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Public Information Notice
National Weather Service Headquarters Washington DC
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From: Eli Jacks
Acting Chief, Forecast Services Division

Subject: "Don't Fry Day" May 22, 2015: Excessive Heat and Sun
Safety Guidance for 2015 Season

May 22, 2015, has been declared national "Don't Fry Day" by NWS and the National Council on Skin Cancer Prevention (NCSCP). NWS is taking part again this year with the Environmental Protection Agency (EPA), the Occupational Safety and Health Administration (OSHA), the Centers for Disease Control and Prevention (CDC), and the NCSCP to promote sun-safe behaviors.

As we approach the 20th anniversary of the deadly July 1995 heat wave, during which nearly 750 people died, we are tragically reminded that heat is a silent killer. It is one of the leading weather-related killers in this country, resulting in hundreds of deaths each year. Heat-related death and illness are preventable. Yet heat claims more lives most years than floods, lightning and tornadoes combined.

Skin cancer, which can develop from overexposure to UV radiation, is the most common form of cancer in the United States. Nearly 5 million people are treated for skin cancer each year in the United States, at an estimated annual cost of \$8.1 billion. Skin cancer can be serious, expensive, and sometimes even deadly. Fortunately, most skin cancers can be prevented. The first steps are to know how to access the current heat and UV radiation (UV Index) forecasts, and to know how to use them. Below are some essential heat and UV resources.

NWS provides heat-related Watch, Warning, and Advisory products to warn the public about excessive heat events on its homepage:

www.weather.gov

This year NWS is conducting a national seasonal safety campaign designed to prepare the public for seasonal weather hazards. Seasonal campaigns (winter, spring, summer, fall) will focus on

the major weather hazards experienced around the country during each season. This seasonal approach allows NWS to focus outreach efforts on major weather hazards as they occur and to prepare the public for future extreme weather events.

Excessive heat safety toolkits, at the site listed below, are included in the spring and summer campaigns. These materials provide useful information on the dangers of extreme heat exposure and tips for staying safe in the summer heat and sun.

Please use the following resources throughout this summer to help us build a Weather-Ready Nation.

NWS is working to build a Weather-Ready Nation to improve the nation's readiness, responsiveness, and overall resilience against extreme weather, water, and climate events - including extreme heat. The NWS Heat Safety web page provides information to enhance community resilience in the face of current and projected increases in extreme heat events.

www.weather.gov/heatsafety

New NWS National Seasonal Safety Campaign Outreach Toolkits (Summer Campaign toolkit available June 1) are available at:

www.weather.gov/safetycampaign

NWS provides an experimental national forecast map showing elevated and alert UV levels for mid-day:

www.cpc.ncep.noaa.gov/products/stratosphere/uv_index/uv_alert.shtml

EPA's website offers hourly UV Index updates and sun safety tips:

<http://www2.epa.gov/sunwise>

At the EPA's Sunwise website, you can access your local UV Index by ZIP code and signup to receive automated UV Alerts via email. You also can download the UV Index as a smart phone app that showcases winning posters from the Sunwise with Shade poster contest.

www.epa.gov/enviro/mobile/

Communities can access the EPA's Excessive Heat Events Guidebook developed in collaboration with the NWS, CDC and the Department of Homeland Security. The guide offers heat mitigation plans.

www.epa.gov/heatisland/about/heatguidebook.html

OSHA conducts an annual nationwide campaign to educate workers and employers about hazards of working in the heat and how to prevent heat-related illnesses, starting with the Campaign's

life-saving, simple "Water.Rest.Shade." message.

OSHA's heat-related publications, including fact sheets, training guides, community posters, quick cards and social media toolkit are available in English and Spanish. OSHA's popular "Heat Safety Tool" smartphone application is available in English and Spanish for Android and was recently updated for iOS devices. The app calculates the heat index using NWS information based on current location and provides a risk level and precautions to take for working outdoors. For the latest information on the 2015 campaign:

www.osha.gov/heat

NWS is working with OSHA to protect outdoor workers and educate employers during excessive heat and other weather-related events and emergencies. NWS will continue including specific outdoor worker safety precautions in its Heat Advisories and Excessive Heat Warnings.

CDC leads the effort to reduce illness and death caused by skin cancer through education, surveillance and research efforts. Skin cancer is the most common form of cancer in the United States. The majority of skin cancers cases can be traced to UV radiation. You can reduce skin cancer risk by staying in the shade, wearing protective clothing, using sunscreen with broad spectrum (UVA and UVB rays) protection and Sun Protection Factor (SPF) 15 or higher, and by avoiding tanning beds. Information on skin cancer statistics, prevention, and CDC's skin cancer initiatives is available at:

www.cdc.gov/cancer/skin/

CDC collaborates with public health authorities to communicate the risks of extreme heat and to provide guidelines to assist state and local health departments in their development of city-specific comprehensive heat emergency response plans. By knowing who is at risk and what prevention measures to take, heat-related illness can be prevented. CDC provides easily accessible resources for members of the public, local health departments and other organizations, assisting ongoing outreach efforts to those most vulnerable to extreme heat events.

www.cdc.gov/extremeheat/

NCSCP represents the nation's premier skin cancer organizations, researchers, clinicians, and advocates for the prevention of melanoma and skin cancer. These 40 national organizations include the American Academy of Dermatology, the American Cancer Society, the Melanoma Research Foundation, and the Skin Cancer Foundation as well as federal agency partners and many other foundations and associations devoted to skin cancer prevention. Specific tips on preventing skin cancer as well as more than 35 "Don't Fry Day" resources, including media guides, posters, graphics, and an Action Kit for Meteorologists are available at the National

Council's website:

www.skincancerprevention.org

The partners offer the following heat wave and UV safety tips to the public:

1. Slow down. Reduce, eliminated or reschedule strenuous work or recreational activities until the coolest time of the day.
2. Get acclimated. Gradually increase outdoor work and recreational activities so your body adjusts to hot conditions.
3. Dress in lightweight clothing, and wear UV-blocking sunglasses and a hat with at least a 2 to 3-inch brim all around.
4. Drink plenty of water or other non-alcoholic fluids. Avoid drinking alcoholic beverages.
5. Do not take salt tablets unless directed by a physician.
6. Take frequent breaks during work or play. When it's really hot, spend more time in air-conditioned places or seek shade outside, especially during midday hours.
7. Check the UV Index when planning outdoor activities to prevent overexposure to the sun. Avoid sunburns and intentional tanning.
8. Generously apply sunscreen of SPF 15 or higher with broad spectrum (both UVA and UVB rays) protection.
9. Seek shade whenever you can.
10. Know what the signs and symptoms of heat illness are. Check on workers, particularly those wearing protective suits.

Elderly persons, small children, chronic invalids, those on certain medications or drugs, outdoor workers, persons with weight and alcohol problems and caretakers for these people should pay close attention to the above tips, particularly during heat waves in areas where excessive heat is rare.

For more information, please contact:

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National Public Information Notices are online at:

www.weather.gov/os/notif.htm

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