



# HEAT PREP WEEK 2021

Social  
Media  
Toolkit



# TABLE OF CONTENTS

**Introduction.....2**

**Heat Prep Week Overview.....3**

**Facebook Post Example: Monday.....4**

**Toolkit for Monday- Climate Change and Increasing Heat.....5**

**Instagram Post Example: Tuesday.....6**

**Toolkit for Tuesday- Climate Equity, Heat, and Housing.....7**

**Twitter Post Example: Wednesday.....8**

**Toolkit for Wednesday- Public Health and Air Quality Impacts .....9**

**LinkedIn Post Example: Thursday.....10**

**Toolkit for Thursday- Impact of Heat on the Electricity Grid- Energy Efficiency, Weatherization and Peak Demand.....11**

**Facebook Post Example: Friday.....12**

**Toolkit for Friday- Keep Cool Solutions and Call to Action.....13**

**Policy Awareness Example Post.....14**

## WHO IS MAPC?

The Metropolitan Area Planning Council is the regional planning agency serving the people who live and work in the 101 cities and towns of Metropolitan Boston. Staff members from eight subregions work together to represent each municipality by developing annual work plans and priorities.

[www.mapc.org](http://www.mapc.org)

## WHAT IS MAPC'S MISSION?

We engage the public to promote smart growth and regional collaboration, including sound municipal management, sustainable land use, protection of natural resources, efficient and affordable transportation, a diverse housing stock, public safety, economic development, clean energy, healthy communities, an informed public, and equity and opportunity among people of all backgrounds.



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Metropolitan Area  
Planning Council

## WHAT IS HEAT PREP WEEK?

In the Greater Boston region, municipalities, non-profits, academic institutions, and community groups are planning and preparing for climate-driven heat- including more frequent and intense heatwaves, as well as generally rising temperatures. However, this critical issue needs to continue to be elevated across the region for members of the public, policy makers, and decision-makers.

## OBJECTIVES OF HEAT PREP WEEK:

To have a consolidated week of action, outreach, and media to elevate the issue of extreme heat and the agency's work on this critical issue.

To have a platform to better coordinate with potential regional partners.

To elevate the issue of extreme heat in advance of summer, to better prepare the municipalities and general public for extreme heat.

# FACEBOOK POST EXAMPLE

4

The hottest 10 years on record have all occurred in the last 2 decades. By mid-century we can expect average extreme heat days (over 90 degrees) to increase by up to over 30 days annually due to climate change. **#HeatPrep2021**

Monday, May 24th



# MONDAY, MAY 24TH

5

Climate Change and Increasing Heat - what can we expect here in Metro Boston and what are communities doing about it?

## POST COPY OPTIONS

2020 was the hottest summer on record; Boston had 14 days over 90 degrees! By mid-century we can expect to see double as many hot days due to climate change. [#HeatPrep2021](#)

By 2030, we can expect about 40 extreme heat days (over 90 degrees) annually due to climate change, an increase of about 30 days. [#HeatPrep2021](#)

Extreme heat can impact everyone, but it can be more dangerous to certain groups. Some people may be more susceptible to extreme heat based on their age, health, and living conditions. [#HeatPrep2021](#)

Climate change is leading to hotter days in Massachusetts, and more of them. Higher temperatures and extreme heat impact health, wellbeing, and infrastructure across our region. [#HeatPrep2021](#)

On days over 90 degrees, our neighbors and family may be in danger. Check in with your neighbors and your relatives if they are seniors, pregnant, or have health conditions like asthma and diabetes to ensure they are staying cool. [#HeatPrep2021](#)

Communities can reduce the effects of rising temperatures by planting trees, maintaining shade structures, and including structures that reflect heat in parks and along streets by taking steps such as planting and maintaining shadetrees in parks and along streets, as well as other types of structures that provide shade and reflect heat. Cool roofs and eco roofs can also help reduce temperatures. [#HeatPrep2021](#)

Municipalities can prioritize and support the installation of renewable energy, such as solar photovoltaics, in order to cut carbon pollution and mitigate climate change. [#HeatPrep2021](#)

Municipalities can support our State's Net Zero by 2050 goal through local planning and action. Working towards Net Zero will help reduce carbon pollution and mitigate the impacts of climate change. [#HeatPrep2021](#)

[CLIMATE CHANGE INFOGRAPHIC](#)

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# INSTAGRAM POST EXAMPLE

6

The effects of high temperatures and heat waves do not impact everyone equally. Some communities face a higher heat burden due to historic disinvestment in quality housing, parks and green space, street trees, and other critical facilities/amenities. **#HeatPrep2021**

Tuesday, May 25th



# TUESDAY, MAY 25TH

Climate Equity, Heat, and Housing

7

## POST COPY OPTIONS

The effects of high temperatures and heat waves do not impact everyone equally. Some communities face a higher heat burden due to historic disinvestment in quality housing, parks and green space, street trees, and other critical facilities/amenities. [#HeatPrep2021](#)

Neighborhoods that have more paved surfaces and fewer trees are more likely to absorb heat during the day. At night, these areas don't cool down as much. These areas, acting as heat islands, can be up to 22 degrees hotter than surrounding areas! [#HeatPrep2021](#)

Older homes in Massachusetts (built before 1980) were not built to withstand rising temperatures and extreme heat. In addition to the lack of weatherization and insulation, many households also lack access to cooling and air conditioning in their homes. [#HeatPrep2021](#)

Municipalities can support healthy, resilient homes by supporting MassSave energy efficiency programs that make low-income and renter households more resistant to extreme temperatures, more affordable to heat and cool, and more comfortable. [#HeatPrep2021](#)

As climate change increases temperatures, municipalities can keep residents cool by making it easier to access and use green space and parks, and by expanding tree canopy coverage and summer shade locations through local policy initiatives and investment in neighborhoods more prone to heat island effects. [#HeatPrep2021](#)

Local policies need to adapt to rising temperatures. Municipalities should adopt policies that incentivize green infrastructure, shade structures, white and green roofs, clean energy, and other climate-smart community benefits in new development and retrofits. [#HeatPrep2021](#)

INFOGRAPHIC ON  
VULNERABILITY  
AND HOUSING

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# TWITTER POST EXAMPLE

8

By calling 211, people can get critical information about health and human services available in their community, from cooling centers to other emergency relief. #HeatPrep2021

Wednesday, May 26th



# WEDNESDAY, MAY 26TH

## Public Health and Air Quality Impacts

9

### POST COPY OPTIONS

Hotter temperatures interact with air pollution and can increase smog (ground-level ozone). High temperatures mixed with particulate matter exacerbate respiratory and cardio-vascular diseases, including worsening asthma and bronchitis. [#HeatPrep2021](#)

By calling 211, people can get critical information about health and human services available in their community, from cooling centers to other emergency relief. [#HeatPrep2021](#)

Planting more trees can make a big difference in neighborhoods with lots of pavement and that lack green spaces. Trees can reduce air pollution, provide shade on hot days, decrease heating and cooling costs to residents, and reduce the overall temperature of the neighborhood. [#HeatPrep2021](#)

If you or a family member has asthma, be sure to check the weather daily for heat and air pollution information and plan accordingly, including avoiding You may want to avoid going outdoors during the hottest part of the day. [#HeatPrep2021](#)

Municipalities can help reduce air pollution by planting more trees and adding green space, enforcing anti-idling laws, electrifying public transit, increasing air quality monitoring, and raising awareness. [#HeatPrep2021](#)

Switch to all electric vehicles with zero tailpipe emissions! Municipalities can improve local air quality by electrifying school buses, vans, pickup trucks, and even waste haulers and landscaping equipment. [#HeatPrep2021](#)

[WHO IS MOST AT RISK INFOGRAPHIC](#)

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# LINKEDIN POST EXAMPLE

10

The electric grid is working its hardest during times of peak demand. Unfortunately, that also means an increase in burning dirtier fuel sources like oil and natural gas that emit carbon pollution. Reducing energy demand, especially when it's very hot, is essential to decreasing reliance on fuel sources that contribute to climate change.

**#HeatPrep2021**



Thursday, May 27th

# THURSDAY, MAY 27TH

11

## Impact of Heat on the Electricity Grid- Energy Efficiency, Weatherization and Peak Demand

### POST COPY OPTIONS

The electric grid is working its hardest during times of peak demand. Unfortunately, that also means an increase in burning dirtier fuel sources like oil and natural gas that emit carbon pollution. Reducing energy demand, especially when it's very hot, is essential to decreasing reliance on fuel sources that contribute to climate change. [#HeatPrep2021](#)

Shorter option for Twitter: The electric grid is often working the hardest when it's hot outside. That means more carbon-emitting fuels like oil & natural gas are being used. Reducing energy demand, especially when it's hot, is essential to decreasing our reliance on GHG-emitting fuels. [#HeatPrep2021](#)

Electricity demand is at its highest when temperatures peak in the late afternoon; buildings typically use the most electricity during this time to power air conditioning and other loads. [#HeatPrep2021](#)

Worried about the cost of air conditioning this summer? Contact your Community Action Agency to learn about utility bill assistance for low-income households. [#HeatPrep2021](#)

To save energy right away, close shades and use light-colored window treatments to help reflect the sun's heat from entering your home. Ensuring that the AC unit fits snugly will prevent cool air from escaping. [#HeatPrep2021](#)  
<https://www.masscap.org/agencies/>

Sign-up for free energy efficiency audits that can identify no- or low-cost options to both reduce energy usage and save money. [#HeatPrep2021](#)

Distributed generation, like solar paired with battery storage, can help reduce peak demand by producing electricity during the day and allowing it to be used later when it's most needed. [#HeatPrep2021](#)

WHAT CAN BE  
DONE SOLUTIONS  
INFOGRAPHIC

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# FACEBOOK POST EXAMPLE

12

Memorial Day is right around the corner! If you're going to be outside, make sure you take breaks in a shaded area and stay hydrated. The CDC also recommends that you get vaccinated against COVID-19 before gathering with people outside of your household. #HeatPrep2021

Friday, May 27th



# FRIDAY, MAY 28TH

Keep Cool Solutions and Call to Action

13

## POST COPY OPTIONS

Stay cool and stay smart: if you will be in the heat, take breaks and stay hydrated. [#HeatPrep2021](#)

Before a heat wave, create a plan for your family and household on how you will stay cool. When temperatures are above 90, spending even a few hours in air conditioning or cool water can help reduce your body's temperature. [#HeatPrep2021](#)

After a long winter, it's time to have some fun in the sun! But rigorous activity combined with a lack of water can lead to heat exhaustion or heat stroke. Stay hydrated and remind others to do the same, and limit strenuous activity to the morning or evening. [#HeatPrep2021](#)

If you are spending a lot of time outside, identify and use outdoor public shaded spaces and water features near you to regularly cool off. Prepare for the heat by checking Google maps or at your city/town homepage before you head outdoors. [#HeatPrep2021](#)

Heading outside with friends? Look out for signs of heat-related illness. Fatigue, fainting, confusion, trouble breathing, and vomiting are red flags. Call 911 if you spot symptoms of concern. [#HeatPrep2021](#)

Care to share? Your air conditioning, that is! Invite over friends and family who don't have access to air conditioning on days that reach 90 degrees or more. If gathering indoors, be sure to get vaccinated and wear a mask that covers your nose and mouth. [#HeatPrep2021](#)

COVID-19 is still a risk this summer and beyond. COVID-19 vaccines are available to you. Call your doctor and get one today! Unless vaccinated, avoid crowds and poorly ventilated indoor spaces when determining where to cool off outside your home. [#HeatPrep2021](#)

Sharing pertinent information and resources about heat safety can save lives. Take two minutes to share information and discuss with your family and neighbors! [#HeatPrep2021](#)

Distribute heat preparedness kits to vulnerable residents to keep people informed and protected this summer. [#HeatPrep2021](#)

Memorial Day is right around the corner! If you're going to be outside, make sure you take breaks in a shaded area and stay hydrated. The CDC also recommends that you get vaccinated against COVID-19 before gathering with people outside of your household. [#HeatPrep2021](#)

HEAT SAFETY TIPS  
INFOGRAPHIC

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As heat increases in Greater Boston, we need to prepare with building and zoning code improvements, and with Three-Year Energy Efficiency Plan programs that fund and expand access to weatherization, deep energy retrofits, and clean heating and cooling equipment. **#HeatPrep2021**

