



HeatReadyCA.com

Extreme Heat: End of Campaign Report

APRIL – OCTOBER 2023



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Campaign Overview

LANDSCAPE ANALYSIS

In April 2022, the Newsom administration released the Extreme Heat Action plan that outlined strategic and comprehensive actions to adapt and strengthen Californians' resilience to extreme heat.

Unlike other natural disasters and events, extreme heat will affect all Californians in the coming years. In the U.S., [extreme heat kills more people](#) than all other natural hazards and extreme weather events, but gets far less attention because it kills so quietly with death records often showing other conditions as the cause of death.

In California, on average, the state anticipates nearly 50 days of extreme heat per year. Research shows that those in the lowest income quartiles will face 23 more days of heat waves per year by 2100 and often are exposed to [heat waves for longer periods of time](#), compared to their higher income counterparts, due to a combination of location and lack of access to heat adaptations like air conditioning.

As temperatures continue to rise, many Californians fail to grasp the profound impact of extreme heat on human health, essential services, healthcare systems and agriculture. Simultaneously, this surge in temperature places increased strain on the state's water resources, energy grid, transportation networks and overall infrastructure. The urgency of addressing extreme heat cannot be overstated, particularly in safeguarding the lives of the most vulnerable Californians who find themselves disproportionately exposed. Education is a critical tool in helping to keep people safer, as many individuals dismiss extreme heat as "just weather" or an inevitable consequence of climate change, leading to complacency and lack of preparation.

The [Community Reflection Series \(CRS\)](#) held in March and the subsequent [Extreme Heat Awareness](#) Study conducted in May unveiled critical insights that shaped the approach. For example, just over half of Californians had heard or seen information regarding extreme heat and for those who had there was only moderate concern. In comparison, Californians tend to express more apprehension about issues like drought, wildfires, and climate change than extreme heat.

Extreme heat creates widespread concerns about the financial burden of cooling homes and limited access to air conditioning, potential blackouts, and limiting the use of medical devices. While most Californians felt prepared to escape the heat and have access to cooler places outside their homes, they believe additional safe areas were needed in their communities. Approximately half of respondents would consider using cooling centers to escape the heat, but there was a lack of awareness about these facilities, and some indicated concern about safety. This finding led the campaign to determine that providing specific information about cooling centers would significantly increase their appeal.

These learnings underscored the critical importance of informing Californians about the dangers of extreme heat, addressing the unique challenges faced by vulnerable populations, and expanding resources to ensure safety and resilience. The data served as a stark reminder that extreme heat is not only an environmental issue but a public health crisis that requires immediate attention to safeguard the well-being of all Californians.

BACKGROUND AND TEAM STRUCTURE

Background

Beginning in April 2023, Runyon Saltzman, Inc. (RSE) was contracted to lead a statewide campaign to address an increasingly dangerous effect of climate change and natural disaster: extreme heat. Within 25 days of being contracted, we worked with the newly formed Office of Strategic Communications and Community Partnerships (OCPSC) to create an integrated public awareness and education campaign with the **goal of increasing awareness of extreme heat and driving Californians to take preparedness measures**. The team aimed to develop an equity-based communications campaign cognizant of and sensitive to diversity, equity and inclusion to reach vulnerable populations in priority regions, statewide with audience specific messaging for Hispanic/Latino, Asian American and Pacific Islander (AAPI), Black/African American and multiethnic communities.

Working with a limited budget, we used existing research and insights to develop culturally

appropriate messaging and assets for creative, paid media, earned media and community engagement strategies and tactics. This included the development of a campaign name and logo – Heat Ready California (CA). The campaign was also branded in Spanish as Cuidate del Calor California (CA).

Heat Ready CA began by creating a three-tiered action plan and messaging matrix outlining key messages for educating and preparing Californians for the effects of impending extreme heat events, with a combination of short-term and immediate action approaches. We also developed the HeatReadyCA.com website (available as CuidatedelCalorCA.com in Spanish) and made it available in an additional ten identified priority languages. More than 1,500 assets were created including radio, digital banners, out-of-home boards, social media posts, talking points, fact sheets, branded collateral and influencer videos.

Team Structure

We assembled a team of expert and diverse communicators who could reach the vulnerable populations who were the campaign's focus. Following is the list of RSE's subcontractor partners (collectively referred to as "Team RSE") and their respective roles in this campaign:

Blue Public Relations: Provided strategy and execution in the areas of Spanish-language media relations, Hispanic/Latino community outreach and activations. This included support for Spanish-language creative services, adaptation of materials and support with influencer engagement.

Ethnic Media Services: Organized news briefings informing and engaging reporters across the state about extreme heat and how it affects Californians, with a special focus on the diverse immigrant populations and communities of color whom ethnic media serve.

LAGRANT COMMUNICATIONS: Responsible for the strategic development and execution of an integrated communications campaign targeting Black/African American communities – providing insights to inform development of messaging and materials, media engagement, community events and sponsorships, messenger engagement and paid media placements.

Ogilvy Public Relations: Led the equity-based earned media component of this campaign – including messaging, strategy, and coordination with Team RSE's ethnic media partners. This included activation of ongoing and sustained media engagement with trusted messengers for awareness and preparedness education, as well as development of rapid response communications in the event of an extreme heat event.

Solsken Public Relations & Marketing: Led and advised efforts to ensure outreach was culturally and linguistically appropriate for California's AAPI communities. This included adaptation of materials into AAPI languages, amplifying English and in-language messaging and materials, providing insights to inform creative direction and working closely with their network to guide community outreach.



CAMPAIGN AUDIENCES

Heat waves expose and exacerbate inequities, leaving some people more at risk. Extreme heat puts stress on the body and can be deadly. People with greater heat sensitivity or heat vulnerability are at an increased risk of heat illness and death, and include:

Older adults: Research shows that older people may not perceive the risks of extreme heat in the same way as people younger than 65, which increases their vulnerability. Older adults also do not adjust as well as younger people to sudden changes in temperature and have more factors affecting their body's ability to regulate temperature.

Children: Young children are more vulnerable to heat stress because they rely on their caretakers to help them stay cool and hydrated. Young children also

don't sweat like adults do, which is one of the body's most important ways to regulate body temperature.

Individuals living with disabilities and/or chronic conditions: Those who are more vulnerable to heat stress because extreme heat can worsen existing medical conditions such as heart disease, mental illness, poor blood circulation and obesity – all are risk factors for heat illness.

Pregnant individuals: People who are pregnant are more vulnerable to heat stress because carrying children disrupts the body's ability to regulate sudden changes in temperature. Their bodies must work harder to cool down both the pregnant person's body and the developing baby.

Low-income households/those living in urban areas and renters: Urban areas are about 1-7 degrees hotter than outlying areas during the daytime – and as much as 22 degrees hotter in the evening – due to the urban heat-island effect. In these areas, communities of color and residents with lower incomes face the greatest vulnerability to extreme heat-related illness and death often due to inequitable living conditions that have contributed to cumulative burdens of pre-existing health conditions, such as excessive exposure to air pollution and seasonal smoke.

Outdoor workers: Those who work in environments without adequate cooling, like outdoor, agricultural, construction and warehouse workers, or emergency responders, are more likely to be affected by heat illness because of risk factors such as engaging in heavy physical activity, needing to be in warm or hot environmental conditions, not being acclimatized and wearing clothing that traps body heat.

Those experiencing homelessness: Unhoused residents are more vulnerable to heat stress because they lack access to many of the ways to keep cool. They have no home to avoid the heat; there are fewer public air-conditioned spaces they may feel welcome visiting; they do not have consistent access to water or food; they are the most impacted by the urban heat-island effect; and they are already suffering the worst social and health inequities.

Individuals who lack access to cooling and transportation: These individuals may also not have reliable access to transportation options to escape extreme heat. People in rural areas may lack adequate public transportation services, while for those in urban areas, even if public transportation is available, many bus stops don't offer shade, transportation hubs can lack air conditioning, buses or subways may be unable to combat body heat when the cab is full. In addition, those who live in coastal or other areas of California that don't often have hot weather are more heat sensitive. This includes lack of acclimatization and homes or buildings that do not have air conditioning.



CAMPAIGN STRATEGY

Based on the landscape and data analysis, Team RSE recommended the campaign provide direct messages to keep people safer by:

- Educating Californians about the dangers of extreme heat.
- Preparing Californians for extreme heat events.
- Activating Californians to protect themselves during extreme heat events.

Key messages initially included:

Awareness: Define extreme heat, help residents assess their risk, and encourage people to be heat ready by asking them to make a plan and visit the HeatReadyCA.com website to learn more.

Preparedness: Provide tips for extreme heat safety, how to spot the warning signs of heat illness, and clear instructions on how to create a heat plan for vulnerable populations.

Activation: Focus on direct action to an existing or forecasted extreme heat event in a specific geographic area(s) by reminding people about the signs of heat illness and how to stay cool.

Goals

Overall: Develop and implement an equity-based, actionable and targeted public awareness campaign cognizant of and sensitive to diversity, equity and inclusion to reach populations most vulnerable to heat impacts statewide and among priority regions.

Paid Media: Raise awareness about extreme heat and encourage preparedness through a cost effective and efficient media plan reaching California's most vulnerable populations. (Team RSE was prepared to deploy regional buys if/when an extreme heat event occurred and launch these efforts within 24-72 hours.)

Creative: Raise awareness about extreme heat and encourage preparedness by utilizing easily understandable, tip-driven language, bright and saturated visuals, along with imagery and messaging representative of the campaign's intended audiences.

Earned Media: Develop audience-specific messaging for Hispanic/Latino, AAPI, Black/African American and multiethnic media. In addition, secure a regular cadence of earned media coverage by deploying trusted messengers via a speakers bureau and holding events such as community conversations and media briefings.

Website: Serve as a central hub for all extreme heat information and resources and be the call-to-action for paid media and all outreach efforts of the campaign.

Community Outreach and Partnerships: Effectively disseminate information to raise awareness about extreme heat and drive preparedness for extreme heat events by leveraging community events to meet Black/African American, Hispanic/Latino and AAPI audiences where they are.

Influencers: Engage and educate Californians about the dangers associated with extreme heat and drive readiness for extreme heat events through diverse and trusted social media influencers.

Campaign Objectives

- **Primary:** Build an umbrella message to support awareness and prepare communities for extreme heat.
- **Secondary:** Rapid response to support at-risk communities during anticipated extreme heat events.

Eventually, the Awareness and Preparedness messages were combined for the initial outreach. **Activation messaging was deployed sparingly, with one specific heat-related event in Imperial County from Monday, August 28, 2023, through Tuesday, August 29, 2023.**

Preparedness Outreach

Preparedness messaging was the backbone of the Heat Ready CA campaign, with a wide variety of tactics used for dissemination.

- **Owned** (Heat Ready CA website and organic social media)
- **Paid** (connected TV, pre-roll, display, audio, podcasts, paid social, influencers, paid search, broadcast radio, Paleteros, and print)
- **Earned** (press releases, media briefings, speakers' bureau and community conversations)
- **Community engagement** (outreach events, collateral giveaways, newsletter articles and talking points)

Activation Outreach:

Activation messaging was based on quickly deployable pre-approved programmatic, Total Traffic & Weather Network (TTWN) radio, digital out-of-home (OOH), digital media and earned CBO outreach.

Additionally, OCPSC requested to have general Activation messaging used for the main media buy for digital display and programmatic OOH.

Key tactics:

- **Owned** (Heat Ready CA website and organic social media)
- **Paid** (programmatic OOH digital boards, paid social (Meta - Facebook/Instagram), and LED billboards)

Due to the rapid nature of activation events, there was no community outreach for that period. Additionally, the Office of Emergency Services took the lead for earned media relations for activation events.



OVERARCHING RESULTS

Note: See Appendix A for detailed results

The Heat Ready CA campaign was very successful considering it was only live for a three-month period, as the campaign launched in early to mid-July and ended in early October – missing more than a month of the summer season and continuing into fall. As temperatures in California during the summer of 2023 were not as dangerously high [as anticipated](#), extreme heat wasn't considered a compelling need, and the public was not as interested in obtaining information about extreme heat toward the end of the campaign.

Website

Being an awareness campaign, the primary objective was to drive traffic to the website. In fact, **87% of the website's traffic was driven by the paid media campaign** – primarily with digital ads, which delivered users directly to the Home page. To date, the site has received more than 700,000 page views and reached nearly 550,000 unique users.

In addition, the website offered two features through the Home page – to 'Make a Plan' and 'Find a Cooling Center'. Although advertising did not specifically promote users to interact with either of these features on the site, nearly 3,700 utilized the 'Find a Cooling Center' tool and more than 1,000 people engaged with the 'Make a Plan' feature.

The most viewed pages of the website were the Home page (in English, Spanish, Vietnamese, Korean, and Punjabi) followed by the Signs of Heat Illness page.

Website traffic steadily increased throughout the campaign and was seen to 'cool' with the weather. A spike near the end of September/early October was due to an increase in the media budget during this time.

Paid Media

The objective of the paid media campaign was to generate awareness and drive users to the Heat Ready CA website. To that end, the campaign achieved **more than 126 million impressions**.

But even more importantly, the campaign garnered strong results among priority audiences by using in-language media, broken down as follows:

- **50 million impressions** specifically reaching multicultural audiences
- **57 million impressions** specifically reaching Hispanic/Latino audiences
- **6 million impressions** specifically reaching Black/African American audiences
- **13 million impressions** specifically reaching AAPI audiences

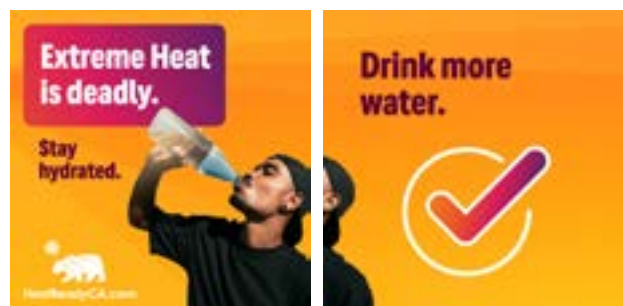
Importantly, the paid media campaign was a very successful and efficient means of promotion. **The campaign generated clicks and impressions at a more efficient cost in comparison to similar statewide campaigns over a three-month period:**

- \$9.82 CPM (cost per thousand impressions*)
- 580,094 clicks to ads (all digital media excluding CTV)
 - \$2.15 CPC (cost-per-click*)
 - 0.47% CTR (click-through-rate*)

Top performing creative for digital and social placements included *Drink Water, Check-In, Find AC, Signs and Keep Cool (Video)*.**

*See Appendix A for glossary

** See pages 15 and 16 for additional samples



Earned Media

The Heat Ready CA campaign generated a consistent cadence of news coverage across audiences.

The team secured print, online and broadcast coverage across Hispanic/Latino, AAPI, Black/ African American and multiethnic media statewide resulting in:

- **566 placements, 47,454,739 impressions and 245,293,431 unique views per month**
 - 414 placements (more than 70% of total placements secured) included quotes from campaign spokespeople and speakers bureau representatives
 - 103 placements in tier one counties
 - 292 placements in tier two counties
 - 34 placements in tier three counties
 - 78 placements in tier four counties
- 46 interviews in English (19) and Spanish (27) for trusted spokespeople, including State doctors, dieticians, community leaders and more
- 14 national placements reaching more than 307 million unique views per month
- 27 social placements by media with 785,552 followers
- 69 assets developed

Community Outreach and Partnerships

Through our outreach efforts, **more than 71,000 people were potentially introduced to Heat Ready CA campaign messaging and materials.** Through 17 events, our teams directly engaged with nearly 3,400 event attendees and we disseminated more than 17,320 collateral materials.

Influencers

The influencer campaign demonstrated remarkable success in effectively reaching intended audiences and increasing awareness about extreme heat and ways to prevent heat-related illness. **The campaign generated 798,123 impressions, 58,535 engagements and reached 786,740 people.** It achieved an engagement rate of 3.21% on Instagram and 6.80% on TikTok – well above the industry engagement benchmarks. The overall CPM of the influencer campaign resulted in a \$39 CPM – which falls within the CPM optimal range.



PROJECT MANAGEMENT AND REPORTING

Project Management

To effectively track project status and needs, Team RSE and OCPSC determined an ongoing meeting cadence for updates and reporting. Campaign staff met twice a week for regular status updates, once a week for earned media, and held additional meetings as needed. Team RSE also held internal planning meetings to ensure all tasks, activities and functions were carried out effectively and on time.

Various documents were created and maintained to keep track of budget, creative production, project management, reporting and advertising campaigns.

To effectively communicate and collaborate quickly across a large group of stakeholders, OCPSC initiated an Asana project management board for this campaign. Primary staff from OCPSC and Team RSE used Asana to indicate production timelines, project status for each media component, coordinate development and approval of all assets and track progress of campaign components along with ownership of each task.

We maintained detailed budget trackers for campaign components that were updated as new costs were planned and incurred. Reports and invoices were generated regularly each month to keep OCPSC apprised of the status of budget and hours.

A [creative asset tracker](#) was developed to show what placements (mediums and languages) were running for each week of the campaign. The tracker was presented at each status meeting to give all team members an overview of the status of the paid media and creative campaigns.

Reporting

Team RSE consistently monitored and reported activities and results of all tactics throughout the lifetime of the campaign. We focused on three primary activities for the Heat Ready CA campaign:

- Monitoring and proving marketing tactic effectiveness
- Providing accurate and timely campaign metrics
- Evolving our existing tools/strategies to provide the OCPSC team with actionable insights

In addition to these, we established a system for capturing and displaying activations for extreme heat events; to date, there has only been one in Imperial County.

Our primary objective was to present real-time metrics and analytics that verified the campaign tactics were meeting the goals of increased awareness and bolstered preparedness.

This included:

- Weekly campaign reports
- Maintaining and building upon an enhanced interactive dashboard built within Looker Studio (formerly Google Data Studio)
- Translating traditional media flowcharts into weekly metrics
- Providing ad-hoc analysis of tactics

Building from the work performed during the Vaccinate ALL 58 campaign, we made it an early priority to refine the reporting tools to be more accessible and user-friendly (in addition to the transparency in performance developed for the VA58 campaign). Additionally, in collaboration with OCPSC we have made significant progress toward creating a parallel view of campaign activity within CORD.

The website (HeatReadyCA.com) and primary landing page for the campaign was critical to monitoring campaign performance. By having a pre-established Google Analytics infrastructure, we were able to monitor site activity from the campaign's outset. This real-time view allowed us to directly attribute website activity to marketing efforts — since the site was brand new and there was nearly no opportunity for organic exposure. Campaign data without a real-time connection was updated on a weekly basis. Upon the conclusion of the campaign, the final, non-live campaign data (partner and traditional) was added as well.

Via the interactive dashboard, Team RSE and OCPSC had a real-time, in-depth view into site traffic and key engagements within the site, such as:

- Cooling Center searches
- Learning the Signs of Heat Illness
- National Weather Service Heat Risk
- All stages of creating of an "Extreme Heat Ready Plan" (a key performance indicator for the campaign)

Throughout the course of the paid media campaign, we provided a weekly campaign report which included updates on all tactics of the campaign – creative, paid, earned, community outreach, website and influencers. The campaign report also included links to the paid media dashboard and was disseminated to OCPSC staff along with OPR and the Office of the Governor.

Note: See Appendix C for link to weekly reports

BUDGET



OCPSC issued

**\$3.84
million**

**for the Extreme
Heat campaign**

(4/1/2023 – 10/31/2023)

Of that,

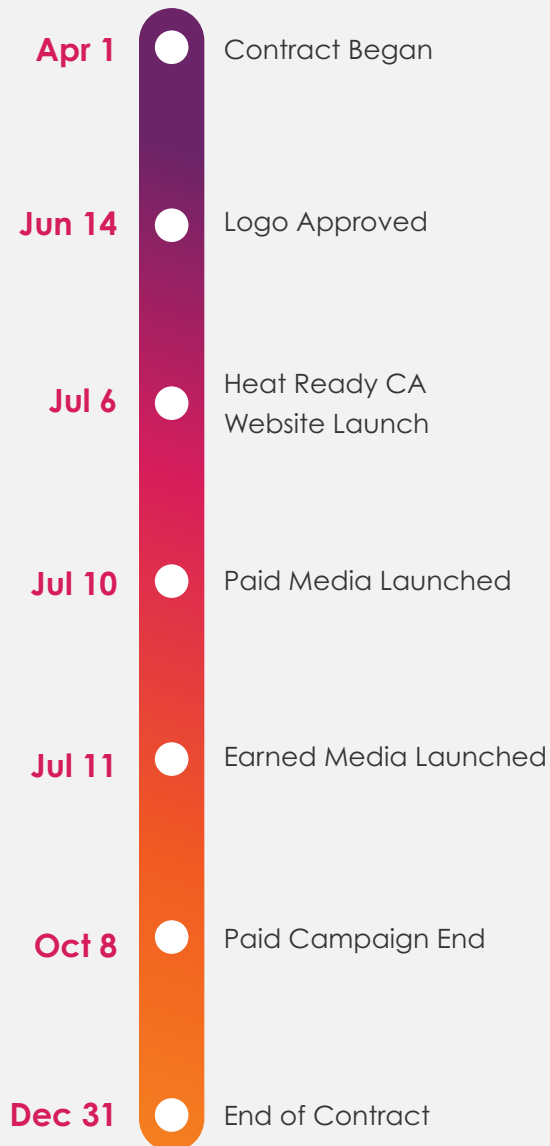
\$2,286,230

was allocated for
paid media



TIMELINE

KEY DATES



Team RSE was contracted to this campaign on April 1, 2023.

With the advent of the OCPSC office, it took some time to determine internal structures and systems for the first ad campaign. Branding and logo approval was secured in June, allowing the team to move forward with finalizing the website and creative assets for the paid media campaign.

The HeatReadyCA.com website initially launched on July 6, in English and Spanish. As a live landing page was required to direct audiences to accurate and up-to-date information, the paid media campaign coincided with the launch of the website.

The first media to launch was paid search, followed by English organic social posts, Spanish print ads and English programmatic out-of-home, on July 10. Paid ads for remaining placements and languages continued to go live through July, August and early September.

Earned media launched on July 11 on the heels of the Governor's Office press release, which announced the Heat Ready CA campaign.

With all paid media initially planned to end the first of October, digital advertising concluded the campaign on October 8.

The contract was extended through December to allow time for final reporting and wrap-up of any outstanding activities

Creative

OVERVIEW

The Heat Ready CA campaign utilized a combination of easily understandable language, vivid visuals and targeted messaging to achieve its goals.

Objective and Approach

The primary aim of the campaign was to raise awareness about extreme heat and encourage preparedness measures, as well as alert areas affected by extreme heat events with essential information about staying safer.

Messaging and Language: The campaign used straightforward, tip-driven language to inform people about the risks of extreme heat and how to stay safer. For activation, assets were focused on providing urgent information about staying cool as temperatures rose to dangerous levels.

Visual Elements: Bold and saturated colors in the visual design conveyed the severity of hot weather and diverse photography showcased the various target audiences.

Campaign Deliverables

Deliverables included the development of a campaign domain name, logo design, website design and asset creation in the following mediums:

- Out-Of-Home
- Digital
- Social
- Radio
- Video
- Collateral Materials

Inclusive Representation

The campaign prioritized diversity and inclusivity, ensuring the messaging aligned with California's multicultural populace. A comprehensive photo and video shoot was conducted to capture a diverse representation of the state's population specific to intended audience segments and supplemented with stock imagery where needed. This included subjects of different ages and racial backgrounds.

It is very difficult to source stock imagery for certain audiences and demographics. Often, available stock is stereotypical or reinforces inaccurate/negative stereotypes. For this campaign, we specifically obtained appropriate representation of Punjabi families (including young children), people with chronic conditions (including medical equipment such as inhalers and oxygen tanks) and people with disabilities (with equipment such as walkers and braces).

The shoot also allowed us to create images and footage that could be adapted to different tones of messages. Subjects were captured in a variety of poses and emotions/sensations (cool, tired, overheated, etc.). We were also able to shoot with props that were relevant to the campaign, such as fans and towels.

Cultural Relevance and Transcreation

Partner agencies, including Blue PR, LAGRANT COMMUNICATIONS and Solsken Public Relations & Marketing, were involved to ensure cultural relevancy and accurate transcreation of the campaign's messages. By creating culturally and linguistically appropriate messages and assets that deeply resonated with the campaign's intended audiences, this collaborative effort proved successful at effectively engaging and educating vulnerable populations.

This process helped to avoid harmful stereotypes and emphasized accurate portrayals of audiences featured on the website and in advertising materials. Partners were regularly consulted on cultural relevancy, ad copy, images for each asset, as well as final layouts. For Spanish and AAPI language translations, they ensured all text and messaging was translated and trans-adapted to be appropriate for the corresponding audience.

For the photo and video shoot, each partner assisted by helping with casting, reviewing shot lists and either attending the shoot or being on call for wardrobe and styling. Partners provided careful casting recommendations and considerations for skin tone, diverse hairstyles and clothing choices. For example, the LAGRANT team gave careful attention to the selection of props and color schemes, including recommending the use of hand towels instead of bandanas, to create an authentic and respectful narrative free of real-world issues such as gang-related color connotations and stereotypes. The Solsken team worked with local CBOs and were able to connect with a local Punjabi family to serve as models.

CREATIVE SAMPLES: PAID MEDIA

Digital/Social

Signs of Heat Illness GIF



Video/Radio

[Keep Cool Video English](#)



OOH

[Find a Location With A/C Spanish OOH](#)



[Check in on Those 65+ Spanish OOH](#)



CREATIVE SAMPLES: TOOLKIT

Door Hangers

¿Estás preparado para el calor, California?
El calor es más hot que cualquier otro peligro meteorológico. Prepárate para el calor antes y asegúrate de tener acceso que te ayuden a mantenerte a salvo.

¿Qué es el calor extremo?
El calor extremo son dos o más días y noches de calor inusualmente alto para tu región. California está experimentando episodios más frecuentes de calor extremo.

Los 3 mejores consejos sobre el calor

- Mantente fresco**
Evita estar al aire libre durante las horas más calientes. Cuando puedas, permanece en espacios con aire acondicionado regulado entre 75-80°F en la biblioteca local, centro comunitario o centro comunitario.
- Mantente hidratado**
Beba agua todo el día y considera la posibilidad de complementarla con bebidas deportivas. Evita la cafeína y el alcohol.
- Cómodos unos a otros**
Mantente pendiente de los familiares y amigos y pídeles que hagan lo mismo que tú.

Crea tu plan en CuidateDelCalorCA.com

Are you Heat Ready, California?
Heat is deadlier than any other weather hazard. Be prepared and find resources to help you stay safe.

What is Extreme Heat?
Extreme heat is two or more days and nights of unusually high heat for your region. California is experiencing more frequent episodes of extreme heat, creating a greater danger to life.

Top 3 Heat Tips

- Stay Cool**
Avoid direct heat for long. At home, set your A/C between 75-80°F and wear blinds. Consider air-conditioned space like your local library or community center.
- Stay Hydrated**
Sip water all day and consider adding in sports drinks. Avoid caffeine and alcohol.
- Look After Each Other**
Check in on friends and family and have them do the same for you.

What is Heat-Related Illness?
Extreme heat can cause heat-related illness. Signs of heat illness include dizziness, headache, nausea and excessive sweating.

Make a heat plan today at HeatReadyCA.com

AAPI Fact Sheet

What is Extreme Heat?

Extreme heat is two or more days and nights of unusually high heat for your region. Unfortunately, it's not a matter of IF extreme heat will occur, but WHEN. It is not just people with greater heat vulnerability who are at risk of heat illness and death. A person of any age who has prolonged exposure to extreme heat may suffer from heat illness.

Did you know?...

- The California Environmental Health Tracking Program showed that from 2005-2015 heat-related illness increased by 35% on average, but was higher for Asian Americans with an increase of 53%.
- California has 4,649 Asian-operated farms, and Fresno County has the largest total of 882 Asian-operated farms that are affected by extreme heat.
- From 2004-2016, in the U.S., Asian American and Pacific Islanders made up 194 deaths related to heat. Over a similar time frame, from 2000-2020, roughly 1% of Asian American deaths were in California.

Signs and symptoms of heat-related illness

Understand heat-related health risks. Warning signs of heat illness vary, but may include heavy sweating, muscle cramps, weakness, headache, nausea or vomiting, paleness, tiredness, or dizziness.

- If you are suffering any of these symptoms, move to a cool place, loosen your clothes, sip water, and try to cool down with cold cloths or a bath.
- Get medical help right away if you are throwing up, your symptoms worsen, or last longer than an hour.

Symptoms of heat stroke include a fever of 103 degrees F or higher, confusion, and loss of consciousness.

Call 911 if suffering heat stroke.

Tips for staying safe during extreme heat events

Drink plenty of water throughout the day, even if you don't feel thirsty.	Avoid alcohol and caffeine as those beverages can dehydrate you further.	Traditional hot soups and hot drinks may be consumed if you are not experiencing extreme heat symptoms.
Be cautious with home remedies that may increase your vulnerability to heat-related illnesses.	Wear loose-fitting, lightweight, and light-colored clothing to help your body stay cool.	Set your A/C to 75-80 degrees.
Check in on elderly family and friends on hot days.	Never leave children or pets in parked vehicles.	HeatReadyCA.com

Newsletter Article

What is Heat-Related Illness?

California is experiencing more frequent episodes of extreme heat, creating a greater danger to Californians. Heat-related illness happens when the body can't cope with extreme heat. Some chronic health conditions can also become more serious.

Knowing the symptoms and warning signs of [heat-related illness can help you and your loved ones stay safer during extreme heat events](#).

- Heat stroke:** This life-threatening condition happens when the body can no longer control its temperature. Symptoms include a fever of 103 degrees Fahrenheit or higher, confusion, or loss of consciousness. If you see someone experiencing these symptoms, call 911 immediately.
- Heat Exhaustion:** Sweating helps your body cool, but heat exhaustion can happen if your body loses too much water and salt through sweat. Symptoms can include heavy sweating, weakness, dizziness, nausea, and headache. Limit time in the sun during extreme heat. Take breaks and stay hydrated.
- Heat Cramps:** Prolonged exposure to heat can cause muscle cramps, particularly in the legs, arms, and abdomen. Avoid play or exercise during extreme heat. Rest if you're feeling tired and sip water to replenish energy.
- Skin Problems:** Skin problems such as sunburn, heat rash, and hives can result from exposure to extreme heat. Wear sunscreen, hats, sunglasses, and other sun protection when outdoors.
- Dehydration:** Dehydration can cause headaches, fatigue, and dizziness. Stay hydrated by drinking more water than usual throughout the day, and especially during extreme heat events.
- Respiratory Problems:** Extreme heat can trigger or worsen chronic conditions or respiratory problems such as asthma or allergies. Be sure to check in with your doctor and have prescriptions/medications with you.

Resources

Stay Informed

- [Sign up for emergency alerts](#)
- Follow your local news to stay informed on weather forecasts, including alerts on extreme heat events, and where to access your local cooling centers.
- Check the [National Weather Service HeatRisk](#) forecast.
- Learn about reducing power with [EcoAlerts](#).
- Get tips and advice [from the home county](#) on avoiding the dangers of extreme heat.

Branded Talking Points

CuidateDelCalorCA.com

¿Cómo puedes mantenerte más seguro durante el calor extremo?
Lo primero que debes hacer durante eventos de calor extremo es intentar mantenerte fresco.

- Si tienes aire acondicionado, ajusta el termostato entre 75 con persianas o cortinas.
- Si no tienes aire acondicionado, busca un centro de enfriamiento acondicionado, como una biblioteca o centro comercial.
- Usa ropa holgada, ligera y de colores claros, y aplica protección solar.
- Si puedes, evita estar expuesto directamente al calor durante el día.

Meterte en agua fría también ayuda a refrescarte, ya sea un baño o una ducha.

- Pero es importante tener cuidado con las aguas de corrientes o después del deshielo récord de California.
- Presta mucha atención a los niños cerca o dentro del agua.

No olvides beber mucha agua, al menos dos vasos cada hora.

- Las bebidas deportivas pueden ayudarte a reponer las sales perdidas.

También es importante preocuparse por las personas y las mascotas más vulnerables.

- Debido a que los bebés no sudan como los adultos, y lenguaje corporal, pueden estar especialmente irritados cuando lloran.
- Asegúrate de verificar el estado de familiares mayores o quienes tienen dificultades para regular su temperatura.

Trabajando juntos, podemos mantenernos a nosotros mismos.

CuidateDelCalorCA.com

Bienvenidos

Preguntas para empezar:

- ¿Sabías que el calor extremo es peligroso y puede poner en riesgo la vida?
- ¿Tienes un plan para enfrentar el calor extremo?
- ¿Cómo te preparas cuando hace calor?

Quiénes somos:

- Nombre de la organización
- El nuevo esfuerzo del estado de California para alcanzar proactivamente a las comunidades más afectadas por eventos de calor extremo.

Queremos que sigas estos pasos:

- Mantente alerta:** El calor extremo es más mortal que cualquier otro fenómeno meteorológico.
- Prepárate:** Al igual que con los terremotos, inundaciones u otros eventos climáticos serios, la planificación puede ayudarte a protegerte a ti mismo y a familiares vulnerables.
- Toma acción:** Cuando ocurra un evento de calor extremo, toma medidas adicionales para que tú y tus seres queridos se mantengan frescos.

Cobranded Flyer

Are you Heat Ready, California?
Heat is deadlier than any other weather hazard. Be prepared for extreme heat events and find resources to help you stay safe.

Top 3 Heat Tips

Stay Cool
Close shades, windows, and blinds. Set air conditioners between 75 and 80 degrees. Try to stay indoors and wear loose, light-colored, lightweight clothing.

Stay Hydrated
Sip water all day and consider supplementing water with sports drinks. Avoid caffeine and alcohol, which can dehydrate you.

Look After Each Other
Check in on friends, family and elderly neighbors. Have them do the same for you.

What to Do During Extreme Heat?

Make a Plan
As with other serious natural weather events, planning can help protect you and your family.

Move to a Cooler Place
Find your nearest cooling center or air-conditioned space.

Know the Signs of Heat-Related Illness
Learn the warning signs to stay safer during extreme heat.

What is Heat-Related Illness?

- Dehydration can cause headaches, fatigue and dizziness.
- Heat exhaustion symptoms can include heavy sweating, weakness, dizziness, nausea, and headache. Limit time in the sun during extreme heat. Take breaks and stay hydrated.
- Heat stroke symptoms include a high body temperature, confusion, seizures, or loss of consciousness. It may or may NOT include sweating. This is a medical emergency and you should call 911 immediately.

HeatReadyCA.com

¿Qué puedes hacer?
Obtén más información sobre el calor extremo y encuentra recursos en CuidateDelCalorCA.com

Para más sugerencias visita CuidateDelCalorCA.com

¿Qué son los eventos de calor extremo?
El calor extremo ocurre cuando las temperaturas están muy por encima de lo normal durante varios días y no refresca por la noche.

- El calor extremo se encuentra entre uno de los cambios climáticos más peligrosos y mortales debido a las complicaciones de salud causadas por enfermedades relacionadas con el calor.
- Debido a que los eventos de calor extremo son cada vez más comunes, las personas que residen en California necesitarán tomar más medidas preventivas para protegerse de enfermedades relacionadas con el calor.
- No todos pueden adaptarse por igual, especialmente las personas mayores de 65 años, niños pequeños, mujeres embarazadas, aquellos que trabajan sin aire acondicionado, los que viven en comunidades urbanas, personas sin hogar o quienes tienen condiciones de salud crónicas.
- Las áreas urbanas son entre 1 y 7°F más cálidas que las áreas periféricas durante el día, y hasta 22°F más por las tardes, debido al efecto de isla de calor urbano. Las ciudades tienden a ser mucho más cálidas que las áreas rurales que las rodean.

¿Cuáles son las enfermedades ocasionadas por el calor?

Hay una serie de enfermedades relacionadas con el calor, desde quemaduras solares y sarpullido hasta calambres y golpes de calor.

Durante eventos de calor extremo, es importante estar atento a los signos de advertencia de enfermedades por el calor, que pueden incluir calambres musculares, dolores de cabeza y náuseas.

- El golpe de calor es la enfermedad relacionada con el calor más peligrosa y, si no se leoman medidas rápidamente para enfriarse, puede llevar a la pérdida de consciencia e incluso la muerte.
- Los síntomas del golpe de calor incluyen una temperatura de 103 grados F o más, piel enrojecida, caliente o húmeda, pulso acelerado, mareos y confusión.
- Si sospechas que alguien está sufriendo de un golpe de calor, llama al 911 de inmediato. Si es posible, lleva a la persona a un lugar más fresco y enfría con paños fríos o un baño frío. Las acciones rápidas pueden salvar vidas.

Para más sugerencias visita CuidateDelCalorCA.com

Website

Note: See Appendix A for detailed results

DESIGN AND CONTENT

Team RSE developed a dedicated microsite to be the central hub for extreme heat resources and information and serve as a landing page for the paid media campaign. Available in English as HeatReadyCA.com and in Spanish as CuidatedelCalorCA.com, the site was also translated into ten additional languages.

Hosted in WordPress, the site was designed to be mobile-friendly, easy to navigate and with ADA best practices in mind.

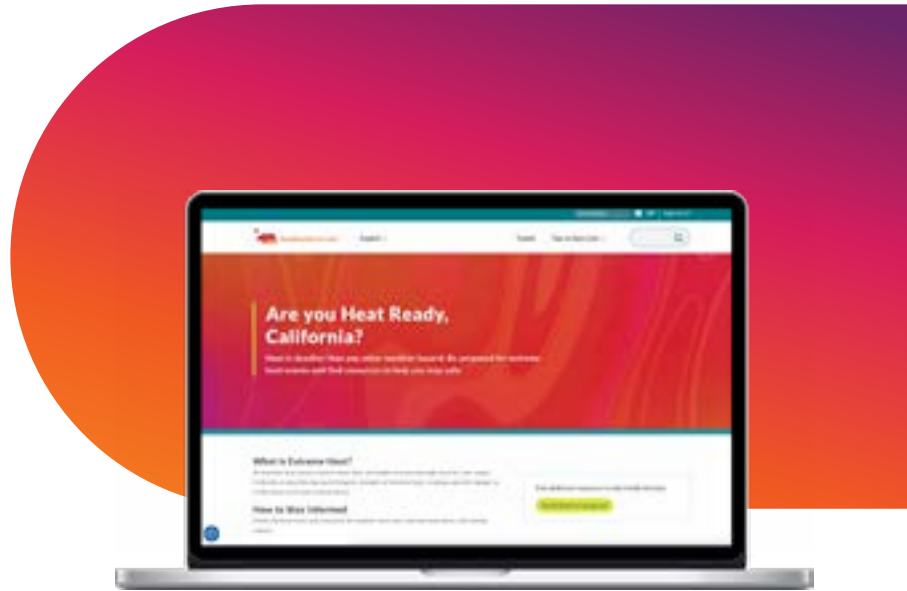
With the goal of having the site serve as a call to action for all outreach efforts of the campaign, we directed audiences to relevant and intuitive landing pages that supported California's diverse populations. The website is comprised of the:

Home page which provided background about extreme heat events, the top three tips for heat safety, links to all interior pages, and links to additional resources (provided by both state and local organizations).

Make a Plan page which allowed users to create a custom extreme heat plan for themselves or a loved one based on demographics (occupation, health status, living conditions) and email or download the checklist to save for later use.

Toolkit page which provided access (via the SocialPressKit platform) to downloadable materials such as flyers, social media graphics, newsletter content and videos for the public as well as partner organizations that engaged with members of their communities.

Signs of Heat Illness page which educated users on the signs of heat illness and how to avoid them.



Pages dedicated to each of the campaign's intended audiences with population-specific tips on staying cool and safer during periods of extreme heat.

The site was translated into eleven languages (including Spanish) identified by OCPSC. The majority of the languages were translated using the WordPress Multilingual Plugin (WPML), with the exception of Dari and Tagalog. WPML offered a fast and inexpensive method of making the site accessible in multiple languages through auto translations, while also allowing the opportunity for customization of the translations if needed. For example, OCPSC staff reviewed and provided edits to Spanish translations, which were then manually updated. Dari and Tagalog were custom translated as those languages were not available via the plugin.

In addition to Spanish, the site was translated into the following languages:

- Arabic
- Traditional Chinese
- Simplified Chinese
- Dari
- Japanese
- Korean
- Punjabi
- Russian
- Tagalog
- Vietnamese

DEVELOPMENT AND LAUNCH

With the goal of launching the website by the end of May 2023, our team worked quickly to design and create mockups of the Home, Toolkit and Make a Plan pages, finalize content and copy, and develop the pages in WordPress.

In addition, we worked with the developer to ensure that the site complied/worked toward compliance with the State of California Web Content Accessibility Guidelines (WCAG 2.1 Level AA). This included use of the DYNOMAPPER tool as well as meetings with OPR to ensure the site met and displayed proof of compliance with accessibility standards. We also developed privacy policy and accessibility pages.

After obtaining approval from OCPSC on each step of the design and development process, the site

officially launched on July 6. The initial site launch in English and Spanish (Home and Make a Plan pages) provided a place to direct the call to action which allowed the paid media campaign to begin on July 10. The Toolkit page and seven interior audience-specific pages were launched in English and Spanish on July 20. The in-language pages followed later in August and September, along with two additional interior audience-specific pages.

Throughout the duration of the campaign, we continued to work with OCPSC to make edits (both English and in-language) to keep the site up to date as new guidance and messaging became available.



Paid Media

OVERVIEW

Note: See Appendix A for detailed results

Objectives

The primary objectives of the paid media campaign were to support a public awareness campaign that could build upon current efforts to bolster extreme heat event preparedness actions and adaptation strategies and coordinate with other state agencies.

Team RSE delivered a dynamic media campaign that was prepared to be responsive to weather forecasts

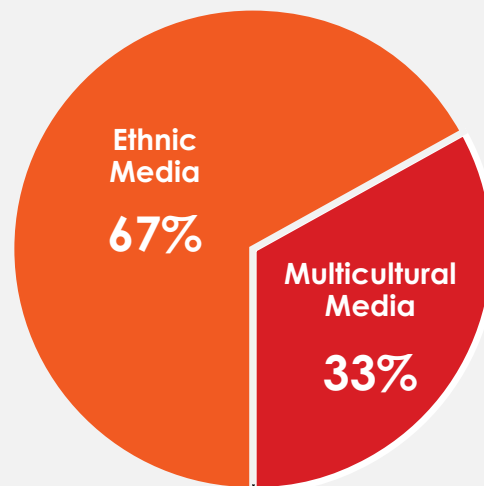
throughout the state and deploy pre-produced assets within 24 – 72 hours in any media market.

The media team strategically integrated digital, radio, out-of-home and print media to support all phases of the campaign and concentrated on ethnic media outlets to reach the populations most vulnerable to health impacts from extreme heat.

Audiences

Among the campaign audiences, we identified ethnically diverse, disproportionately affected adults 18+ as the primary paid media target. Within that broader group, the following criteria were used to target advertising:

- Segmented audiences: Adults 18-34, 25-64, 65+
- Diverse ethnic audiences: Hispanic/Latino, Black/African American, Asian American, Punjabi, American Indian/Alaska Native and English-speaking Multicultural
- Low Income: Household Income of less than \$50,000

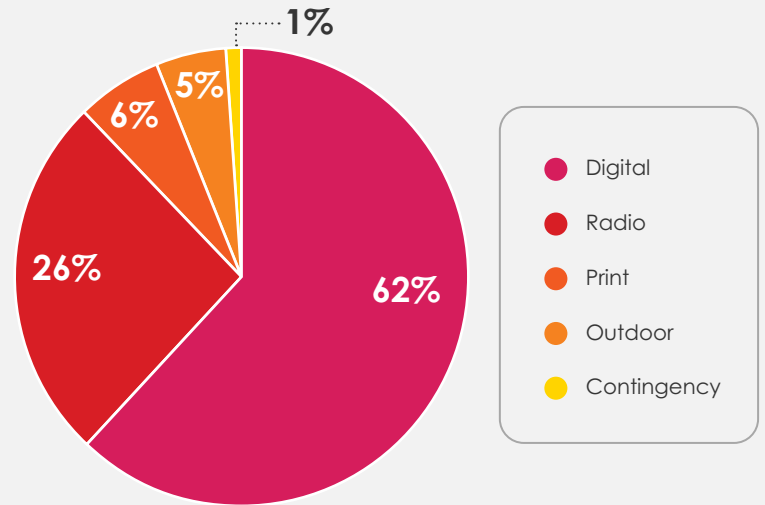


Media Mix

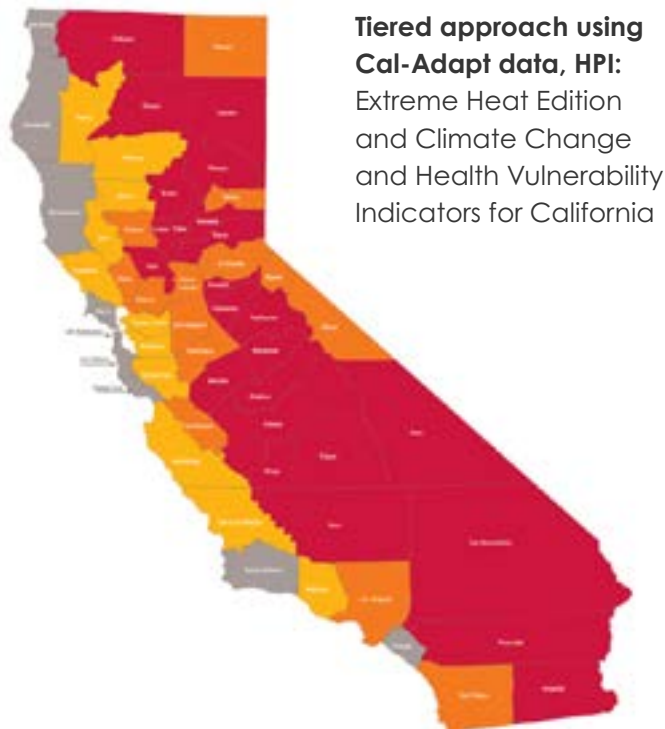
Consumer demographics across the U.S. are changing quickly. Team RSE uses Scarborough data to provide data insights into our targeted audiences and their media consumption habits. We are also able to review target audience leisure activities to gain additional lifestyle insights of our targeted audiences. Our analysis of Scarborough data guides our strategic recommendations based on the amount of time consumers are spending with each media tactic to provide our clients with the most comprehensive and cost-effective media strategy.

That analysis led us to the recommended mix of media to most cost-effectively reach the priority target audiences.

The final media mix at the end of the campaign included:



Geography and ZIP Code Analysis



Tiered approach using Cal-Adapt data, HPI: Extreme Heat Edition and Climate Change and Health Vulnerability Indicators for California

TIER I	TIER II	TIER III	TIER IV
Amador	Alpine	Alameda	Del Norte
Butte	Colusa	Contra Costa	Humboldt
Calaveras	El Dorado	Lake	Mann
Fresno	Los Angeles	Glenn	Mendocino
Imperial	Modoc	Monterey	Orange
Inyo	Mono	San Luis Obispo	San Francisco
Kern	Napa	Santa Clara	San Mateo
Kings	Sacramento	Sonoma	Santa Barbara
Lassen	Sierra	Tehama	Santa Cruz
Madera	Salano	Trinity	
Mariposa	San Benito	Ventura	
Merced	San Diego		
Nevada	San Joaquin		
Placer	Stanislaus		
Plumas			
Riverside			
San Bernardino			
Shasta			
Siskiyou			
Sutter			
Tulare			
Tuolumne			
Yolo			
Yuba			

The Office's Campaign Services team reviewed the statewide and regional distributions of populations vulnerable to extreme heat and accounted for social determinants of health utilizing the Healthy Places Index (HPI). Through this analysis, the team identified the top quartile (25%) of zip codes vulnerable to extreme heat as a significant threshold for prioritizing resources. Based on their review, they identified the following weights in order of priority for vulnerable populations:

- Number of days of extreme heat
- Older adults and children
- Individuals living with disabilities and chronic conditions
- Outdoor workers
- Households with access to a vehicle
- Percent of impervious surface (urban heat islands) by zip code

Activation

Team RSE also needed to prepare alertness versions of the extreme heat media to be deployed in specific counties where extreme heat events were forecast (referred to as an activation). Based on Cal-Adapt and its decades of data analysis from the past, we identified temperature thresholds for each county and used customized 10-year (2023-2033) data for future estimates and number of extreme heat days. We developed indices based on average number (16.6) of extreme heat days and tiered all 58 counties based on these indices into four tiers for planning purposes. Upon notice from the Governor's Office of Planning and Research and Office of Emergency Services, we were ready to deploy media as needed.

Priority Buckets

Priority 1: Top 25% of zip codes weighted by highest vulnerability to extreme heat AND live in HPI Quartiles 1 and 2 (or blank HPI — blank HPI is assigned to places where either the population is too small or the majority of the population lives in a congregate setting, such as colleges, prisons, skilled nursing facilities).

- 357 zip codes
- Supported through digital, programmatic OOH and radio

Priority 2: All zip codes statewide weighted by highest vulnerability to extreme heat AND assigned HPI Quartiles 1 and 2 (or blank HPI)

- 1,021 zip codes
- Supported through digital and programmatic OOH

Summer 2023 was cooler than expected in California versus much of the rest of the country. As a result, only one extreme heat alert was activated – for Imperial County on Monday, August 28 afternoon through Tuesday, August 29 at 8 p.m. for a forecast of 115 degrees.

Team RSE deployed previously prepared and approved assets on a very short, same-day turnaround. The paid media deployed included programmatic out-of-home digital boards, Meta paid social, and LED billboards. Although initially planned for activation events, live read radio (TTWN) was not available in that market.

LAGRANT Communications Media Buy

LAGRANT COMMUNICATIONS recommended a portion of the media buy specific to Black/African Americans. Their choice of digital, print and terrestrial radio was based on review of the 2021 Nielsen Total Audience Report (the best available syndicated study by an industry recognized research company).

Some of the relevant data points used to determine Black/AA media recommendations were:

- African American households spend a significant amount of their week online, particularly on social networking (4 hours, 39 minutes average).
- Black/African American adults 18+ spend 1 hour, 34 minutes daily listening to terrestrial radio.
- Community newspapers support the neighborhoods that are included in the Black/African American-skewing zip codes.



Modification

In September, with most of the budget for activation ads still unused, RSE reallocated \$470,869 to paid digital advertising. This allowed for the extension of digital buys for Meta, over the top television (OTT)/connected television (CTV), TikTok, Pinterest, YouTube, streaming audio and podcasts and digital display in all languages with a focus on ethnically owned media. Ads ran through October 8.

Added Value

Added value took several forms during the campaign by amplifying it to add more exposure to intended audiences.

Added value consisted of:

- Bonus spot banks
- Discounted CPMs (cost-per-thousand, delivering more campaign impressions)
- Free production
- Pro bono staff time
- Ad value of earned media tv/radio/print/digital placements

The final added value delivered for this campaign was \$3,397,349.

Public Relations

EARNED MEDIA

Note: See Appendix A for detailed results

Overview

Team RSE's earned media relations professionals hold established relationships with top tier media and multicultural reporters across the state. After past years of collaboration, our team has a proven record of successfully deploying rapid response outreach to amplify messaging to all Californians, especially those underserved and disproportionately impacted.

Led by Ogilvy Public Relations in partnership with ethnic media experts LAGRANT COMMUNICATIONS, Solsken PR & Marketing, Blue PR and Ethnic Media Services, our earned media team focused on successfully helping Californians understand, prepare for and stay safer from extreme heat through a robust earned media outreach effort.

Our Goals Were To:

- Develop an equity-based program cognizant of and sensitive to diversity, equity and inclusion to reach vulnerable populations in priority regions, statewide with audience specific messaging for Hispanic/Latino, Asian American and Pacific Islander (AAPI), Black/African American and multiethnic media.
- Ensure message alignment with the paid media campaign for consistency and synergy.
- Formally launch a multiethnic public awareness effort, Heat Ready CA and Cuidate del Calor CA, to explain what extreme heat is, how to prepare and protect oneself and vulnerable family members, and where to go to get access to resources to stay safer.
- Deploy a cadre of trusted messengers via a speakers bureau to represent on behalf of the campaign.
- Generate a regular cadence of earned media coverage statewide to continue public education, awareness and understanding over the campaign duration.
- Supplement the cadence of earned activity with earned media events such as community conversations and media briefings.

Tailored Strategies

With equity and inclusion at the forefront of the earned media approach, we used tailored strategies for reaching diverse populations and communities across the state. Emphasis was placed on Tier 1 and Tier 2 regions and counties with vulnerable populations identified by OCPSC. The strategies employed ensured relevance, meaning, quality and quantity of coverage across Hispanic/Latino, AAPI, Black/African American and multiethnic media.

AAPI

Earned media outreach to the AAPI community relied on identifying, vetting, recruiting and onboarding trusted messengers and leveraging their voices for interviews, community conversations and pre-written materials in English and in-language to raise awareness and educate California's diverse AAPI communities about the dangers of extreme heat. Understanding the needs of AAPI ethnic media, we provided customized, culturally appropriate print-ready resources and materials to media in-language, ensuring campaign messaging was effectively delivered to the intended AAPI community.

AAPI communities, especially farming communities most impacted by extreme heat, are used to warm weather, and conveying the difference between summer heat and extreme heat required explanation and nuancing from trusted voices and credible spokespeople that live and reflect the community targeted was crucial to ensuring messaging resonated. By bringing together media and trusted community leaders together to talk about the dangers of extreme heat, we were able to leverage trusted messengers and provide a layered earned approach to engaging AAPI communities.

Black/African American

The creation and distribution of pre-written materials tailored specifically for the Black/African American audience was crucial to earned media efforts. The selection of pre-written material topics was shaped

by feedback from media outlets and current events. For example, in response to inquiries from Black/African American media outlets during an Ethnic Media Services briefing, we recognized the need to address extreme heat health impacts on individuals with chronic conditions such as diabetes and lupus. During Baby Safety Month in September, developing a byline attributed to OCPSC Press Secretary Ashley Williams (who was pregnant at the time) allowed for messaging to specifically reach a vulnerable population group within the target audience and highlight the importance of heat preparedness for expectant mothers and families.

Community newspapers have been trusted sources in the Black/African American community for over 50 years. These papers cover local events, community affairs, and general features, which made them ideal for disseminating heat-related information within the context of everyday life. Understanding the longstanding trust community newspapers hold in the Black/African American community, we tailored pre-written materials to effectively communicate the importance of heat preparedness and continuously address concerns by providing actionable tips, expert insights, and relatable content to empower individuals to take proactive steps to protect themselves and their loved ones from extreme heat. Additionally, the acceptance of pre-written op-eds, bylines, and press releases by these newspapers, especially when attributed to a trusted Black/African American medical professional or spokesperson, ensured that campaign messages and tips were conveyed by credible sources within the community.

Hispanic/Latino

The Spanish-language Cuidate del Calor CA campaign focused primarily on strategic broadcast outreach across the state, and key outlets like La Opinion – Spanish television and radio generate the largest reach of any other medium to the Hispanic/

Latino audience. Additional outreach with smaller, hyperlocal community publications via Ethnic Media Services complemented efforts to ensure niche audiences were reached. To achieve equity, efforts also reached highly vulnerable populations in key areas, including Central Valley and Palm Springs, among other markets.

Multiethnic

The strategy to reach other multiethnic populations, including American Indian Alaskan Native

communities, focused on multiethnic media briefings and fellowships led by Ethnic Media Services, as well as spokesperson interviews for key broadcast markets around the state. The tailored media briefings gave ethnic media access to campaign resources and spokespeople via a trusted platform while interviews and fellowships offered more robust storytelling opportunities.

Messaging

At the heart of the campaign's comprehensive earned media plan was key messaging focused on awareness and preparedness. The messaging was tailored to reach intended audiences with an understanding that not all are starting from the same vantage point and messaging must be sensitive to this, while also ensuring nuances in language and cultural competency are respected. Key messaging points for each intended audience and culturally specific messaging for Hispanic/Latino, AAPI, Black/African American and multiethnic communities were developed to support interviews, media outreach and other campaign activities.

Funded Community-Based Organizations

OCPSC engaged 121 community-based organizations (CBOs) to help increase awareness and encourage preparedness for extreme heat during the campaign. The Heat Ready CA earned media team collaborated with six funded CBOs, including Comite Civico del Valle Inc, Disability Rights Education and Defense Fund, El Concilio, Mixteco Indigenous Community Organizing Project (MICOP), Jakara Movement and Fresno Interdenominational Refugee Ministries (FIRM), to support earned media activities such as ethnic media briefings and community conversations.

Tactics

Campaign Spokespeople and Speakers Bureau

Campaign spokespeople included team members from OCPSC, Governor's Office of Planning and Resources (OPR) and California Department of Public Health (CDPH), including:

Ashley Williams, Press Secretary, OCPSC

Yurina Melara, Multiethnic Press Secretary, OCPSC

Dr. Tomás Aragón, Director, CDPH

Dr. Rohan Radhakrishna, Deputy Director, CDPH

Dr. Lucía Abascal, Public Health Physician, CDPH

Braden Kay, Extreme Heat and Community Resilience Program Manager, OPR

In addition to campaign spokespeople, we developed a speakers bureau made up of locally and regionally influential and credible spokespeople representing diverse communities, including language and culture. The speakers bureau included speakers from organizations such as the Office of Traffic Safety, First 5 Riverside County, Children & Families Commission, Kaiser Permanente and more.

Collectively, these campaign spokespeople and speakers bureau representatives allowed for an ongoing cadence of storytelling opportunities. Spokespeople were identified and vetted by the earned media team and approved by OCPSC and the Governor's Office. A total of 28 speakers were approved for the speakers bureau and engaged in a variety of earned media activities such as media briefings, community conversations and media interviews.

A total of 37 interviews with media were conducted both in-person and virtually throughout the campaign.

Briefings with Meteorologists, News Directors, News Planners, and Environmental Journalists

Team RSE organized two media briefings in English and Spanish on July 14, for meteorologists, news directors, news planners and environmental journalists. The briefings helped lay a foundation for future pitching efforts by sharing campaign background information, key messages and tips. The briefings also offered a chance for OCPSC to learn from weather experts about what information they plan to share and resources they need to help communities understand and prepare for extreme heat. The briefings featured Dr. Tomás Aragón, Director, CDPH, and José Hernández, former astronaut, NASA.

Multiethnic Statewide Briefings

A series of three multiethnic statewide briefings hosted by Ethnic Media Services in partnership with OCPSC informed ethnic media statewide about the

campaign and resources available. The briefings aimed to bring forward diverse panels to discuss the Heat Ready CA campaign and what state agencies, local CBOs, non-profit organizations and physicians are doing within their communities to educate the public about extreme heat. A total of 13 speakers joined the briefings throughout the campaign to give remarks and four funded CBOs including Comite Civico del Valle Inc, Disability Rights Education and Defense Fund, El Concilio and Mixteco Indigenous Community Organizing Project were among these speakers. In addition, more than 50 media representatives joined each briefing, for a total of 166 media attendees.

The Topics of the Briefings Included:

Briefing #1: Living with Extreme Heat – The Most Dangerous Climate Threat, held on July 13 featuring:

- **Dr. Lucía Abascal**, MD, MS, Public Health Physician California Department of Public Health, Director's Office
- **Marta Segura**, Chief Heat Officer and Director of Climate Emergency Mobilization, City of Los Angeles
- **Sandra Young**, Family Nurse Practitioner (retired) and founder, Mixteco Indigenous Community Organizing Project
- **Dr. Kimberly Chang**, Family Physician, Asian Health Services
- **V. Kelly Turner**, Associate Director of Urban Environmental Research, UCLA

Ethnic Media Services collaborated with Solsken Public Relations & Marketing to produce talking points for Dr. Kimberly Chang and secure her for the briefing panel.

Briefing #2: Extreme Heat Update – California Escaped the Worst in July but Scorching Weather is Ahead, held on August 29 featuring:

- **Braden Kay**, Extreme Heat and Community Resilience Program Manager, OPR
- **Esther Bejarano**, Programs Manager, Comite Civico del Valle Inc.
- **Jonathan Pilch**, Executive Director, Watsonville Wetlands Watch
- **Dr. Sharon K. Okonkwo-Holmes**, Family Medicine Physician, Kaiser Permanente Southern California (via video recording)



Ethnic Media Services coordinated Dr. Okonkwo-Holmes' video with the assistance of LAGRANT COMMUNICATIONS. The video was played during the briefing and was also added as collateral in the follow up email for the briefing.

Briefing #3: Extreme Heat Update – How is California Adapting? Success Stories on Building Community Resilience, held on September 26 featuring:

- **Dr. Inés Ruiz-Huston**, VP, Special Programs & Civic Engagement, El Concilio
- **Patrizia Hironimus**, Executive Director, Butte Environmental Council
- **Dr. Maggie Park**, County Public Health Officer, San Joaquin County Public Health Services
- **Susan Henderson**, Executive Director, Disability Rights Education and Defense Fund
- **Braden Kay**, Extreme Heat and Community Resilience Program Manager, OPR

A fourth briefing offered added value for the campaign. "The Hottest Summer on Record – Chief Heat Officers in LA, Miami & Phoenix Share Lessons Learned," held on September 29 featured HeatReadyCA.com as a statewide resource in the opening remarks.

Fellowships

To promote diversity and inclusion in storytelling, we provided fellowship opportunities for journalists to develop compelling, in-depth coverage about extreme heat for vulnerable populations and ethnic communities.

- Ethnic Media Services offered 15 multiethnic media fellowships. The fellows were offered stipends to develop articles focused on tips from the home country and advice from community influencers and elders. The articles were published on a Heat Tips landing page on the Ethnic Media Services website and syndicated by other ethnic media outlets.
- Blue PR offered an additional fellowship with a top Spanish-language award-winning environment producer and freelance meteorologist team. The fellowship resulted in informative and engaging content on Telemundo LA (and online) demystifying and underscoring the importance of cooling centers.

Community Conversations

We held two community conversations intended to help the campaign's intended audiences understand their risks related to extreme heat in-language and with cultural considerations in partnership with physicians, OCPSC-funded CBOs and AAPI media outlets.

The first conversation was conducted in Hmong for the Hmong community on August 3, 2023, and featured:

Macy Yang, Editor, Hmong Daily News

Dr. Marie Thao, Family Nurse Practitioner, Kaiser Permanente in Sacramento

Paula Cha, Program Director, Fresno Interdenominational Refugee Ministries (FIRM)

The second conversation was conducted in Punjabi for the Punjabi speaking community on September 10, 2023, and featured:

Harjinder Thind, Radio Host, KBIF 900AM

Dr. Sameer Ohri, Family Medicine Specialist, Innovative Medical Care

Sunni Samara, Community Outreach Specialist, Jakara Movement

The community conversations were held in Tier 1 heat regions and reached more than 70,000 viewers across various platforms.

Pre-written Materials

Due to a declining number of newsrooms and increased prevalence of staffing shortages, we developed a strategy for targeted placement of pre-written materials including press releases, op-eds and bylines. The materials were developed and tailored for ethnic media based on their respective audiences. Examples included:

- A column for the Governor's Office, "On the Record" quarterly column was prepared announcing the campaign and highlighting the importance of preparing for extreme heat.
- A byline by Ashley Williams, Press Secretary, OCPSC, for AAPI, Black/African American and multiethnic audiences, "From Bump to Baby: Navigating Extreme Heat as an Expecting Mother and Beyond," which highlighted the increased heat risk for pregnant people and young children. This was translated to Korean and Chinese, pitched statewide to AAPI outlets in English.
- A press release for Black/African American audience, "Confronting Diabetes and Lupus During High Temperatures," which quoted Dr. Sharon Okonkwo-Holmes, Family Medicine Physician, Kaiser Permanente Southern California, and focused on underlying conditions which lead to increased heat risk.



rollingout



From Bump to Baby: Navigating Extreme Heat as an Expecting Mother and Beyond

By Ashley Williams, Press Secretary for the California Office of Community Partnerships and Strategic Communications

I've always loved summertime, but this year feels different for me now that I'm expecting during a year when California is experiencing record-hot temperatures.

Meet and Greets

The team also coordinated meet-and-greets with a select number of media during the campaign to build relationships and share campaign information. Meetings were led by Yurina Melara, Multiethnic Press Secretary, OCPSC, or Ashley Williams, Press Secretary, OCPSC, and included conversations with Univision Los Angeles, Saigon Radio Hai Ngoai,

Nguoi Viet Daily News, and African American media outlets Sac Cultural Hub and Sacramento Observer. These meetings offered important insights into how newsrooms and communities approach extreme heat and ultimately helped inform strategies such as the Spanish-language meteorologist briefing attended by top meteorologists statewide.

COMMUNITY OUTREACH AND PARTNERSHIPS

Note: See Appendix A for detailed results

Team RSE has learned that effectively disseminating messaging requires participation in community events and engagement with community members to meet them where they are.

LAGRANT COMMUNICATIONS, Solsken Public Relations & Marketing and Blue PR were all engaged in sending staff and materials to targeted events to deliver tips for extreme heat preparedness that were tailored to each event's community and their unique needs. Materials included Heat Ready CA/Cuidate del Calor CA-branded flyers, sunscreen, hand fans, towels and t-shirts.

Asian American Pacific Islander (AAPI) Outreach

For AAPI community outreach, our efforts focused on leveraging community events to reach the diverse AAPI communities, supplementing our earned media activities. The community outreach program aimed to reach out to AAPI CBOs to ensure they were armed with tips to keep the communities safer during extreme heat events. For example, the Solsken team worked with RSE to develop an extreme heat campaign flyer that provided simple tips, relevant and customized for the AAPI community about ways to stay safer and resources during extreme heat events.

Solsken Public Relations & Marketing identified a list of community events statewide for participation, ensuring that the efforts included in-person events – knowing that in-person engagement to answer questions is important to AAPI communities. By leveraging trained staff in-language to deliver culturally relevant resources, we effectively used these events to ensure that community members were delivered heat preparedness messaging. Solsken staff identified key AAPI community events across the state to participate in, sharing valuable

resources to educate California's AAPI community about the dangers of extreme heat and ways to prevent heat stroke.

South Sac Heritage Festival, Sacramento, CA

The South Sac Heritage Festival was a two-day event that provided our team with the opportunity to share extreme heat resources with Sacramento's AAPI community, focusing on high-need populations in the heart of Sacramento's Little Saigon district. The community event brought together diverse AAPI communities in South Sacramento neighborhoods to enjoy cultural performances, food and valuable resources to educate and support residents.

ABRIC Crop Buyback Box Distribution, Fresno, CA

ABRIC's Crop Buyback Box Distribution event was a charitable community event that provided Fresno's high-need AAPI families with fresh produce provided by local AAPI farmers at no cost to families. Partnering with ABRIC, we included Heat Ready CA AAPI flyers in every box of food distributed as well as provided onsite information to AAPI families on how to protect themselves from extreme heat events.

Elk Grove Multicultural Festival, Elk Grove, CA

The Elk Grove Multicultural Festival provided our team with the opportunity to share resources with diverse AAPI families in Sacramento, Elk Grove and the surrounding communities. Hosted annually, the festival features speakers, dancers, vendor booths, elected officials, cultural programs and draws 10,000 people each year for this two-day event.

World Journal Mid-Autumn Festival, Los Angeles, CA

World Journal is the largest Chinese publication in California. The World Journal Mid-Autumn Festival is an annual event that draws more than 10,000 Chinese and AAPI community members together from across the greater Los Angeles region to celebrate with cultural performances, traditional foods, vendor booths and more.



Black/African American Outreach

LAGRANT COMMUNICATIONS identified and executed five community events within Black/African American (Black/AA) predominant areas by meeting community members where they live, work, and play to raise awareness about the risks of extreme heat and provide resources for preparation. Trained staff set up resource tables at the events to

disseminate branded materials and facilitate one-on-one conversations. Additionally, the LAGRANT team implemented the extreme heat faith-based outreach (FBO) program, designed to educate Black/AA pastors, leaders and ministers and empower them to encourage their members to take an active role in preparing for extreme heat events.

Community Events

Special Needs Network 18th Annual Back-to-School Community Health + Resource Fair, Los Angeles, CA

The annual event focused on providing healthcare services, resources and support for individuals with special needs, fostering connections between families and community organizations. The event was very successful, and attendees expressed gratitude for receiving resources and information on how to stay safer in extreme heat.

10th Annual Sacramento NAACP R&B Jazz Festival, Sacramento, CA

The Greater Sacramento National Association for the Advancement of Colored People hosted an annual celebration of African American musical traditions. Along with vendor and food booths, the event featured talented musicians and performers showcasing the rich cultural heritage of jazz, rhythm and blues. The community came out for a day of family fun and our team shared campaign resources and materials.

Rialto's 29th Annual Pollution Prevention Fair, San Bernardino, CA

This awareness-raising event dedicated to environmental conservation offered Rialto and San Bernardino communities free eco-friendly products, informative workshops and practical tips to reduce pollution and promote sustainable living practices.

Gardena-Carson Family YMCA- Family & Youth Resource Fair, Los Angeles, CA

Gardena-Carson Family YMCA partnered with multiple organizations to host a community-driven fair that provided essential resources for families and youth in the Gardena- Carson area, including educational workshops, health screenings and recreational activities.

Central Ave. Jazz Festival, Los Angeles, CA

The Central Ave. Jazz Festival in Los Angeles, CA, is an annual event that celebrates the city's rich musical heritage, showcasing vibrant jazz culture and featuring talented musicians and artists. Due to the pandemic, this year's in-person event was the first since 2019 and attracted a larger than anticipated crowd. Attendees showed great interest in campaign resources and information on tree cover and heat islands.

Faith-based Outreach

Faith-based outreach is a proven means to engage and mobilize the Black/AA community as church leaders have a strong track record in providing information that benefits the community, as well as tools to support their members. Our faith-based outreach program included a multi-layered approach to equip faith leaders with the knowledge and resources needed to help their congregations prepare for and stay safer during extreme heat events. We identified churches and collaborated with them as paid partners to host lunch and learn events for pastors in the surrounding area. We also capitalized on our paid media campaign and collaborated with KDYA radio station outside of the media buy to try and amplify our outreach efforts in the form of a virtual roundtable.

When messaging was no longer timely due to lower temperatures in target areas, we pivoted our approach to disseminate materials through faith-based organizations, ensuring that essential information continued to reach the community through trusted channels. This adaptable and three-prong strategy enhanced our engagement with the Black/AA community, fostering a deeper understanding of extreme heat preparedness

within faith-based contexts.

Leveraging existing community events and the influence of faith leaders within Black/AA communities allowed us to reach the audience on a personal level. By attending events rooted in heavily impacted areas with high Black/AA populations and partnering with church leaders, the campaign engaged community members one-on-one.

First AME Church of Los Angeles Heat Ready CA Lunch & Learn, Los Angeles, CA

Five faith-based leaders in the Los Angeles area attended a presentation featuring Dr. Oliver Brooks, discussing extreme heat health impacts and tips to keep their congregation safer during an informative lunch and learn session. They received valuable campaign materials to disseminate among their members and share at upcoming community events, ensuring widespread awareness.

Heat Ready CA Virtual Roundtable in partnership with The Light 1190 AM

A roundtable discussion featuring Ashley Williams, OCPSC Press Secretary, Pastor Nichols, The Light

1190 and Dr. Oliver Brooks was recorded to provide valuable insights into heat preparedness and tips for the faith-based community in the Bay Area.

San Bernardino Pastors United Heat Ready CA Lunch & Learn, San Bernardino, CA

Five faith-based leaders in the San Bernardino area attended a lunch and learn presentation featuring Dr. Oliver Brooks, and engaged in a meaningful conversation about the importance of community preparedness in the face of extreme heat. Attendees received campaign materials, empowering them to educate their congregations and spread campaign messaging at future community gatherings.

Greater Sacramento and Vicinity Black Ministers Alliance, Sacramento, CA

Team RSE shipped campaign materials for distribution between the pastors within the Greater Sacramento and Vicinity Black Ministers Alliance in Sacramento. They welcomed the opportunity to receive and share campaign materials within their congregations, demonstrating their commitment to raising awareness about extreme heat.

Hispanic/Latino Outreach

Blue PR identified and executed four community events coinciding with Hispanic Heritage Month in September 2023 in predominantly Hispanic/Latino communities – both urban and rural.

El Salvador Independence Day Parade and Festival, Los Angeles, CA

This event commemorates Independence Day and features a profusion of Salvadoreño culture, from food to music. The event aims to maintain the culture and traditions of El Salvador and share it with the new generations.

Mexican Independence Day Parade and Festival, East Los Angeles, CA

The East LA Parade and Festival celebrates Mexican Independence Day by bringing tradition, culture and passion to the streets of Los Angeles.

Central American Independence Day Parade and Festival, Los Angeles, CA

This annual festival and parade celebrates Central American pride over the course of two days. This event is organized by the largest Central American non-profit in the country, COFECA (Central American Federation).

Fresno Guelagetza, Fresno, CA

This Oaxacan celebration event includes traditional dances, food and music, helping reach hard-to-reach communities in Fresno.

Trained bilingual brand ambassadors engaged with community members one-on-one at the designated Cuidate del Calor CA table and walked around each event handing out collateral materials. High temperatures at events provided a perfect setting for raising awareness about the risks of extreme heat and providing resources for preparation.

The primary objectives of the community outreach program during large Hispanic Heritage Month events were to meet the community where they are – at events with cultural and entertainment activities, providing a perfect setting for engaging community

members in language and during a positive, festive atmosphere. The large events allowed Blue PR members to have a broader reach among Hispanic/Latino community members. The events took place in heavily Hispanic/Latino, low-income areas – three in urban areas in Los Angeles and one in rural Fresno County.

Leveraging four existing community events during Hispanic Heritage Month and partnering with event organizers to host a booth/table allowed us to take advantage of the event's existing media partners for maximum exposure. This provided opportunities for both community conversations at the booth/table and media coverage during the events with Yurina Melara, Multiethnic Press Secretary, OCPSC, to highlight the campaign's key messages in Spanish.



ORGANIC SOCIAL MEDIA

Team RSE knew the importance of acting promptly to deliver key messaging in a timely manner both on paid and organic channels.

For the organic social portion of the campaign, we created a suite of assets for each campaign message – awareness, preparedness and alertness/activation. Social media assets were produced in English and Spanish, including:

- **Statics**
- **GIFs**
- **Carousels**
- **Infographics**
- **Video (In-Feed, Vertical)**

The organic assets followed the same branding and style as the paid media assets, but incorporated illustrations in addition to stock photography.

While OCPSC handled the social media and community management for its social media profiles, we provided one-off support for certain activations and creation of toolkit materials and ad-hoc content. Accessible via the website's toolkit page, our team enabled the Social Press Kit tool to host a free library of Heat Ready CA (and Cuidate del Calor CA) campaign assets in English and Spanish for partners and CBOs to utilize. Understanding that some organizations don't have the ability or capacity to create assets of their own, these assets could be used statewide and supplemented with information specific to each region.

INFLUENCERS

Note: See Appendix A for detailed results

Overview

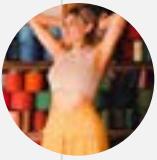
To complement paid efforts for the Heat Ready CA campaign, Team RSE launched an influencer program that consisted of partnerships with diverse and trusted social media influencers. These influencers played a key role in our goal to engage and educate Californians about the dangers associated with extreme heat conditions, while also delivering relevant information to empower communities for proactive readiness in the face of extreme heat events.

Aside from brand-building, influencers are also commonly used for efforts to grow awareness.

Influencers and content creators helped the campaign diversify its existing brand content and build favorability and trust, which in turn helps to drive results.

Partnerships with the campaign's influencers expanded the reach of the paid and earned strategies, allowing us to tap into established and engaged audiences and amplify the campaign's main message while driving users to find more information on the HeatReadyCA.com website.

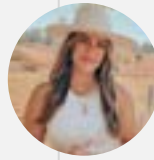
Team RSE partnered with the following influencers for the campaign:



Bricia Lopez

is a Mexican American restaurateur, social media influencer, podcast host and author living in Los Angeles. Most of her social media content is related to motherhood, recipes and community in LA. Bricia has collaborated with RSE since 2020 and is very passionate about participating in campaigns that are dedicated to helping the community.

Deliverables – 1 Reel + 1 IG Story



Liz Loverly (Liz Brown)

is a DIY and mommy-blogger influencer in San Diego. She was pregnant at the time she was secured for the campaign and created and promoted content tailored to pregnant people. Her content featured unique tips for pregnant people to stay safer during extreme heat events.

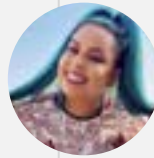
Deliverables – 1 Reel + 3 IG Stories + 1 TikTok



Bryson Keith

is a rising Hispanic content creator living in Southern California. He shares content that is highly appealing to the Gen Z audience. His strong engagement rates on TikTok and Instagram and the high-quality of his content made Bryson a good candidate for the Heat Ready CA campaign.

Deliverables – 1 Reel + 3 IG Stories + 1 TikTok



Alejandra Tapia

is a TikTok star living in the Central Valley. Her engaging content is centered on food recipes, family, and lifestyle. With an impressive following of nearly 7M followers on TikTok and Instagram, our partnership with Alejandra was instrumental in broadening our reach and effectively conveying essential campaign messages to intended audiences.

Deliverables – 1 Reel + 3 IG Stories + 1 TikTok

Approach

We utilized an audience-first approach to create partnerships with micro and macro content creators that the campaign's intended audiences would trust for information and tips. The campaign's influencers/creators provided authentic storytelling moments to help drive conversation and action around extreme heat and safety behaviors.

Process

To identify and vet the right influencers, we utilized influencer management tools and our already-established relationships from previous influencer campaigns. Below is an overview of the vetting process and requirements that were taken into consideration for each of the secured partnerships:

- Recommended the appropriate tier and type of influencer(s) based on the campaign's budget and goals
- Used influencer tools and databases to research potential influencers and confirm audience alignment with target audience and geographical area of the campaign
- Completed thorough analysis of each influencer's past content to gauge relevance and alignment with the campaign brand and tone
- Reviewed influencer proposals, including photos, bios, social profiles and followers, as well as insights into why they are a fit for the campaign
- Obtained approval from OCPSC, conducted outreach and moved into formal offers and contracting
- Worked with contracted influencers to align on KPIs, a content strategy and timeline

Brief and Messaging

An influencer brief was provided to each influencer/content creator as an outline of instructions and expectations prior to influencers generating concepts to ensure messaging consistency with the rest of our campaign efforts. The brief consisted of brand guidelines, campaign details, objectives, key messages, deliverables, hashtags and handles, tone of voice and more.

Providing the brief to the influencer during the outreach phase allowed each creator to determine whether the Heat Ready CA brand was a good fit for them, and whether they could authentically implement the messaging. This helped align influencer and brand goals and built efficiency into the creative production and review process.



APPENDIX A: Overall Results and Metrics

GLOSSARY

Impressions: total number of times users saw an ad/placement

Clicks: number of times users clicked an ad link

Click-through Rate (CTR): rate at which people clicked on the ad

Cost Per Click (CPC): average cost per link click (cost/clicks)

Cost Per Thousand Impr. (CPM): cost per 1000 impressions delivered

Video Views: number of times the video was played

Unique Visitors per Month (UVM): number of people who have had the opportunity to be exposed to a story that has appeared on an online website

Sessions: total number of times users visited the website

Total Users: total number of users who have initiated at least one session

New Users: number of first-time users during selected date

Engaged Sessions: number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more pageviews.

Pageviews: number of web pages users saw

WEBSITE

Performance Metrics

(See [paid media dashboard](#) for further detail)

- Sessions: 629,103
 - 550,000+ (87%) from paid media campaign
- Total Users: 555,778
- New Users: 548,618
- Engaged Sessions: 95,512
- Page Views: 706,802

Site Goals

3,734 users clicked the 'Find Your Cooling Center' button to find a cooler place to seek relief from the heat.

1,048 users clicked the 'Make a Plan' button to create a personalized plan to stay safer during extreme heat.

Most Visited Pages

- Home Page
- Signs of Heat Illness
- Make a Plan
- Older Adults 65+
- Workers

User Demographics

- 48.8% of users were between the ages of 35 and 54.
- More than 80% of users access the site using a mobile device.
 - However, the 15% of users accessing the site via desktop showed greater rates of engagement.
- 94.8% of site traffic was from new users and 5% was from returning users.
- The majority of traffic came from the cities of Los Angeles, San Francisco, San Diego and Sacramento.



PAID MEDIA

The paid media campaign ran from July 1 to October 8. The campaign generated:

- 126,855,734 impressions
- 580,094 clicks
- 0.47% CTR
- 67,624,070 video views

See the [paid media dashboard](#) for further detail and breakout by mediums/placements, languages and messaging.

EARNED MEDIA

Earned media outreach resulted in 566 total placements, garnering more than 47 million impressions.

Audience	Placements	Impressions
Multiethnic	202	8,821,874
AAPI	64	7,023,500
Black/African American	81	3,350,047
Hispanic/Latino	73	19,261,629
EMS Multiethnic	146	9,080,821
TOTAL	566	47,537,871

Notable Activities Include:

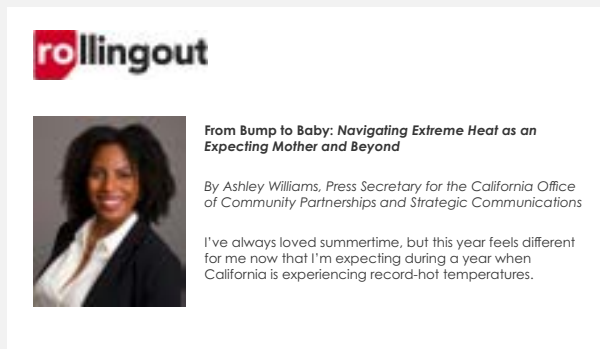
- Developed a cadre of 28 community spokespersons representative of the diversity of California in ethnicity, region, language spoken and more, and approved to support via community conversations, briefings and other earned media activities.
- Formally launched the campaign with a press release in English and translated into Spanish, Chinese, Vietnamese and Korean.
- Pitched pre-recorded video sound bites from Dr. Rohan Radhakrishna, Deputy Director, CDPH, in English and Spanish and secured nine total placements.
- Held three virtual briefings for multiethnic

media statewide, reaching a diverse group of 166 total ethnic media attendees and driving coverage of extreme heat.

- Held two briefings with a total of 23 meteorologists, news directors, news planners, and environmental journalists in English and Spanish to discuss the launch of the campaign and understand their plans to cover extreme heat during the summer.
- Produced pre-written content such as a Governor’s Office column, press releases, op-eds, bylines and more for print and digital placement, which led to 145 placements across Hispanic/Latino, AAPI, Black/African American and multiethnic media.
- Held five in-person and virtual meet and greets with Hispanic/Latino, AAPI and Black/African American media.
- Coordinated 15 fellowships via Ethnic Media Services related to “tips from the home country or elders” highlighting ways to prepare for extreme heat.
- Coordinated one fellowship with a Spanish-

language broadcast reporter to demystify cooling centers in Los Angeles.

- Held two community conversations to reach Hmong and Punjabi audiences generating a total of 4,192 views.
- Supported two virtual roundtable discussions for AAPI and Black/African American media.
- Collaborated with six OCPSC-funded CBOs to support earned media activities.
- Provided earned media support for three community events (Salvadoran Independence Day on September 3, Mexican Parade on September 10 and Tulelake Wellness Fair on October 1).
- Provided information about Heat Ready CA for the FEMA Resilient Nation Partnership Network’s October newsletter, delivered to more than 6,000 people that include nonprofit organizations, state/local/federal governments, private sector, academia, associations and tribal nations.



COMMUNITY OUTREACH AND PARTNERSHIPS

Through our outreach efforts, more than 71,000 people were potentially introduced to Heat Ready CA campaign messaging and materials. Our teams directly engaged with nearly 3,400 event attendees and disseminated more than 17,320 collateral materials.

AAPI Outreach

Solsken Public Relations & Marketing executed the following events:

1. South Sac Heritage Festival, Sacramento, CA

- Saturday and Sunday, August 26 – 27, 11 a.m. - 8 p.m.
- Approximate number of attendees: 1,000
- Approximate number of materials distributed: 600
- Interactions with attendees: 600

2. ABIRC Crop Buyback Box Distribution, Fresno, CA

- Thursday, August 31, 12:30 - 3:30 p.m.
- Approximate number of attendees: 400
- Approximate number of materials distributed: 450
- Interactions with attendees: 350

3. Elk Grove Multicultural Festival, Elk Grove, CA

- Saturday, September 9, 10 a.m. - 5 p.m.
- Approximate number of attendees: 10,000
- Approximate number of materials distributed: 500
- Interactions with attendees: 500

4. World Journal Mid-Autumn Festival, Los Angeles, CA

- Saturday and Sunday, September 16-17, 11 a.m. - 10 p.m.
- Approximate number of attendees: 10,000
- Approximate number of materials distributed: 500
- Interactions with attendees: 500

Black/African American Outreach

LAGRANT COMMUNICATIONS executed the following community outreach events:

1. Special Needs Network 18th Annual Back-to-School Community Health + Resource Fair, Los Angeles, CA

- Saturday, August 26, 10 a.m. – 2 p.m.
- Approximate number of attendees: 2,000
- Approximate number of materials distributed: 150
- Interactions with attendees: 280

2. 13th Annual Sacramento NAACP R&B Jazz Festival, Sacramento, CA

- Saturday, September 2, 10 a.m. – 7 p.m.
- Approximate number of attendees: 750
- Approximate number of materials distributed: 150
- Interactions with attendees: 75

3. Rialto's 29th Annual Pollution Prevention Fair, San Bernardino, CA

- Saturday, September 16, 9 a.m. – 1 p.m.
- Approximate number of attendees: 1,500
- Approximate number of materials distributed: 355
- Interactions with attendees: 80

4. Gardena-Carson Family YMCA- Family & Youth Resource Fair, Los Angeles, CA

- Sunday, September 17, 11 a.m. – 2 p.m.
- Approximate number of attendees: 500
- Approximate number of materials distributed: 150
- Interactions with attendees: 45

5. Central Avenue Jazz Festival, Los Angeles, CA

- Saturday, September 23, 10 a.m. – 7 p.m.
- Approximate number of attendees: 3,000
- Approximate number of materials distributed: 335
- Interactions with attendees: 210

The LAGRANT team also executed the following partnerships through the faith-based outreach program:

**Note: Audience reach for faith-based organizations denotes the total number of individuals reached through a church's congregation and online presence.*

1. First AME Church of Los Angeles Heat Ready CA Lunch & Learn, Los Angeles, CA

- Tuesday, September 19, 11 a.m. – 1 p.m.
- Audience Reach: 19,500
- Approximate number of materials distributed: 3000

2. Heat Ready CA Virtual Roundtable in partnership with The Light 1190 AM

- Thursday, September 21, 1 – 2 p.m.
- Audience Reach: 3,400

3. San Bernardino Pastors United, San Bernardino, CA

- Wednesday, October 18, 11 a.m. – 1 p.m.
- Audience Reach: 4,500
- Approximate number of materials distributed: 6,500
- Collateral materials were also disseminated at the Life Changing Ministries All Cancer Matters Breakfast event, and at the SBPU community block party at the end of October.

4. Greater Sacramento and Vicinity Black Ministers Alliance, Sacramento CA

- Friday, October 13
- Audience Reach: 3,500
- Approximate number of materials distributed: 4,000



Hispanic/Latino Outreach

Blue PR executed the following four community outreach events:

1. El Salvador Independence Day Parade and Festival, Los Angeles, CA

- Sunday, September 3, 10 a.m. – 6 p.m.
- Approximate number of attendees: 2,000
- Approximate number of materials distributed: 200
- Interactions with attendees: 150

2. Mexican Independence Day Parade and Festival, East Los Angeles, CA

- Sunday, September 10, 10 a.m. – 6 p.m.
- Approximate number of attendees: 5,000
- Approximate number of materials distributed: 300
- Interactions with attendees: 250

3. Central American Independence Day Parade and Festival, Los Angeles, CA

- Saturday, September 16, 10 a.m. – 6 p.m.
- Approximate number of attendees: 3,000
- Approximate number of materials distributed: 250
- Interactions with attendees: 200

4. Fresno Guelagetza, Fresno, CA

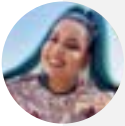
- Sunday, September 24, 10 a.m. – 5 p.m.
- Approximate number of attendees: 1,000
- Approximate number of materials distributed: 200
- Number of total interactions: 150



INFLUENCERS:

Team RSE partnered with four influencers to generate nine pieces of content. The influencer campaign achieved nearly 800,000 impressions and reached more than 786,000 users.

Following is the breakdown of metrics by influencer:



Alejandra Tapia

230K followers

Deliverables – 1 Reel + 3 IG Stories + 1 TikTok



Video Plays: 59,875
Engagement Rate: 6.02%
Reach: 58,786
Likes: 3,503
Shares/Saves/Comments: 102



Video Plays: 232,389
Engagement Rate: 16.89%
Reach: 231,217
Likes: 38,498
Shares/Saves/Comments: 741



Bryson Keith

230K followers

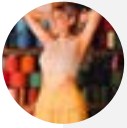
Deliverables – 1 Reel + 3 IG Stories + 1 TikTok



Video Plays: 107,700
Engagement Rate: 2.68% (Batch 1), 2% (Batch 2)
Reach: 102,498
Likes: 2,738
Shares/Saves/Comments: 224



Video Plays: 53,814
Engagement Rate: 3% (Batch 1), 4.75% (Batch 2)
Reach: 48,572
Likes: 3,179
Shares/Saves/Comments: 242



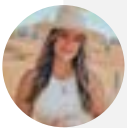
Bricia Lopez

50K followers

Deliverables – 1 Reel + 1 IG Story



Video Plays: 16,589
Engagement Rate: 3.57%
Reach: 24,800
Likes: 844
Shares/Saves/Comments: 51



Liv Lovery

230K followers

Deliverables – 1 Reel + 3 IG Stories + 1 TikTok



Video Plays: 29,123
Engagement Rate: 3.07%
Reach: 24,800
Likes: 844
Shares/Saves/Comments: 51



Video Plays: 11,800
Engagement Rate: 6.26%
Reach: 10,118
Likes: 537
Shares/Saves/Comments: 23

APPENDIX B: Campaign Learnings and Recommendations

Due to contract start-up timing the campaign faced delays in launching. Although contracted in April 2023, the overall campaign infrastructure was finalized in June which impacted timing and budget. Key periods of hot weather had already passed which could have been amplified as an example to increase visibility of Heat Ready CA.

However, the 2023 work provides the 2024 campaign a head start by effectively laying the structure to launch an efficient/effective campaign.

Following are campaign learnings broken out by tactic:

WEBSITE

The development of the website was crucial to the launch of the campaign and its advertising components. Due to the campaign start delay the website launched in early July.

Enhanced strategic direction up front would have streamlined the website process to allow more efficiency with design elements and languages along with ADA and any requirements from the OPR IT team. Additionally, including OPR from the beginning

of the process and establishing all the requirements for the site also would have been more efficient.

For future campaigns, we recommend the establishment of a clear review and approvals structure for site content with specific turn-around times so the website developer can plan to update and publish content expeditiously.

REPORTING

The Heat Ready CA campaign directly benefited from the reporting learnings of the Your Actions Save Lives/Vaccinate ALL 58 campaigns. Our shared familiarity with OCPSC's reporting tools helped to establish expectations for measurable KPIs and develop systems to capture them efficiently. For example, the customer website/landing page had key engagements established from launch that allowed us to demonstrate an increased awareness and bolstered preparedness for Extreme Heat events.

PAID MEDIA

Regarding advertising performance, we learned that non-English and non-Spanish groups saw great performance on all placements except for Google Search. People did not tend to search for Extreme Heat related keywords in the target languages (Korean, Mandarin and Vietnamese).

Learnings:

- Preparing creative assets before launching the campaign is essential to align with seasonal weather patterns and key events.
- Building flexibility into the advertising schedule allows for quick adjustments to messaging and media placement based on real-time conditions.
- Developing a strategy to work closely with media outlets during extreme heat events is important to effectively disseminate messaging. This includes having pre-prepared communication materials and collaborating with outlets to alert the public beforehand, reinforcing preparedness messaging.

EARNED MEDIA

Pitching earlier would have helped position the campaign and its spokespeople as the go-to resource for the summer, to get the campaign out in advance of the conversation. Late spring is an opportune time for heat-related news coverage and was missed this year due to delays on planning/ approvals. The campaign also missed out on key observances for specific communities (Memorial Day, Juneteenth and Fourth of July).

There was quite a bit of interest in heat-related information during excessive and extreme heat events, but interest from media lessened during cooler weeks. We were challenged with balancing the scope of the campaign (awareness and preparedness messaging) with newsrooms' desire to alert during heat waves. Some outlets were reluctant to do an interview or run a story when the weather wasn't extreme.

Additional recommendations:

- It is important for all audiences to secure multiple key spokespersons who are trusted and respected within communities. By securing a variety of spokespeople (across ethnicity, language, region, etc.) in advance, we can ensure their availability to participate in earned media efforts such as media briefings and in-person interviews during critical times.
- For more effective pitching, it is important to have image galleries with approved Hispanic/Latino, Black/African American, AAPI and multiethnic photos and video-roll. Offering visuals that resonate with each community enables teams to quickly share assets with media as needed without delays.

Following are campaign learnings and recommendations broken out by audience:

Multiethnic

- To facilitate clear message delivery, developing and sharing a concise messaging document for spokespeople (especially those who are new or from another agency that is combining messages) will help ensure that heat messaging is prioritized.
- Media showed greater interest in in-person interviews versus virtual interviews. Plan to identify availability of spokespeople well in advance so they can be onsite at key locations during priority timeframes. For example, prepare for the back-to-school timeframe and get school approval and spokesperson availability a few weeks before kids are back in classrooms.
- Ensuring that news angles with the potential to cross promote on both Latino and multiethnic channels are inclusive of both English and Spanish soundbites will help capitalize on coverage opportunities.
- AAPI communities want to hear from professionals in their communities who speak their language. Continuing to broaden the speakers bureau with in-language trusted messengers who have expertise in climate change, weather patterns, scientists and medical professionals will expand the reach of our efforts.
- From an educational perspective, the topic of climate change is critical for AAPI communities since this is not a commonly understood term. Developing and incorporating climate change educational materials is critical in changing behaviors if communities can understand the why behind it.

Asian American/Pacific Islander (AAPI)

- Providing select AAPI media outlets with small stipends will help garner broader coverage in diverse AAPI outlets. AAPI media budgets are incredibly small with limited staff. Even small stipends go a long way to build goodwill and ongoing support.
- CBO outreach efforts can also be leveraged with earned media. Onboarding and engaging with funded CBOs earlier and at the start of the campaign will create synergy around our joint efforts. Working with CBO trusted messengers as spokespeople is helpful in garnering in-language coverage and enables the earned team to expand the spokesperson pool.
- We found that including quantifiable data and statistics relevant to the Black/African American community in our messaging enhances its effectiveness. This helps the audience better understand the risks associated with extreme heat, makes the information more relatable and creates more impactful and credible messaging.
- Due to the limited number of Black/African American media outlets, it is important to avoid oversaturating the media with excessive extreme heat messaging. This can be accomplished by extending the timeframe of the campaign to allow more time between messaging moments or using unique storytelling angles to showcase something new, exciting or different about heat messaging. Thoughtfully pacing media outreach over the course of the campaign with these solutions will help maintain positive relationships with media partners, decrease message fatigue and increase the likelihood of pre-written material being picked up.

Hispanic/Latino

- Media hooks that were more positive in nature resonated well with Hispanic/Latino audiences and helped diversify messaging and content among various media outlets. Prevention messages that were presented positively were also educational and empowering to families (rather than using the “fear factor”).
- Spanish-language producers welcomed “show-and-tell” segments (for example, the interview with a dietician) because the topic was visual, informative and provided valuable and economical tips for families. In addition,

meteorologists are viewed as trusted messengers and could be further incorporated with Spanish-language television advertising if we had the time and budget to collaborate with the paid media team.

- While physicians continued to be vital in delivering credible messaging, it would be interesting to further expand the cadre of spokespeople and expand the reach of the campaign. Influencers in sports and medicine can speak to different aspects of health/heat-related illness and offer unique story telling opportunities.

COMMUNITY OUTREACH AND PARTNERSHIPS

Asian American/Pacific Islander (AAPI)

- Having approval of assets earlier would have allowed us to get a jump start on translating and adapting for AAPI audiences, as well as provided more resources to distribute and ways to connect with the community beyond community events, i.e., social media amplification, newsletter mentions, website postings, etc.
- Due to the delay of the campaign's launch, receiving branded materials well into extreme heat events prevented us from participating in events in June, July and early August, when the temperature was the hottest in many regions. Beginning community outreach efforts in May would have allowed us to leverage AAPI Heritage month and set a foundation for tips and recommendations going into hotter months ahead.
- For the second year of the campaign, with approved talking points, URL and logo, sourcing and securing branded promotional items in the spring would be highly beneficial. In addition, it is advantageous to try and provide CBO staff training at least a day in advance of the event as opposed to the morning/day of. This provides staff with time to conduct additional research. Having staff onsite to capture engagement with attendees is also helpful as it may get very busy during the event.

Black/African American

- Launching the campaign and initiating outreach efforts as early as May (to align with warmer weather and preparations for extreme heat events) would have maximized opportunities and ensured that vital cultural events like Juneteenth and Fourth of July were not missed.
- Leveraging existing community events that provided a built-in audience and allowed for direct interactions with community members helped increase campaign visibility and established credibility for the campaign. Community members shared feedback including wanting to see more information about preparation for extreme heat and identifying signs of heat illness at other events in their area.
- It is important to adapt campaign materials for specific groups to make them more relatable and impactful. The development of our Black/African American-focused fact sheet proved pivotal and reflected our knowledge of cultural nuances and statistics, which helped produce materials with relatable content that resonated with the target audience at community events.
- Partnering with faith leaders was highly effective and helped spread information through important leaders in Black/African American communities. These trusted sources played a pivotal role in disseminating information, leveraging their influence within their communities. Additionally, starting the faith-based outreach program earlier to align with extreme heat events and overall high temperatures would have enhanced the campaign's effectiveness significantly. By initiating our efforts ahead of time, we could have better prepared faith-based communities to face the challenges posed by rising temperatures and reengage them during events that align with the campaign, such as heat waves. This ongoing engagement would have allowed us to reinforce key messaging even after the initial event, ensuring a sustained impact and a continuous dialogue with the communities. Given further lead time for scheduling, promoting events more than two weeks in advance could help raise interest and attendance.
- After events, it is helpful to allot extra time to receive and implement feedback from event attendees to gain invaluable insights into outreach effectiveness and guide improvements for future events. For example, community event attendees shared that fun activities like trivia games or coloring pages could help attract attention and make tabling opportunities more engaging.



Hispanic/Latino

- Having events coincide with warm weather provided the perfect setting for discussing key messages regarding actions to take to stay safer at the moment. As people were experiencing firsthand the effects of heat events, collateral giveaways such as fans and sunscreen bottles were very popular.
- For reaching the Hispanic/Latino audience, aligning outreach with Hispanic Heritage Month was the perfect way to engage with community members in a positive, festive atmosphere. In addition, partnering with organizations that already have media support and exposure helped amplify campaign messaging with earned media coverage.
- In terms of outreach materials, having bilingual fliers and materials is key for Hispanic/Latino community events – as there are mixed-language households, with the younger Latinos preferring English-language materials and the older Latinos preferring Spanish-language materials.

INFLUENCERS

- Launching our influencer campaign earlier would have enabled us to strategically amplify our content during extreme heat events.
- Timely promotion and alignment with extreme heat weather conditions allows for maximum impact and reach.
- Micro-influencers proved to be the most effective type of influencers for our campaign.
- Influencers with smaller followings were the ones driving the most authentic engagement and resonating strongly with our intended audiences.
- Aside from promoting influencers' content through organic social, employing boosted/whitelisting strategies would have provided us the opportunity to dynamically activate or deactivate our influencer ads in response to and during extreme heat events, enhancing our campaign's adaptability and real-time responsiveness.



APPENDIX C: Reports

LINKS TO REPORTS

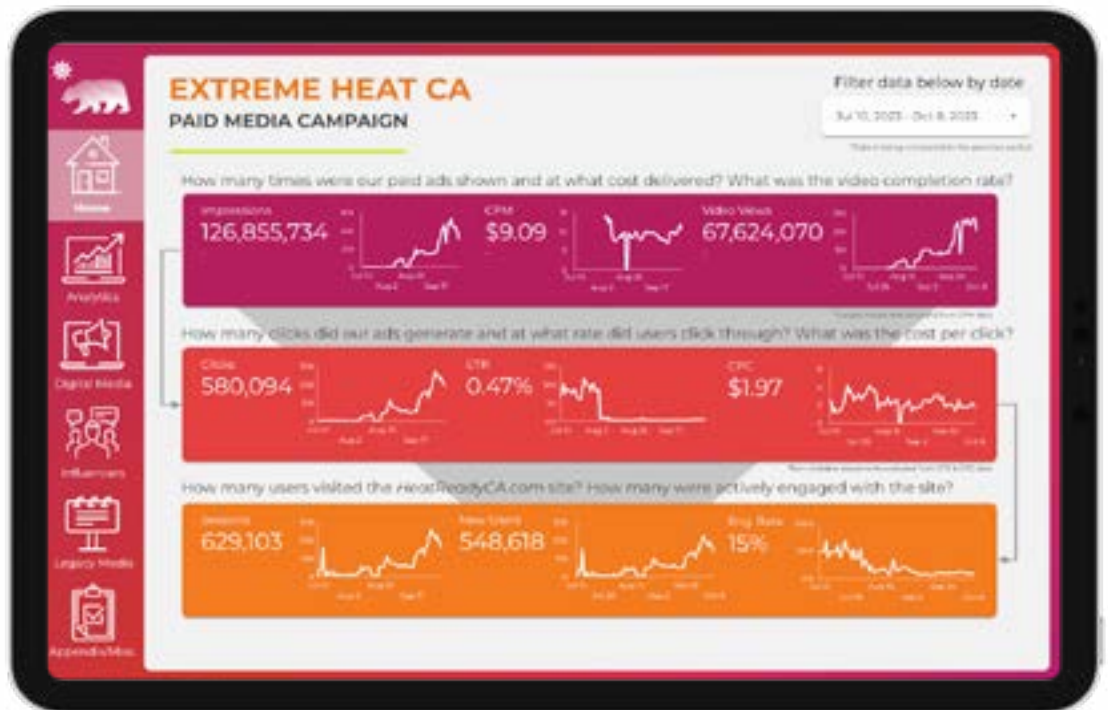
[Weekly Update Reports](#)

[Earned Media Coverage Tracker](#)

[Community Event Reports](#)

[Interactive Paid Media Dashboard](#)

The interactive version of the paid media dashboard can be accessed via the above link. Through this, users can access further insights via the scroll functions. For reference, a static copy of the dashboard is included here.





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