



ICARP

INTEGRATED CLIMATE ADAPTATION & RESILIENCY PROGRAM

Technical Advisory Council

Item 9b: Office of Community Partnerships and Strategic Communications' Extreme Heat Awareness Campaign

April 14, 2023

Introduction

Housed within the Governor's Office of Planning and Research (OPR), the Office of Community Partnerships and Strategic Communications (OCPSC) manages the State's highest priority community engagement and public awareness efforts including extreme heat, COVID-19 vaccines and water conservation.

As California's climate becomes drier and hotter, extreme heat ranks amongst the deadliest of all climate change hazards, with structural inequities playing a significant role in the capacity of individuals, workers, and communities to protect and adapt to its effects. As part of the state's broader strategic effort, OCPSC will play a leading role in implementing a public education and awareness campaign focused on coordinating with other state agencies and building upon current efforts to bolster extreme heat event preparedness actions and adaptation strategies.

Extreme Heat Public Awareness Campaign

The OCPSC is charged with implementing a public awareness campaign to bolster preparedness of vulnerable Californians before and during extreme heat events, based on the Extreme Heat Action Plan, Public Awareness Track Goal 1: Build public awareness on extreme heat through targeted communications campaigns.

OCPSC collaborates and coordinates across state agencies to provide Californians 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.

Approach

- Educate Californians about what extreme heat events are, how to stay safe during them, and what resources are available to help.
- Leverage a network of trusted community messengers. Trusted community messengers, such as local nonprofits, medical professionals, elected officials, faith leaders, and ethnic media outlets, play a vital role in disseminating cohesive

messaging with identified communities in the language they speak and places where they gather. The campaign provides accurate information to make informed decisions and help alleviate concerns.

- Create messaging to 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.
- Build on California's Extreme Heat Action Plan to apply good 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.

Discussion Questions

- How can we leverage and support your efforts in the communities where you work?
- What information could you share about your communities (population or geographic area) that would be useful for the campaign?
- What channels of communications and outreach approaches do you find most relevant and effective to reach the most vulnerable communities?
- What is the best way to provide you information when we launch our campaign?