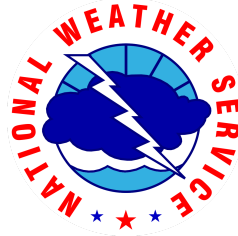


# ARIZONA DEPARTMENT OF HEALTH SERVICES

PREPAREDNESS

May 20, 2020



**IT'S HOT  
OUTSIDE!** STAY COOL.  
STAY HYDRATED.  
STAY INFORMED.

## 2020 Arizona Heat Awareness Week Campaign

May 25-29, 2020

Hello,

We know this summer will be different in many ways but one thing that won't change is the Arizona heat. The summer heat is here and with it comes triple-digit temperatures that last through September. The high temperatures increase the risk for [heat-related illnesses](#) like heat exhaustion and heat stroke. In 2019, Arizona hospitals had 2,944 emergency department visits for heat-related cases. Even though heat-related deaths are preventable, more than [250 deaths](#) have occurred annually in the past 3 years in our state.

Heat-related illness is preventable. To help protect yourself, your family, friends, neighbors, and coworkers you can take actions to [prevent, recognize, and treat](#) a heat-related illness. Arizonans are no strangers to the heat. We realize that not one person, organization, or agency can tackle this hazard alone. Sometimes friends and family members may need assistance with issues such as having access to an air-conditioned space to cool off in during the hottest part of the day. With many people staying home this summer due to the current pandemic it is important to know about resources like the [Low Income Home Energy Assistance Program](#) (LIHEAP). This Program helps individuals with limited income pay their energy bills. If you must visit a cooling center remember to wear a cloth face covering and maintain physical distancing of at least 6 ft. The Centers for Disease Control and Prevention (CDC) has released guidelines on how these centers can [operate safely](#) during this time.



Douglas A. Ducey | Governor    Cara M. Christ, MD, MS | Director

During the week of May 25-29, 2020, the Arizona Department of Health Services and the National Weather Service Offices in Arizona invite you to save the date and partner with us on raising awareness about this important issue. Starting on Memorial Day, we will be coordinating the **2020 Arizona Heat Awareness Week Campaign**. Last year, an Arizona Heat Awareness Week Website ([English](#) and [Spanish](#)) was developed to help partners share ideas during the campaign. The website is currently being updated from last year and will be ready prior to the campaign. Several partners including media outlets joined in on the efforts to raise awareness about the campaign. This year we are hoping to include more partners and are sending this save-the-date to help partners plan for the upcoming campaign. Partners are encouraged to post and share content on social media using the hashtags (#AZHeat and #AZwx) to promote the campaign. Messages will help remind family, friends, and visitors about ways to stay safe in the heat while following [COVID-19 guidelines](#).

During the 5-day campaign, we will be disseminating messages on heat safety using the acronym (H.E.A.T.) that you can also repost. We also encourage coming up with your own messages. Message examples can be found on the [Campaign Website](#).

- Monday (5/25) – **(H)** Hydrate
- Tuesday (5/26) – **(E)** Environment/Weather
- Wednesday (5/27) – **(A)** - Awareness
- Thursday (5/28) – **(T)** – Take Action
- Friday (5/29) – Summary

If you would like more information about this campaign or need assistance with social media messages, please contact [extremeweather@azdhs.gov](mailto:extremeweather@azdhs.gov) or Larry Hopper at the (National Weather Service – Phoenix Office) [larry.hopper@noaa.gov](mailto:larry.hopper@noaa.gov).

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