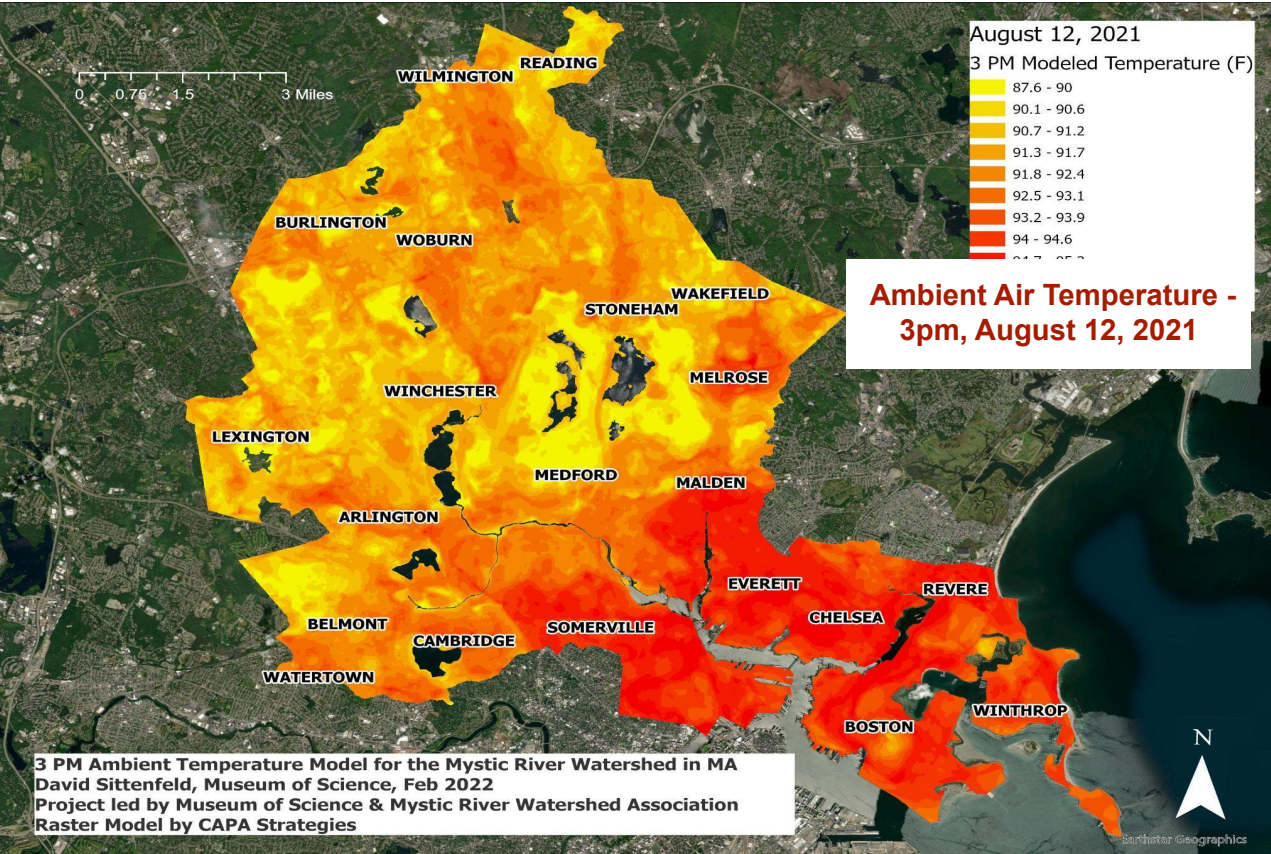


# Lower Mystic Cool Communications

A collaborative approach to address  
extreme heat in Chelsea, Revere,  
Winthrop, Malden, and Everett



# Our cities are hot. Lower Mystic is even hotter



# Extreme Heat Affects Everyone, But **NOT** Everyone is Affected in the Same Way

Older Adults  
(65+)

Infants & Young  
Children

People with  
Disabilities or  
Limited Mobility

People with  
Chronic Illnesses

Pregnant  
Women

People who Live  
Alone or Are  
Bedridden

People  
Experiencing  
Homelessness

People without  
AC

People who  
Work or Train  
Outdoors

People on  
Certain  
Medications

Low-income  
Households

# WHO IS MOST AT RISK FROM EXTREME HEAT?

Seniors



Pregnant people



Outside workers



People with preexisting conditions



Children under the age of 5



People without air conditioning





# What problem are we trying to solve?



Our cities are hot



Lower Mystic is even hotter



Existing warnings are not working for heat

**We need a coordinated, community-driven approach to heat resilience communication!**

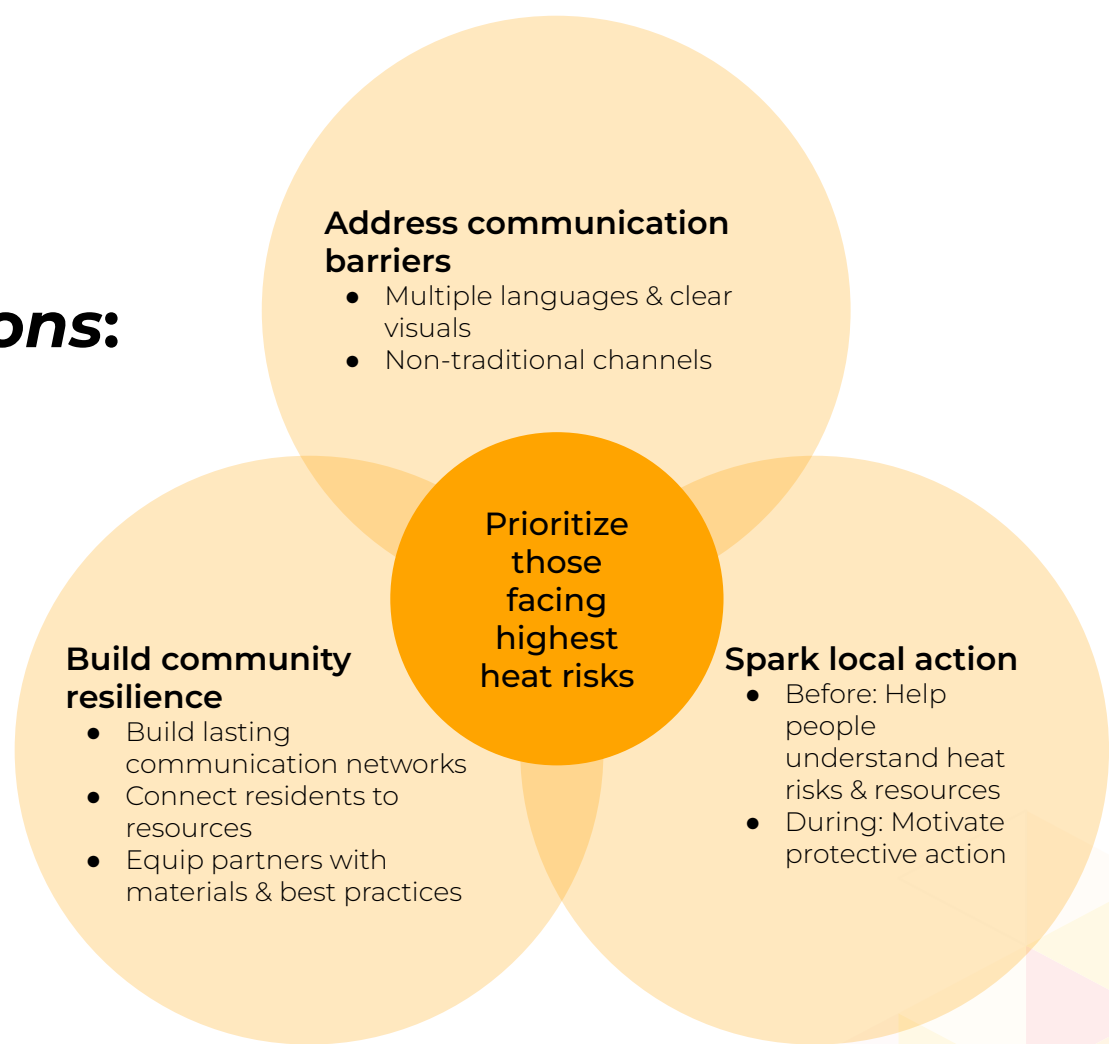
## To develop our *cool communications* campaign, we are:

- Exploring heat & health data to identify heat alert thresholds that make sense, locally.
- Connecting with cities, community groups, and health care providers to understand communication practices & needs.
- Creating heat communication materials that resonate with diverse audiences.


## Our timeline:

- 2 year **MVP Action Grant** (September 2024 - June 2026)
- Pilot *cool communications* campaign: **SUMMER 2025**

# **Cool Communications: Project Goals**



## Emerging themes from stakeholder conversations:

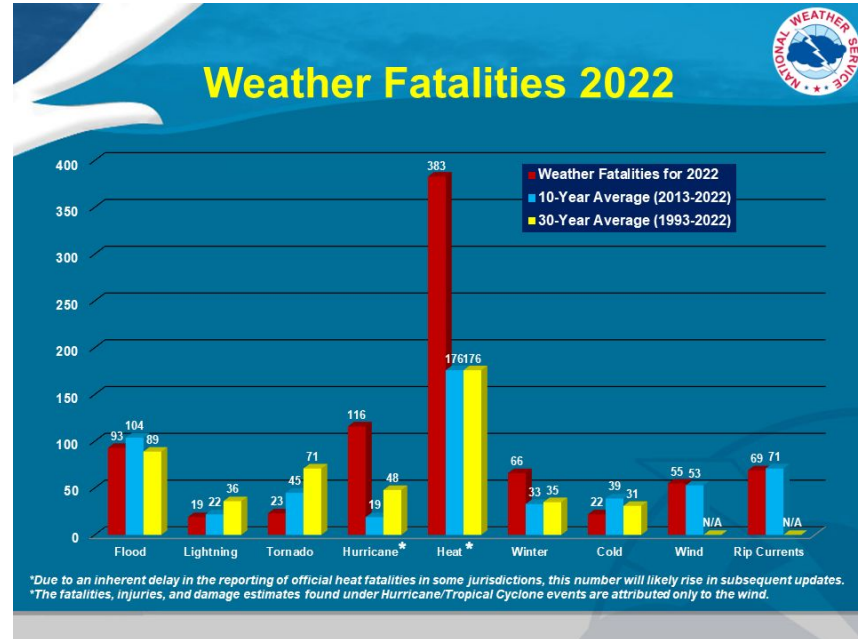
- Interest in aligning vulnerability health data with community experiences and municipal resources
  - Need for translated & accessible centralized information on local initiatives and resources
  - Desire for better coordination on the timing and content of messages
  - There are a lot of overlapping efforts!
- 



# Exploring Heat & Health Data

## The Problem with Heat ...

- Recognized threat to public health
- Abundant epidemiological evidence
- Remarkably little progress towards preventing heat-related illness and death
- This suggests a lack of translation of abundant scientific knowledge about risks into public health action



# Exploring Heat & Health Data

## What Science Shows

- Extreme heat is associated with higher rates of death and illness
- Moderate heat also associated with morbidity and mortality
- Vulnerability varies by personal, housing, and neighborhood characteristics
- As the world continues to warm, more people are dying of heat each year

## What We Need to Know

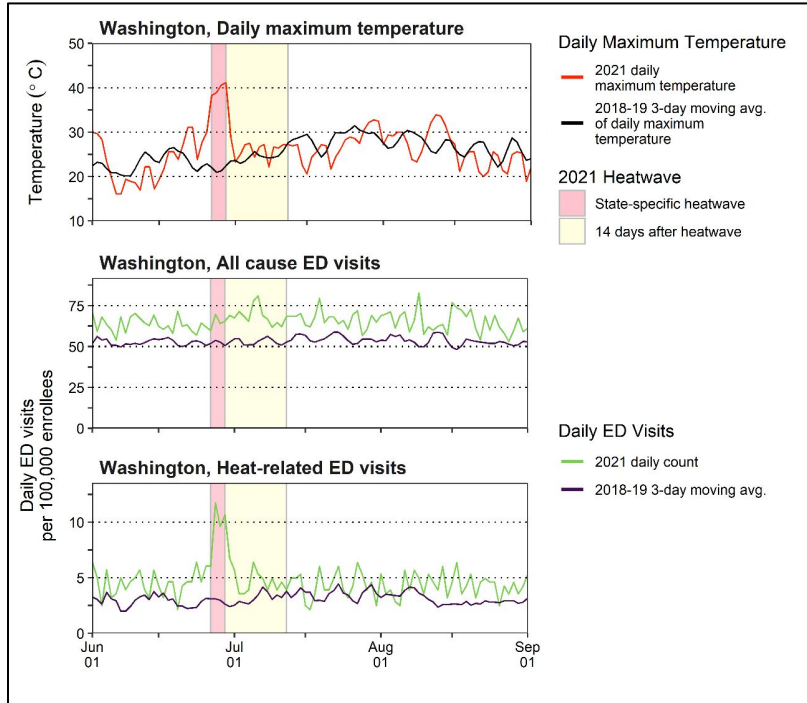
- What are the local health risks associated with moderate or extreme heat?
- Who (when? where?) is at greatest risk/most susceptible?
- What local actions can we take to protect public health?
- How effective are these interventions?

## Heat & Health Data Source:

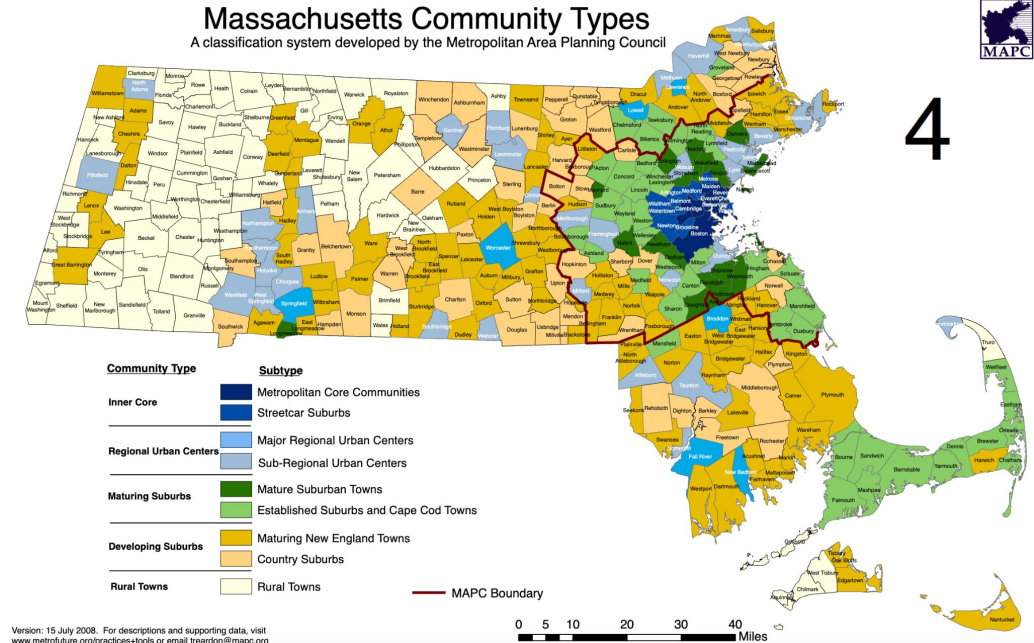
- Center for Health Information and Analysis (CHIA)
- Emergency Department Data (EDD)
- Daily data for Years: 2010 - 2021
- Emergency departments visits \*
- Spatial resolution: Patient Zipcode
- Dimensions of vulnerability:
  - Age, Race/Eth, Payor status, ...

<https://www.chiamass.gov/assets/docs/r/ed/FY23-Case-Mix-Emergency-Department-Documentation-Guide.pdf>

# What these data allow us to do:



<https://jamanetwork.com/journals/jama/fullarticle/2799661>



[https://www.mapc.org/wp-content/uploads/2017/09/Massachusetts-Community-Types-Summary-July\\_2008.pdf](https://www.mapc.org/wp-content/uploads/2017/09/Massachusetts-Community-Types-Summary-July_2008.pdf)