

July 2021 Tips & Taglines

Summer Safety Tips & Taglines

Summer Safety means more than just keeping cool. We also need to keep our cool when it comes to drought, outdoor cooking, fireworks safety, and swimming.

Summer fun brings with it summer hazards. Obviously, heat is a major hazard we need to prepare for. Taking frequent breaks, sunscreen, and hydration all come to mind. But what about summer's other hazards, like drought, grill safety, fireworks safety, and swimming safety?

We can have fun *and* be safe at the same time, we just need to know how. This month's tips and taglines give us quick tidbits on how to stay safe when doing all of these activities. We ask that you share them, far and wide.

The resources here are meant to provide you with a quick guide that makes it easy for you to lead by example. Included are:

- Tagline quotes that you can add to your email signature block to direct readers to preparedness sources.
- Tips and key messages. These tips can be posted on bulletin boards, reinforced at meetings, and worked into talking points at public events.
- Social media, graphics, logos, banners and posters.

Our goal is to provide tools that everyone can use and share to spread the message. We are always open to any feedback or suggestions. These DIY tools will always be synchronized with ongoing seasonal preparedness themes throughout the year.

Summer Safety

Tips for Extreme Heat

- According to the National Oceanic and Atmospheric Administration ([NOAA](#)), there were 63 heat-related deaths in 2019. Heat also holds the highest 10-year average of deaths per year with 103 fatalities, and the highest [30-year average](#) of any hazard at 138 fatalities.
- Most heat disorders occur because the victim has been overexposed to heat or has over-exercised for his or her age and physical condition. Older adults, young children, and those who are sick or overweight are more likely to succumb to extreme heat.

Tips for Drought Preparedness

- Strategies for drought preparedness focus mainly on water conservation. Use the list of practices from our toolkit for ways to combat a drought and help preserve this essential resource.
- Nearly every part of our country experiences periods of reduced rainfall or drought. If we plan for drought, then we can enjoy the benefits of normal or rainy years and not be caught unprepared in dry years.

Tips for Fireworks Safety

- The best way to protect your family is not to use fireworks at home - period. The U.S. Fire Administration recommends attending public fireworks displays and leaving the lighting to the professionals.
- If you decide to use fireworks, it is important to ALWAYS follow the instructions and safety tips to reduce your risk.

Tips for Outdoor Cooking Safety ([Source: NFPA's Applied Research](#))

- July is the peak month for grill fires (18%), including both structure, outdoor or unclassified fires, followed by June (15%), May (13%) and August (12%).
- In 2014-2018, an average of 19,700 patients per year went to emergency rooms because of injuries involving grills.** Nearly half (9,500 or 48%) of the injuries were thermal burns, including both burns from fire and from contact with hot objects; 5,200 thermal burns, per year were caused by such contact or other non-fire events.
- Children under five accounted for an average of 2,000 or 39%, of the contact-type burns per year. These burns typically occurred when someone, often a child, bumped into, touched or fell on the grill, grill part or hot coals.
- Gas grills were involved in an average of 8,900 home fires per year, including 3,900 structure fires and 4,900 outdoor fires annually. Leaks or breaks were primarily a problem with gas grills. Ten percent of gas grill structure fires and 22% of outside gas grill fires were caused by leaks or breaks.
- Charcoal or other solid-fueled grills were involved in 1,300 home fires per year, including 600 structure fires and 600 outside fires annually.

Tips for Swimming Safety ([Source: American Red Cross](#))

- Swim in designated areas supervised by lifeguards.
- Always swim with a buddy; do not allow anyone to swim alone.

- Never leave a young child unattended near water and do not trust a child's life to another child; teach children to always ask permission to go near water.
- Have young children or inexperienced swimmers wear [U.S. Coast Guard-approved life jackets](#) around water, but do not rely on life jackets alone.
- Maintain constant supervision.
- Make sure everyone in your family learns to swim well. Enroll in age-appropriate Red Cross water orientation and [learn-to-swim courses](#).
- If you have a pool, secure it with [appropriate barriers](#). Many children who drown in home pools were out of sight for less than five minutes and in the care of one or both parents at the time.
- Avoid distractions when supervising children around water.
- If a child is missing, check the water first. Seconds count in preventing death or disability.
- Have appropriate equipment, such as reaching or throwing equipment, a cell phone, life jackets and a first aid kit.

Tips to Stay Safe in a Rip Current ([Source: NOAA](#))

- Rip currents account for 80% of beach rescues, and can be dangerous or deadly if you don't know what to do. It's simple stuff, but we can't take it for granted.
- Know before you go. Check local beach forecasts before you head to the beach, and always swim near lifeguards. Look for any warning signs or flags. If you're unsure about conditions, ask a lifeguard. And know how to swim before you venture in.
- If you do happen to be caught in a rip current, stay calm. It won't pull you under - it'll just pull you away from shore. If you try to fight the rip current and swim against it, you'll just get worn out. Instead - float!
- If you can, wave and yell to get the attention of lifeguards and people on shore to let them know you need help.
- If you're a good swimmer, swim parallel to shore until you've cleared the pull of the rip current. Swim with the waves, allowing them to push you to shore.

Suggested Tagline Quotes

Add the below tagline to your emails to remind friends, family, and fellow business owners to prepare for emergency scenarios:

1. *"What dreadful hot weather we have! It keeps me in a continual state of inelegance."*
- Jane Austen
2. *"The nation that destroys it's soil, destroys itself."*
- Franklin D. Roosevelt
3. *"Police arrested two kids yesterday, one was drinking battery acid, the other was eating fireworks. They charged one and let the other one off."*
- Tommy Cooper
4. *"It's a sure sign of summer if the chair gets up when you do."*
- Walter Winchell, American newspaper and radio personality
5. *"Summer is a promissory note signed in June, its long days spent and gone before you know it, and due to be repaid next January."*
- Hal Borland, author, journalist, naturalist
6. *"The Farmer will never be happy again; He carries his heart in his boots; for either the rain is destroying his grain or the drought is destroying his roots."*
- A.P. Herbert, novelist, humorist.
7. *"Forget about frying an egg on the sidewalk; this kind of heat would fry an egg inside the chicken."*
- Rachel Caine, author

Social Media, Photos, and Graphics

Social Media for Summer Safety

Twitter and Facebook

- Follow @NWS for heat advisories & excessive heat warnings so you can #BeatTheHeat this summer.
- Do you know the difference between a Heat Outlook, Watch, & Warning? Learn them today: <https://www.weather.gov/safety/heat> #BeatTheHeat
- Stay safe from the heat by drinking a lot of water, staying indoors, & calling 911 if you see someone suffering from a heat emergency: www.ready.gov/heat #BeatTheHeat

- When a child's temp reaches 107 degrees, they die. Call 911 & act fast if you see a child in danger. [#HeatStrokeKills](#)
- Extreme heat makes the body work extra hard to maintain a normal temperature. Know the facts & prepare: www.ready.gov/heat #HeatSafety
- *For Facebook:* Always observe state and local restrictions on water use during a drought. If restricted, for example, do not water your lawn, wash your car or other nonessential uses, to help ensure there is enough water for essential uses. Contact your [state or local government](#) for current information and suggestions.
- Avoid taking baths—take short showers—turn on water only to get wet and lather and then again to rinse off. #WhenInDrought #SummerSafety #DroughtSafety **#ConserveWater**
- Avoid letting the water run while brushing your teeth, washing your face or shaving. #WhenInDrought #SummerSafety #DroughtSafety **#ConserveWater**
- Avoid over watering your lawn and water only when needed #SummerSafety #DroughtSafety #WhenInDrought #SummerSafety #DroughtSafety **#ConserveWater #PrepGardening**
- A heavy rain eliminates the need for watering for up to two weeks. Most of the year, lawns only need 1 inch of water per week #SummerSafety #DroughtSafety #WhenInDrought #SummerSafety #DroughtSafety **#ConserveWater #PrepGardening**
- Never allow young children to play with or ignite fireworks. #FireworksHurt
- Leave fireworks to the pros – do not use consumer fireworks! #FireworkSafety #FireworksHurt
- Sparklers burn at temperatures hot enough to melt some metals. #FireworksHurt #FireworkSafety #TheMoreYouKnow
- The safest way to enjoy #fireworks is to attend a public display conducted by trained pros! #FireworksHurt #FireworkSafety #SafeSummer
- After a #fireworks display, children should never pick up fireworks that may be leftover, they may still be active! #FireworksHurt

CLIMATE CHANGE & EXTREME HEAT

CAUSES MORE DEATHS each year than hurricanes, lightning, tornadoes, earthquakes, and fires.

COMBINED!

WHO'S AT RISK?

Adults over 65, children under 4, people with existing medical problems such as heart disease, and people without access to air conditioning.

WHAT CAN YOU DO?

- STAY COOL**
 - Find an air-conditioned shelter
 - Avoid direct sunlight
 - Wear lightweight, light-colored clothing
 - Take cool showers or baths
 - Do not rely on a fan as your primary cooling device
- STAY HYDRATED**
 - Drink more water than usual
 - Don't wait until you're thirsty to drink more fluids
 - Avoid alcohol or liquids containing high amounts of sugar
 - Remind others to drink enough water
- STAY INFORMED**
 - Check local news for extreme heat alerts and safety tips
 - Learn the symptoms of heat illness

LEARN MORE!
Visit CDC's Environmental Public Health Tracking Network to learn more about climate change and extreme heat at www.cdc.gov/ephtacking

Fireworks Injuries

243 people on average go to the emergency room every day with fireworks-related injuries in the month around the July 4th holiday.

Injuries by Fireworks Type*

12%	11%	6%
Sparklers	Firecrackers	Small Candles
5%	3%	2%
Small Rockets	Novelty	Reusable Shell
2%	1%	56%
Public Display Fireworks	Home-made Fireworks	Unexploded

Fireworks Safety Tips

- Never allow **children** to play with or ignite fireworks.
- Make sure fireworks are **legal** in your area before buying or using them.
- Keep a **bucket of water** or a **garden hose** handy in case of fire or other mishap.
- Light fireworks **one at a time**, then **move back** quickly.
- Never** try to **re-light** or **pick up** fireworks that have not ignited fully.
- More Fireworks Safety Tips: www.cpsc.gov/fireworks

Injuries by Age

14%	11%	8%	2%
0-4	5-14	15-24	25-64
1%	12%	34%	1%
65+	15-24	25-64	65+

*Source: U.S. Consumer Product Safety Commission (2014 Fireworks Annual Report) 700 Injured Injuries during the Special Study period (June 27 - July 31, 2014)

GRILLING STATISTICS from NFPA

10,600 home fires are started by grills each year, on average

July is the peak month for grill fires, followed by June, May, and August

19,700 patients went to the ER per year because of injuries involving grills, including **9,500** thermal burns

64% of U.S. households own at least one outdoor BBQ, grill or smoker

Gas grills contribute to a higher number of fires than charcoal grills.

61% of households own a gas grill

Sources: NFPA Research, Data & Analytics; Health, Fitness and Barbecue Association; Consumer Product Safety Commission's National Electronic Injury Surveillance System

American Red Cross Water Safety Tips

- Swim in designated areas supervised by lifeguards.
- Always swim with a buddy.
- If you go boating, wear a life jacket!
- Install and use barriers around your home pool or hot tub.

Rip Currents: The Basics

What Is A Rip Current?
A rip current is a powerful channel of water that moves away from the shore

Rip currents are more intense near inlets, jetties, and piers

A rip current is dangerous because it can sweep even the strongest swimmers out to sea

Rip currents can be **"LIFE THREATENING"** to anyone entering the surf

KNOW YOUR OPTIONS

- Rip currents are common (80% of the world)
- Don't swim against the current.
- Swim out of the current, then to shore.
- If you can't escape, float or tread water.
- If you need help, yell or shout for assistance.

Caught In A Rip Current?
Don't Fight The Current
Swim parallel to the beach

If you can't escape, **YELL** for help! Try to relax and float or tread water

Always Swim Near a Lifeguard and Follow Advice of Beach Patrol and Beach Flag Warning System

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