



Hot Weather Partner Toolkit

 [@readyscotland](https://twitter.com/readyscotland)
 ready.scot

Introduction

We may joke about the weather in Scotland, but heat is a real risk that can affect anyone.

Hot weather can cause heatstroke, heat exhaustion, and dehydration, with serious consequences if not treated quickly. Being exposed to the sun for too long can also cause painful sunburn. Hot weather can also increase risks associated with water/drowning.

We appreciate your support in sharing our messages on staying safe in hot weather.

This toolkit provides assets and suggested captions for you to use, adapt and share on your social media channels.

Social Assets

We have created x12 social media assets with suggested captions.

All content has been created under the theme of preparing for hotter weather this summer and the challenges it brings, such as dehydration, heat exhaustion, sunburn and overheating, as well as risks associated with water/drowning.

All captions direct users to webpages providing further information.

Each of the social media assets have been scaled for Facebook/Instagram and Twitter. You can see examples of them in this toolkit, and they are available to download below.

- [Download Twitter size \(PNG\)](#)
- [Download Facebook/Instagram size \(PNG\)](#)

Preparing for Hot Weather

Asset 1

Caption:

We may joke about the weather in Scotland, but heat is a real risk that can affect anyone.

Hot weather can cause heatstroke and heat exhaustion.

Being exposed to the sun for too long can cause painful sunburn.

Read our tips on staying safe this summer:
[ready.scot/respond/severe-weather/hot-weather](https://www.gov.scot/ready.scot/respond/severe-weather/hot-weather)



Preparing for Hot Weather

Asset 2

Caption:

Scotland, it's starting to heat up outside.

Do you know the recommended factor of sun cream to use?

Find out this and more about staying safe this summer at ready.scot/respond/severe-weather/hot-weather



Preparing for Hot Weather

Asset 3

Caption:

Don't forget about those most vulnerable around you this summer.

Look out for neighbours or relatives who may be at risk during a #heatwave.

Try to visit them regularly, and ask them if they have the support they need.

More advice on coping with heat ➡
ready.scot/respond/severe-weather/hot-weather



Staying Safe at Home

Asset 1

Caption:

Do you know how to keep your house cool in hot weather?

Close curtains in rooms which face the sun.

Open the windows, when it feels cooler outside than it is inside.

Read our hot weather safety tips ➡
ready.scot/respond/severe-weather/hot-weather



Staying Safe at Home

Asset 2

Caption:

Do you know how to keep cool at home during hot weather?

Close windows during the day and open them at night when the temperature outside has lowered.

Stay cool by:

- ✓ Having cold food and drinks
- ✗ Avoiding alcohol, caffeine and hot drinks

More tips: <https://ready.scot/respond/severe-weather/hot-weather>.



When Out and About

Asset 1

Caption:

Never leave babies, children or pets alone in a parked car during hot weather.

Remember that even on cool days, strong sunshine can make car interiors very hot.

Find more tips on travelling safely during hot weather ↓

ready.scot/respond/severe-weather/hot-weather



When Out and About

Asset 2

Caption:

Reservoirs, rivers and lochs might look inviting for a quick cool down, but they contain many hidden dangers.

Strong currents and cold water shock can be fatal. Be safe in the water this summer.

Check out www.watersafetyscotland.org.uk/ for more information.



When Out and About

Asset 3

Caption:

Swimming is a great way to cool down in hot weather. But make sure you do it safely.

It's best to go to a properly supervised site with lifeguards, like a beach, lido or swimming pool.

Look up www.watersafetyscotland.org.uk/ for more information on staying safe this summer.



When Out and About

Asset 4

Caption:

Babies and children need to be watched carefully in hot weather.

They can become very ill from:

- Dehydration
- Heat exhaustion
- Sunburn

Follow advice from @ChildHealthScot at www.childrenshealthscotland.org/protect-your-baby-or-child-in-hot-weather/



When Out and About

Asset 5

Caption:

Is this your first summer with a baby?

Babies and young children need to be watched carefully during hot weather as they can become ill.

@ChildHealthScot has advice on keeping little ones cool, safe and hydrated during hot weather ↓

<https://www.childrenshealthscotland.org/protect-your-baby-or-child-in-hot-weather/>



Using Water Efficiently

Asset 1

Caption:

There are lots of small steps we can take to save water all year round, including:

- Taking shorter showers
- Using a watering can instead of a garden hose
- Turning off the tap while brushing your teeth

Find out more at
www.yourwateryourlife.co.uk/campaign/water-is-always-worth-saving/



Using Water Efficiently

Asset 2

Caption:

Water is a precious resource, which we should all try to use as efficiently as possible.

As the weather gets warmer, why not familiarise yourself with the different steps we can all take to save water.

Find out more ↓

www.yourwateryourlife.co.uk/campaign/water-is-always-worth-saving/



Thank you

Please feel free to use and adapt the messages contained in this toolkit.

You can also follow @ReadyScotland on Twitter and Facebook and share our content directly.

If you have any questions about the content of this toolkit, contact the Resilience Communications team at SGoRRCommunications@gov.scot.