



EXTREME HEAT

The Extreme Heat campaign is a new public awareness and community engagement campaign by the Office of Community Partnerships and Strategic Communications (OCPSC) aimed at proactively reaching communities most impacted by extreme heat events.

As with previous campaigns, OCPSC will collaborate and coordinate across state agencies to provide Californians the information and resources to avoid dangers of extreme heat. Leading up to and during extreme heat events, OCPSC will launch rapid response campaigns to quickly activate resources needed to help keep Californians, their families, and their communities safe.

CHALLENGE

- **California's climate is becoming hotter and drier.** Every corner of the state is being hit by more frequent and severe extreme heat. Just last summer, the West Coast [broke nearly 1,000 temperature records](#) during a 10-day heat wave.
- **More Californians are suffering from extreme heat.** As extreme weather conditions become more severe, Californians need to learn how to adjust to hotter days and minimize the health consequences of extreme heat – especially in the state's most vulnerable communities.

OUR APPROACH

- Educate Californians about what extreme heat events are, how to stay safe during them, and what resources are available to help.
- Messaging will focus on how vulnerable Californians can stay safe and **mitigate the consequences of living in today's hotter climates** – including taking safety measures (staying indoors and in shade, drinking fluids) and visiting nearby cooling centers.
- Building on California's [Extreme Heat Action Plan](#), OCPSC will apply best practices from other recent, successful public awareness initiatives – like the 2020 Census and COVID-19 vaccination efforts – by supporting paid media, community partnerships, outreach, and content development.

ABOUT US

The **Office of Community Partnerships and Strategic Communications** (OCPSC) manages the state's most pressing community engagement and public awareness efforts. The office coordinates statewide outreach efforts with **trusted community partners**

to directly engage Californians – particularly those experiencing the **greatest health and social inequities** – and provide them with culturally competent and accessible information and resources. Learn more at opr.ca.gov/ocpsc.