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Public Information Statement
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From: Eli Jacks
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Subject: "Don't Fry Day," May 23, 2014: Excessive Heat and Sun Safety
Guidance for 2014 Season

This Friday, May 23, 2014, has been declared national "Don't Fry Day" by NWS and the National Council on Skin Cancer Prevention (NCSCP). NWS is partnering again this year with the Environmental Protection Agency (EPA), the Occupational Safety and Health Administration (OSHA), the Centers for Disease Control and Prevention (CDC) and the NCSCP to promote sun-safe behaviors.

Heat and UV radiation are silent killers that claim more lives most years than floods, lightning and tornadoes combined. During the summer of 2013, the Midwest endured a heat wave from late August to early September during which 328 weather stations tied or broke all-time daily high temperature records. Heat is one of the leading weather-related killers in this country, resulting in hundreds of deaths per year.

Skin cancer, which can develop from overexposure to ultraviolet (UV) radiation, is the most common form of cancer in the United States. Each year, doctors diagnose more than 3.5 million new cases of skin cancers in more than 2.2 million people. Skin cancer is preventable. The first steps are to know how to access the current heat and UV radiation (UV Index) forecasts, and to know how to use them. Below are some essential heat and UV resources.

NWS provides heat-related Watch, Warning, and Advisory products to warn the public about excessive heat events on its homepage:

www.weather.gov

This year, NWS is launching a new "Beat the Heat" campaign, beginning with this partnered "Don't Fry Day" awareness message, and extending throughout this summer. The "Beat the Heat" campaign will include a new outreach webpage with links to posters, social media posts, and educational resources. These materials provide useful information on the dangers of extreme heat exposure and tips for staying safe in the summer heat and sun. Stay tuned by visiting our weather safety website and look for the

Heat icon at:

www.weather.gov/safety

and the NOAA Watch Website: www.noaa.gov/themes/heat.php.

NWS provides an experimental national forecast map showing elevated and alert UV levels for mid-day:

www.cpc.ncep.noaa.gov/products/stratosphere/uv_index/uv_alert.shtml

EPA's website offers hourly UV Index updates and sun safety tips:

www2.epa.gov/sunwise

At the EPA's Sunwise Website, you can access your local UV Index by zip code and sign up to receive automated UV Alerts via email. You also can download the UV Index as a smartphone app that showcases winning posters from the Sunwise with Shade poster contest:

www.epa.gov/enviro/mobile/

Communities can access the EPA's Excessive Heat Events Guidebook developed in collaboration with the NWS, CDC and the Department of Homeland Security. The Guide offers heat mitigation plans:

www.epa.gov/heatisland/about/heatguidebook.html

OSHA is again conducting a nationwide campaign to educate workers and employers about the hazards of working in the heat and steps needed to prevent heat-related illnesses. Since the campaign began in 2011, OSHA has reached more than 10.7 million workers in the United States on this vital issue.

This summer, OSHA hopes to reach even more people with its simple, life-saving message "Water. Rest. Shade." OSHA has significantly increased outreach to workers with limited English proficiency with resources targeted to this audience. OSHA's heat-related publications, including fact sheets, training guides, community posters, quick cards, and a heat app, are available in English and Spanish. For the latest information on the 2014 campaign, go to:

www.osha.gov/heat

NWS is working with OSHA to protect outdoor workers and educate employers during excessive heat events. NWS will continue including specific outdoor worker safety precautions in its Heat Advisories and Excessive Heat Warnings.

CDC leads the effort to reduce illness and death caused by skin cancer through education, surveillance, and research efforts. Skin cancer is the most common form of cancer in the United States. The majority of skin cancers cases can be traced to UV radiation. You can reduce skin cancer risk by staying in the shade, wearing protective clothing, using sunscreen

with broad spectrum (UVA and UVB rays) protection and Sun Protection Factor (SPF) 15 or higher, and by avoiding tanning beds. Information on skin cancer statistics, prevention, and CDC's skin cancer initiatives is available at:

www.cdc.gov/cancer/skin/

NCSCP represents the nation's premier skin cancer organizations, researchers, clinicians, and advocates for the prevention of melanoma and skin cancer. These 40 national organizations include the American Academy of Dermatology, the American Cancer Society, the Melanoma Research Foundation, and the Skin Cancer Foundation, as well as federal agency partners and many other foundations and associations devoted to skin cancer prevention. Specific tips on preventing skin cancer, as well as more than 35 "Don't Fry Day" resources, including media guides, posters, graphics and an Action Kit for Meteorologists are available at the National Council's website:

www.skincancerprevention.org

The partners offer the following heat wave and UV safety tips to the public:

- Slow down. Strenuous work or recreational activities should be reduced, eliminated or rescheduled to the coolest time of the day.
- Get acclimated. Gradually increase outdoor work and recreational activities so your body adjusts to hot conditions.
- Dress in lightweight clothing, and wear UV-blocking sunglasses and a hat with at least a 2- to 3-inch brim all around.
- Drink plenty of water or other non-alcoholic fluids. Avoid drinking alcoholic beverages.
- Do not take salt tablets unless directed by a physician.
- Take frequent breaks during work or play. When it is really hot, spend more time in air-conditioned places or seek shade outside, especially during midday hours.
- Check the UV Index when planning outdoor activities to prevent overexposure to the sun. Avoid sunburns and intentional tanning.
- Generously apply sunscreen of SPF 15 or higher with broad spectrum (both UVA and UVB rays) protection.
- Seek shade whenever you can.
- Know what the signs and symptoms of heat illness are. Check on workers, particularly those wearing protective suits.

Elderly persons, small children, chronic invalids, those on certain medications or drugs, outdoor workers, persons with weight and alcohol

problems and caretakers for these people should pay close attention to the above tips, particularly during heat waves in areas where excessive heat is rare.

For more information, please contact:

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<https://www.weather.gov/notification/archive>

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