Appendix B: Communications Materials and Guidance

This section includes a list of resources from trusted federal and state agencies like the Federal Emergency Management Agency (FEMA), Maine Emergency Management Agency (MEMA), National Weather Service (NWS), US Centers for Disease Control and Prevention (U.S. CDC), Maine Center for Disease Control and Prevention (Maine CDC), and governmental agencies in nearby states to assist with developing and coordinating communications plans before, during, and after extreme heat and extreme cold events, followed by examples of NWS infographics to share with communities when preparing for and responding to an extreme temperature event. When sharing messages from external entities, it is important that planners only use trusted, reputable sources, such as those listed above, when providing guidance and resources to the public.

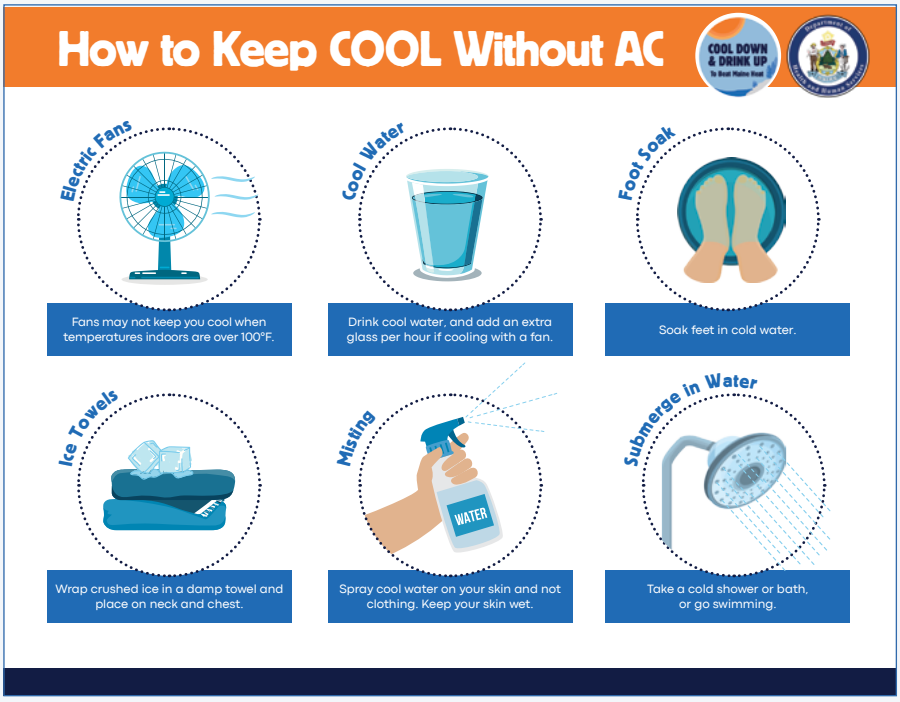
View Appendix B and other resources online

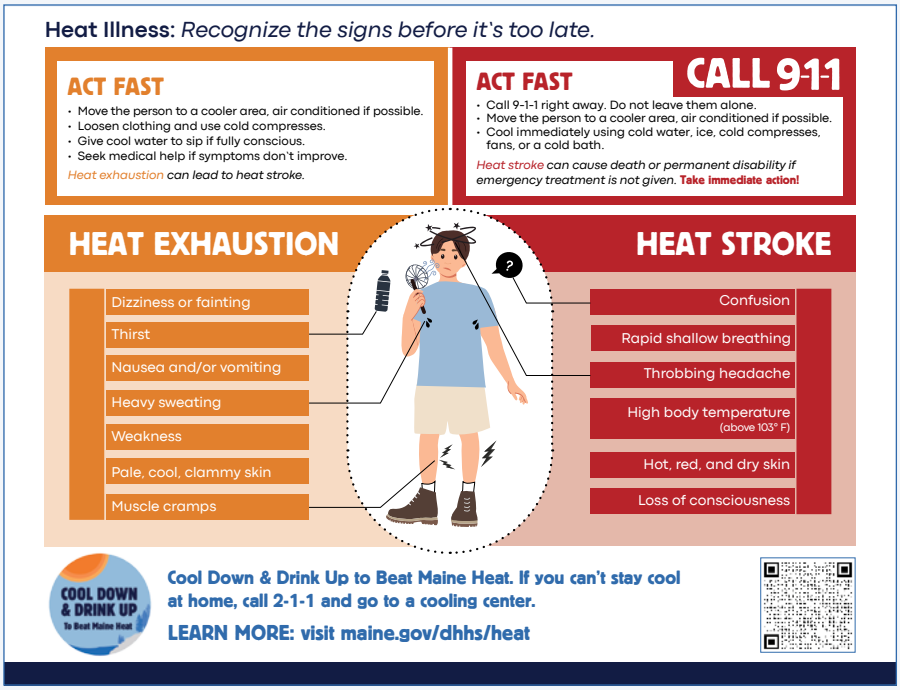
Local and municipal leaders can use their own preferred communication channels to disseminate these messages. Mass communication platforms and channels that are non-IPAWS or for non-dire emergencies can also be used.

Tool	Description	Link
Extreme Heat		
FEMA Ready.gov Extreme Heat Safety Social Media Toolkit	Safety and preparedness message templates, resources, and graphics for social media channels	Extreme Heat Safety Social Media Toolkit | Ready.gov
NWS Extreme Heat Safety Infographics (see examples below)	Downloadable infographics to inform the public of risks and preparedness actions	Heat Infographics
Vermont Department of Health "Hot Weather & Health" Media Toolkit	Outreach templates for use by VT DOH to provide consistent messaging on heat-related illness risks, prevention, and adaptation strategies	Hot Weather Media Toolkit
Maine CDC "Keeping Kids Safe in Heat" 1-Pager	Tips to help kids stay safe during extreme heat	Keeping Kids Safe
Maine CDC "Tips to Beat the Heat" 1-Pager	Checklist of general tips and preparedness actions to stay safe during extreme heat	Tips To Beat The Heat
Maine CDC "Recognize Heat Illness"	List of potential extreme heat symptoms and preparedness/response actions	Recognize Heat Illness - Environmental & Occupational Health - Maine CDC - DHHS Maine
Extreme Cold		
FEMA Ready.gov Winter Safety Social Media Toolkit	Safety and preparedness message templates, resources, and graphics for social media channels	Winter Social Media Toolkit
NWS Winter Safety Infographics (see examples below)	Downloadable infographics to inform the public of risks and preparedness actions	Winter Infographics

Heat Resource for How to Keep Cool Without AC

Download the tip sheet and translated versions.

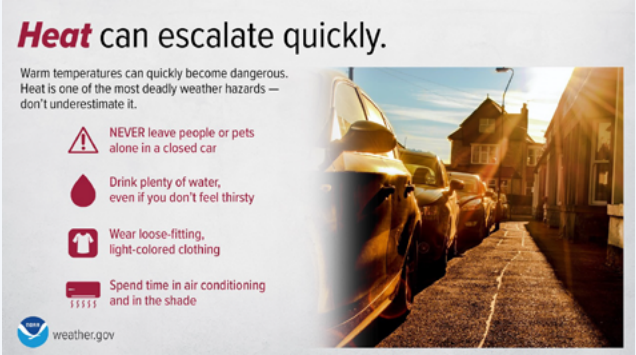


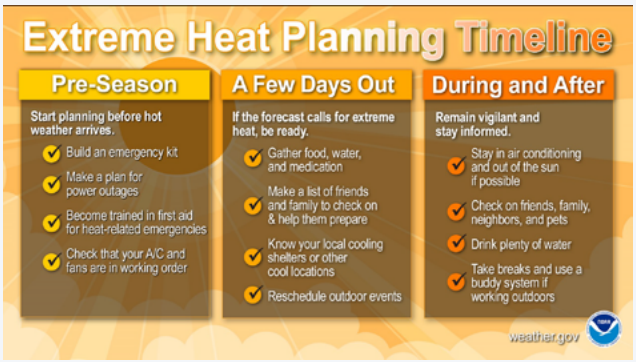


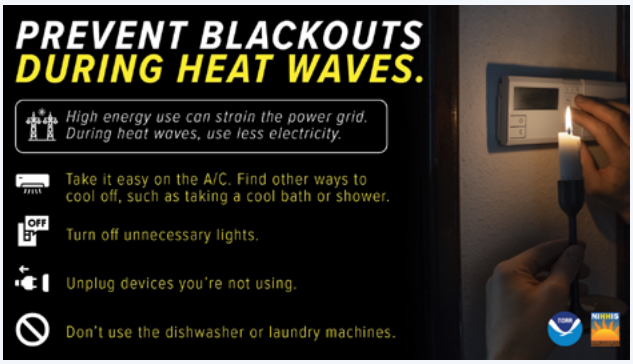
Extreme Heat Infographics

Below is a selection of extreme heat infographics that can be used to communicate safety and preparedness information before and during heat events. Additional heat infographic resources can be found on Weather.gov's Heat Hazards webpage under "Social Media and Infographics."

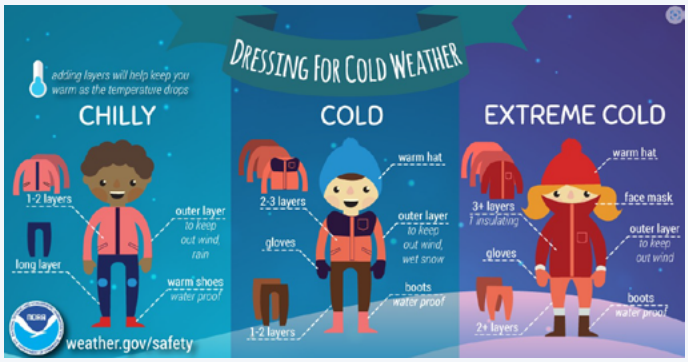
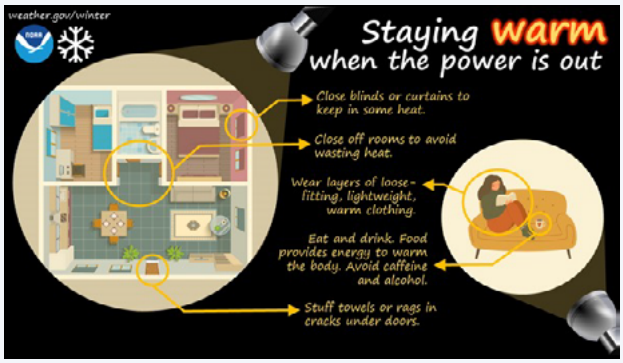
Extreme Heat Infographics







Extreme Cold Infographics

Below is a sample of extreme cold infographics that can be used to communicate safety and preparedness information during cold events. Additional resources can be found on Weather.gov's Cold Hazards webpage under "Social Media and Infographics."

Extreme Cold Infographics