expert blog posts throughout the summer; and participate in our discussion forum.

For more information about extreme heat events, or to access the course, visit extremeheat.ca

- **Social Media:** Make sure to like and follow machealth on [Twitter](#) and [Facebook](#) – share, retweet and like posts about the Extreme Heat Events program. You can also post and share your own messages. Make sure to tag us in your posts! Here’s some suggestions to get you started:
 - **Twitter:**
 - Learn how to prevent, diagnose & treat heat-related illnesses. Free accredited course from @machealth_ at www.extremeheat.ca
 - Heat stroke is a medical emergency. Are you ready? Free accredited course from @machealth_ at www.extremeheat.ca
 - Prevent heat-related illnesses this summer. Free accredited course from @machealth_ at www.extremeheat.ca
 - Get ready for extreme heat events this summer. Free accredited course from @machealth_ at www.extremeheat.ca
 - **Facebook:**
 - Extreme heat events are on the rise in Canada and several types of patients are at increased risk for heat-related illnesses, including: older adults, children, and the physically active. Check out this free, accredited course from @machealth and learn how to prevent, diagnose and treat heat-related illnesses: www.extremeheat.ca
- **Blog:** If your organization maintains a blog, consider featuring this Extreme Heat Events program. Great content, featured just in time for summer, is sure to be of interest to your community. Repurpose some of our provided messaging, or take the course yourself and see what you think!
- **Leverage media:** As we experience extreme heat events this summer, media coverage may draw attention to the issue and the potential for heat-related illness. This is an opportunity to highlight this relevant course information to your health care community and network.

About Extreme Heat Events and Heat-Related Illnesses

- 'Extreme heat events' refer to days when the temperature and humidex are unusually high for the typical regional average.
- The frequency of extreme heat events are expected to increase, so a number of prevention and response plans will be needed from healthcare professionals.
- Heat, and especially extreme heat, can create a number of heat-related illnesses and exacerbate a number of chronic conditions.

About the Accredited Course

- The Health Care Workers Guide to Extreme Heat Events course is designed for physicians, trainees and other health care professionals who are likely to encounter patients with questions about, or at risk for, heat-related illnesses.
- Access the course online, for free, at extremeheat.ca. Registration is quick and easy – just follow the prompts. You won't be able to complete the course without logging in. This will also allow you to revisit the course if you don't finish it in one session.
- The course is accredited for Continuing Medical Education Credits through the College of Family Physicians of Canada (2.0 Mainpro-M1 credits) and the Royal College of Physicians and Surgeons of Canada (MOC Section 1). Once you've successfully completed the course, a certificate will be generated for your records.
- The course was created by the Division of e-Learning Innovation at McMaster University in collaboration with Health Canada, the Ontario College of Family Physicians and the Clean Air Partnership.

Contact

Have questions or comments? Get in touch with us.

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Artwork and Graphics

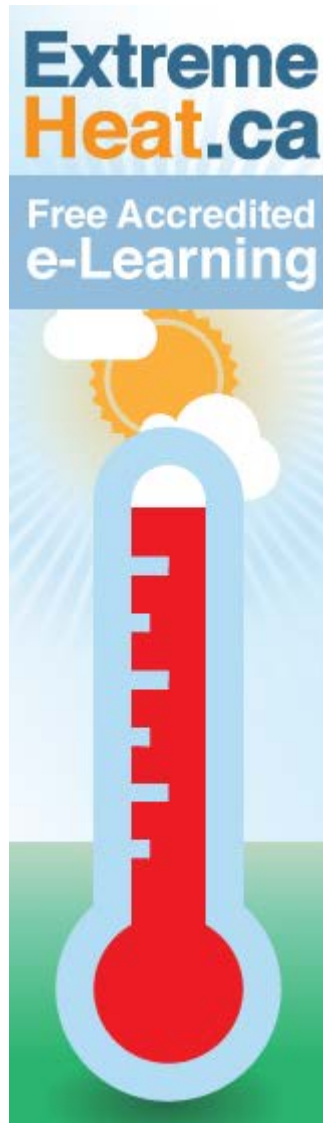
[Download the artwork files directly here.](#)



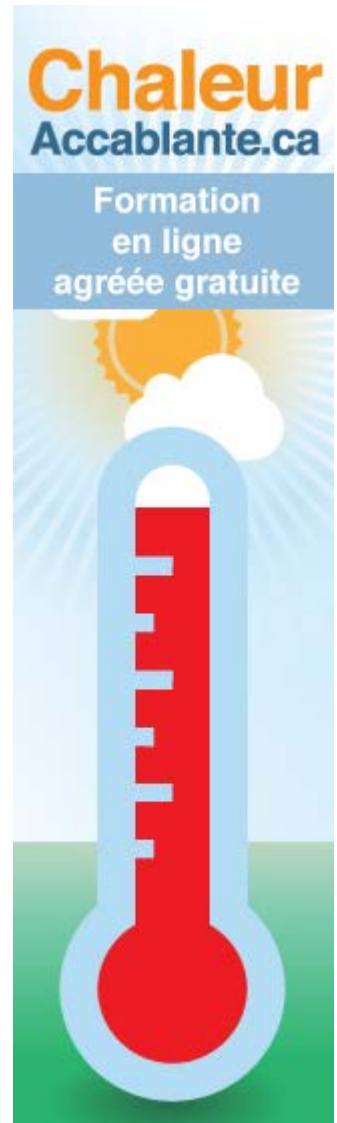
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ExtremeHeat.ca

Free Accredited Practice Tools

Info and tools for health care providers on the dangers of extreme heat. Learn to prevent, diagnose and treat heat-related illnesses. Protect your patients' health during the heat of spring and summer.

Sponsored by Health Canada.



ChaleurAccablante.ca

Gratuite Accrédité Outils de pratique

De l'information et des outils pour les travailleurs de la santé sur les dangers des chaleurs accablantes. Apprenez la façon de bien prévenir, diagnostiquer et traiter les maladies liées à la chaleur. Protéger la santé de vos patients durant la chaleur du printemps et de l'été.

Parrainé par Santé Canada.



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