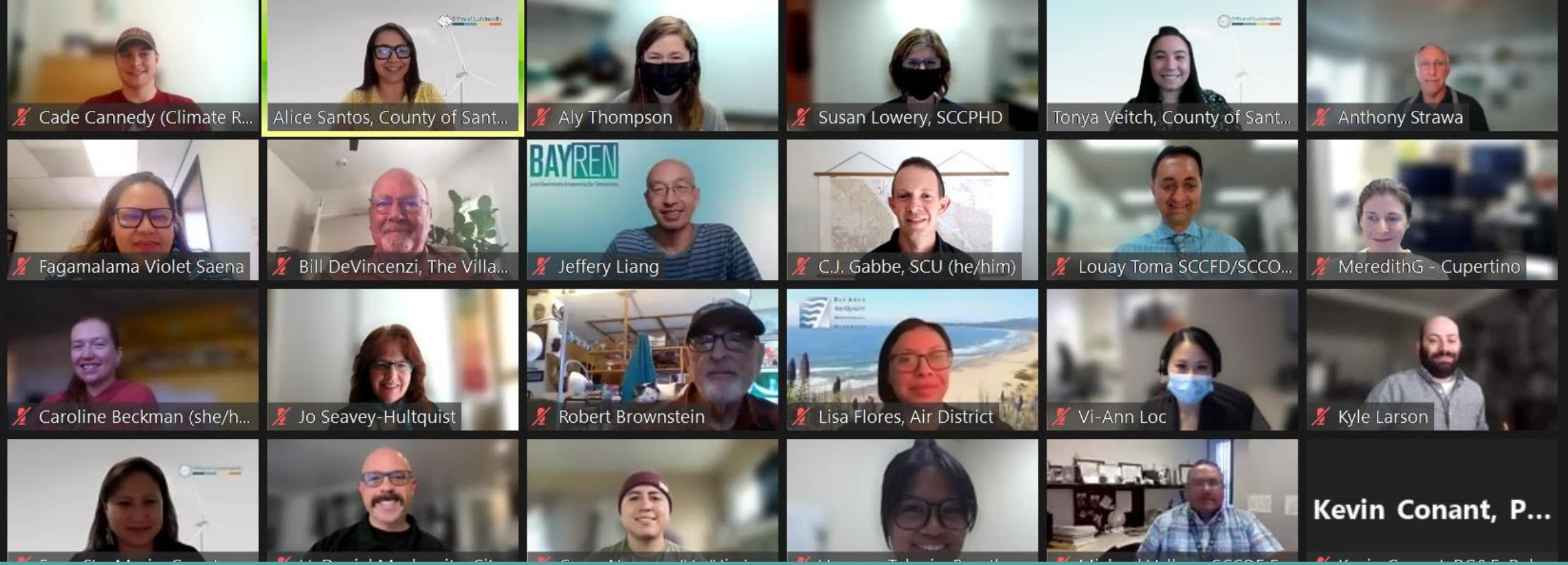


HEAT & AIR QUALITY RESILIENCE (HAQR) WORKING GROUP

Santa Clara County PUBLIC HEALTH

MEETING

August 23, 2023

County of Santa Clara Sustainability Master Plan

Livable. Equitable. Resilient.

Meeting Objectives

- Gain insight into the initial evaluation of the extreme heat social media campaign
- Learn how Santa Clara County Fire is mitigating wildfires and about their community engagement strategies
- Review the draft HAQR 3-Year Workplan and discuss Co-Chair nominations

Agenda

- Welcome and Meeting Objectives
- Group Information Share
- Extreme Heat Social Media Campaign
- Wildfire Mitigation Strategies
- HAQR 3-Year Workplan & Co-Chairs
- Next Steps & Closing

GROUP INFO SHARE

Take this opportunity to connect with other working group members to share program updates, request feedback, share opportunities, or just ask questions!

Raise Hand or Chat to share



Extreme Heat Social Media Campaign

Sruthi Shriram
(She/Her/Hers)

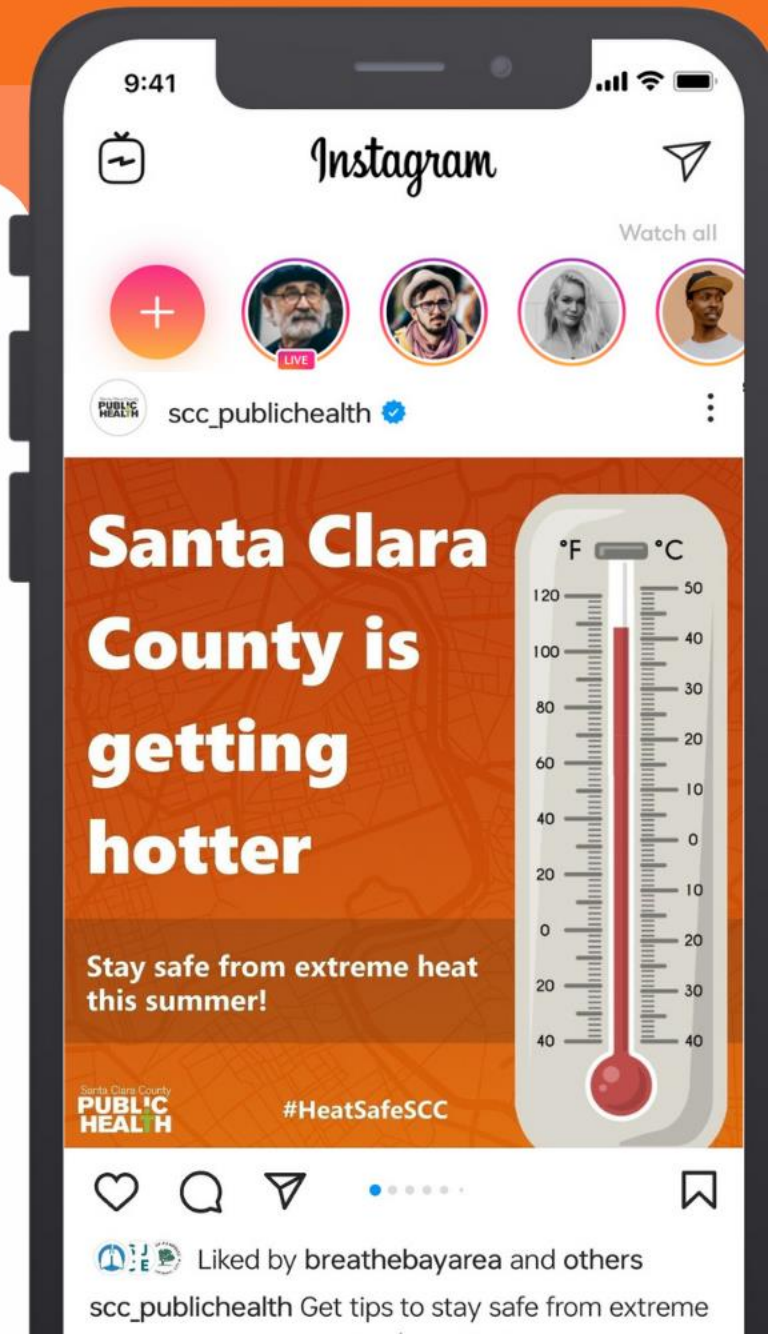
Santa Clara County
Public Health Department

Sruthi.Shriram@phd.sccgov.org

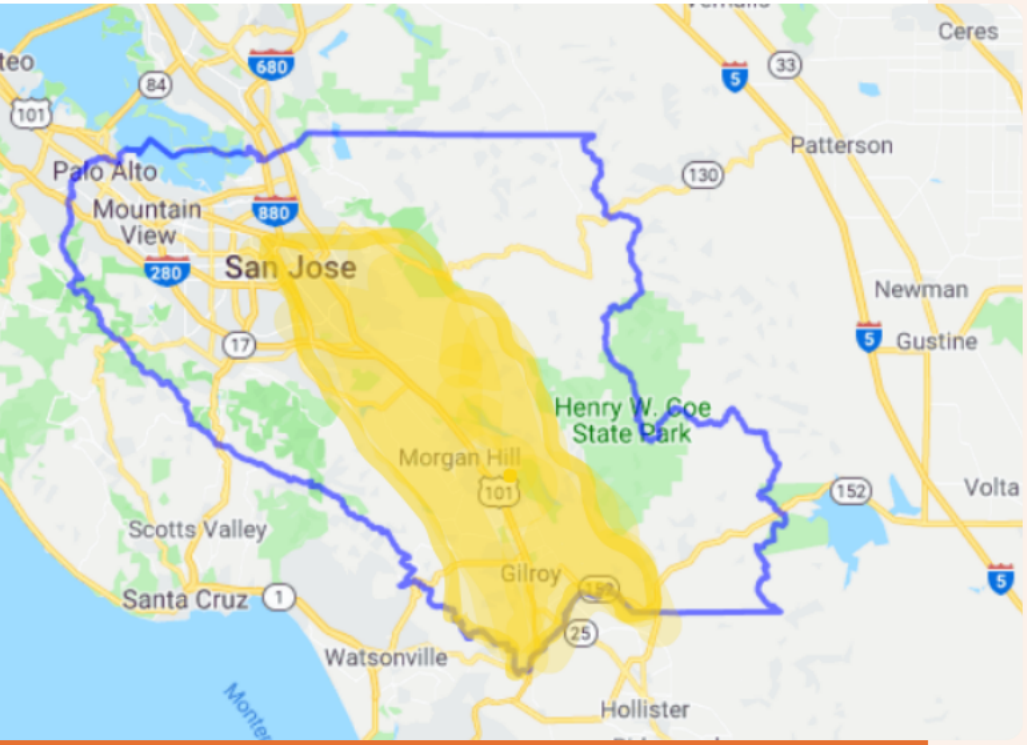
Santa Clara County
PUBLIC HEALTH

EXTREME HEAT
SOCIAL MEDIA CAMPAIGN 2023

Sruthi Shriram & Erin Xavier
Climate and Health Program, SCCPHD



Campaign Introduction



Late June - Early August 2023

- Audience:
  - East San Jose and South County (Gilroy)
  - Populations vulnerable to heat-related illnesses, including:
    - pregnant people, older adults, workers, children, people who are unsheltered, people with disabilities and chronic health conditions, pets.
- **Media Buy Cost: $9,950**

Campaign Objectives

Santa Clara County PUBLIC HEALTH

Provide specific tips and resources for SCC Residents to stay informed, hydrated, and cool.

Accessible health communication: materials in Vietnamese, Spanish, English

Direct audience to resources on SCC climate webpage

Campaign Structure

Campaign inspiration:

LA County Public Health/LARC

Santa Clara County PUBLIC HEALTH **SCCPHD** *Designed Graphics*

Vietnamese, Spanish, English

Multi-platform posting

- META
- Google Ads
- Youtube Ads

Feedback integration and partner input

- Behavioral Health
- Office of Supportive Housing
- UC Division of Agriculture and Natural Resources

Santa Clara County PUBLIC HEALTH

Meta Ad Example













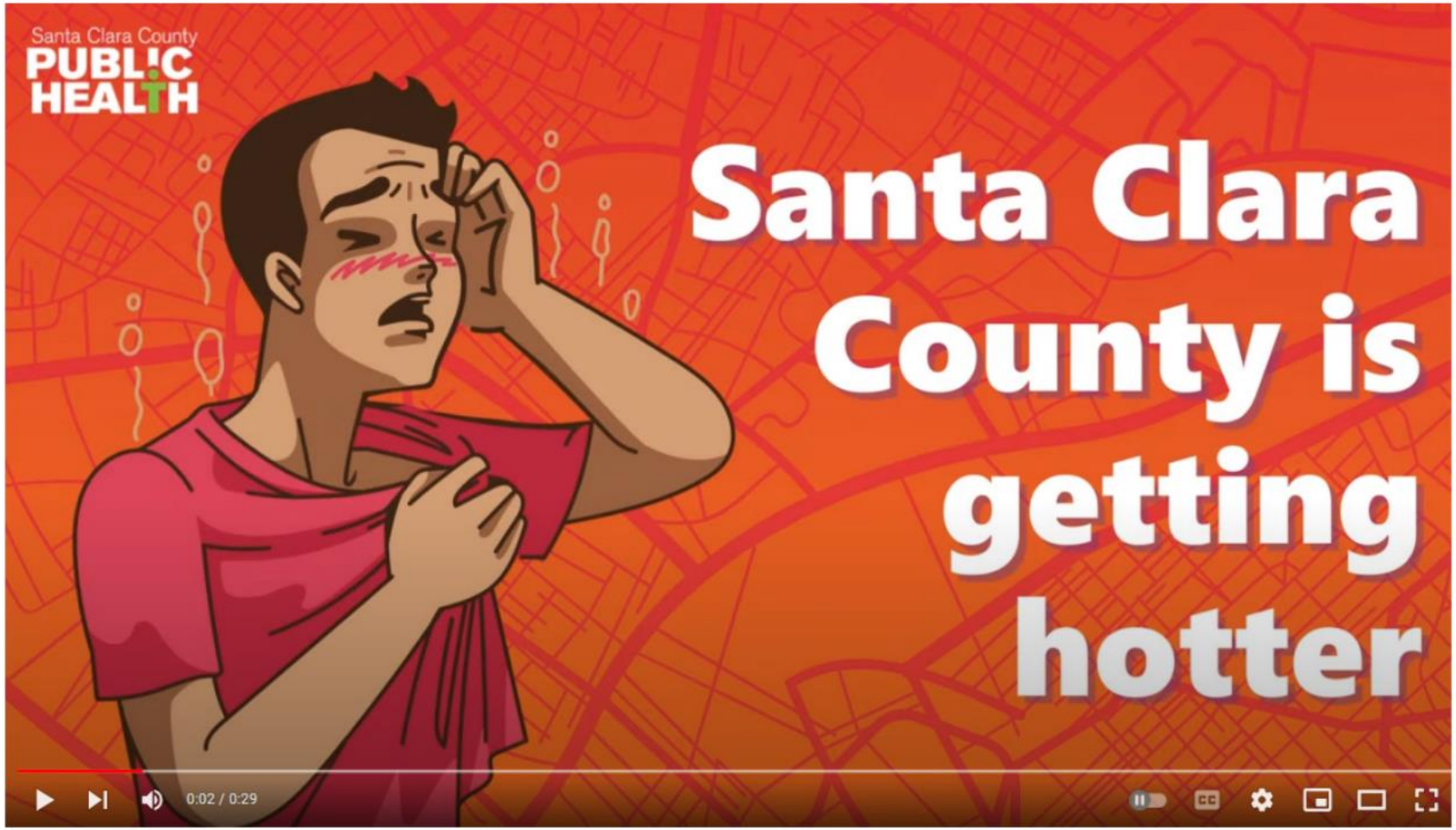
Google Web and Banner Ads Examples











Santa Clara County is getting hotter

County of Santa Clara Public Health
5.31K subscribers

Subscribed | 2 | Share | Download | Save

45K views 1 month ago
Get tips to stay safe from extreme heat this summer at bit.ly/HeatSCC Show more

Santa Clara County PUBLIC HEALTH

Youtube video ads: 93,000 Collective Views

Heat Ambassadors

Campaign partners who help amplify our messaging regarding heat safety, to reach the widest audience.

8 **Community Based Organizations:**
BREATHE , Climate Resilient Communities, Collaborating Agencies' Disaster Relief Effort (CADRE), Community Agency for Resources, Advocacy and Services (CARAS), Rise South City, Community Health Partnership, Silicon Valley Clean Energy (SVCE), Valley Transportation Authority.

5 **County Divisions:**
Office of Sustainability, Public Health, Office of Emergency Management, Behavioral Health, Parks

3 **City Government Sustainability Offices:**
San Jose Clean Energy, Mountain View Sustainability, City of Sunnyvale

4 **Public Health Departments:**
Arizona Public Health Department, San Francisco Department of Public Health, Oregon Health Authority Public Health Division, California Department of Public Health

13

HAQR

ORGANIZATIONS REPRESENTED

Campaign Outcomes

Earned over

3.1 Million impressions

at $3.17 per 1,000 impressions.

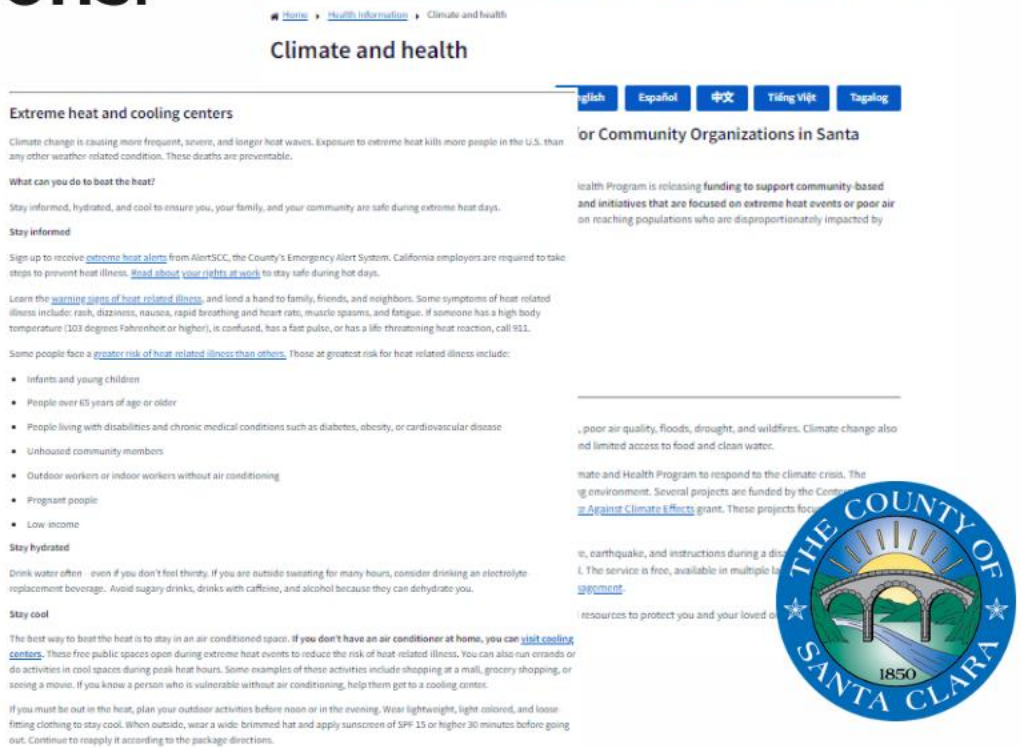
Generated over

21,000 clicks

at $0.47 per click.

Clicks direct traffic to the SCC Climate and Health Page.





Home › Health Information › Climate and health

Climate and health

English | Español | 中文 | Tiếng Việt | Tagalog

Extreme heat and cooling centers

Climate change is causing more frequent, severe, and longer heat waves. Exposure to extreme heat kills more people in the U.S. than any other weather related condition. These deaths are preventable.

What can you do to beat the heat?

Stay informed, hydrated, and cool to ensure you, your family, and your community are safe during extreme heat days.

Stay informed

Sign up to receive extreme heat alerts from AlertSCC, the County's Emergency Alert System. California employers are required to take steps to prevent heat illness. Read about your rights at work to stay safe during hot days.

Learn the warning signs of heat related illness, and lend a hand to family, friends, and neighbors. Some symptoms of heat related illness include: rash, dizziness, nausea, rapid breathing and heart rate, muscle spasms, and fatigue. If someone has a high body temperature (103 degrees Fahrenheit or higher), is confused, has a fast pulse, or has a life threatening heat reaction, call 911.

Some people face a greater risk of heat related illness than others. Those at greatest risk for heat related illness include:

- Infants and young children
- People over 65 years of age or older
- People living with disabilities and chronic medical conditions such as diabetes, obesity, or cardiovascular disease
- Unhoused community members
- Outdoor workers or indoor workers without air conditioning
- Pregnant people
- Low income

Stay hydrated

Drink water often – even if you don't feel thirsty. If you are outside sweating for many hours, consider drinking an electrolyte replacement beverage. Avoid sugary drinks, drinks with caffeine, and alcohol because they can dehydrate you.

Stay cool

The best way to beat the heat is to stay in an air conditioned space. **If you don't have an air conditioner at home, you can visit cooling centers.** These free public spaces open during extreme heat events to reduce the risk of heat related illness. You can also run errands or do activities in cool spaces during peak heat hours. Some examples of those activities include shopping at a mall, grocery shopping, or seeing a movie. If you know a person who is vulnerable without air conditioning, help them get to a cooling center.

If you must be out in the heat, plan your outdoor activities before noon or in the evening. Wear lightweight, light colored, and loose fitting clothing to stay cool. When outside, wear a wide brimmed hat and apply sunscreen of SPF 15 or higher 30 minutes before going out. Continue to reapply it according to the package directions.

or Community Organizations in Santa

ealth Program is releasing **funding to support community-based and initiatives that are focused on extreme heat events or poor air** on reaching populations who are disproportionately impacted by

, poor air quality, floods, drought, and wildfires. Climate change also nd limited access to food and clean water.

mate and Health Program to respond to the climate crisis. The g environment. Several projects are funded by the Cent e Against Climate Effects grant. These projects focu

e, earthquake, and instructions during a dis l. The service is free, available in multiple la gagement.

resources to protect you and your loved o

Campaign Insights

Both Google and Meta ads were delivered to the same person about 4-8 times.

- This falls within the recommended range of impression frequency, typically ranging from 3 to 8 times, which aids in establishing a lasting impact on the audience's memory.

Meta Campaign Performance:



138,410 Unique users reached through Meta Ads



9516 Clicks to SCC Climate Landing Page from Meta ads



Campaign Successes

- Designed a variety of engaging social media assets internally at PHD.
- Completed the design and review process, and promoted messages in the community within a 2 month period.
- Reached a wide audience of Santa Clara County residents through tri-lingual accessible health communication. - 3.1 million impressions.
- Provided heat messaging aligned with hot weather days. "Beat the Heat Tips" post on 94 F weather day.

Lessons Learned

Challenge: Iterative Design Process

- *length of time for media creation and approval.*



Moving Forward:

- *Longer campaign timeline*
- *Developing graphics 3-4 months prior.*

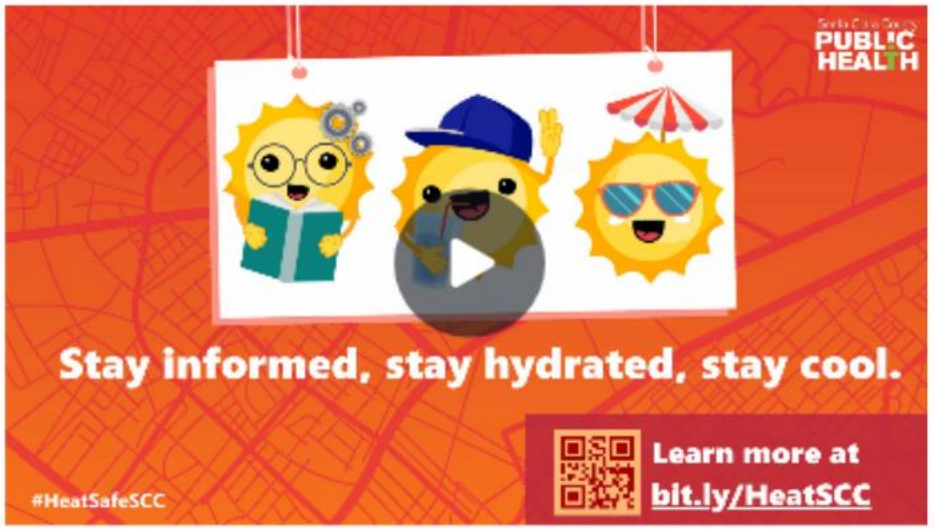
Lessons Learned

Challenge: Continued Engagement

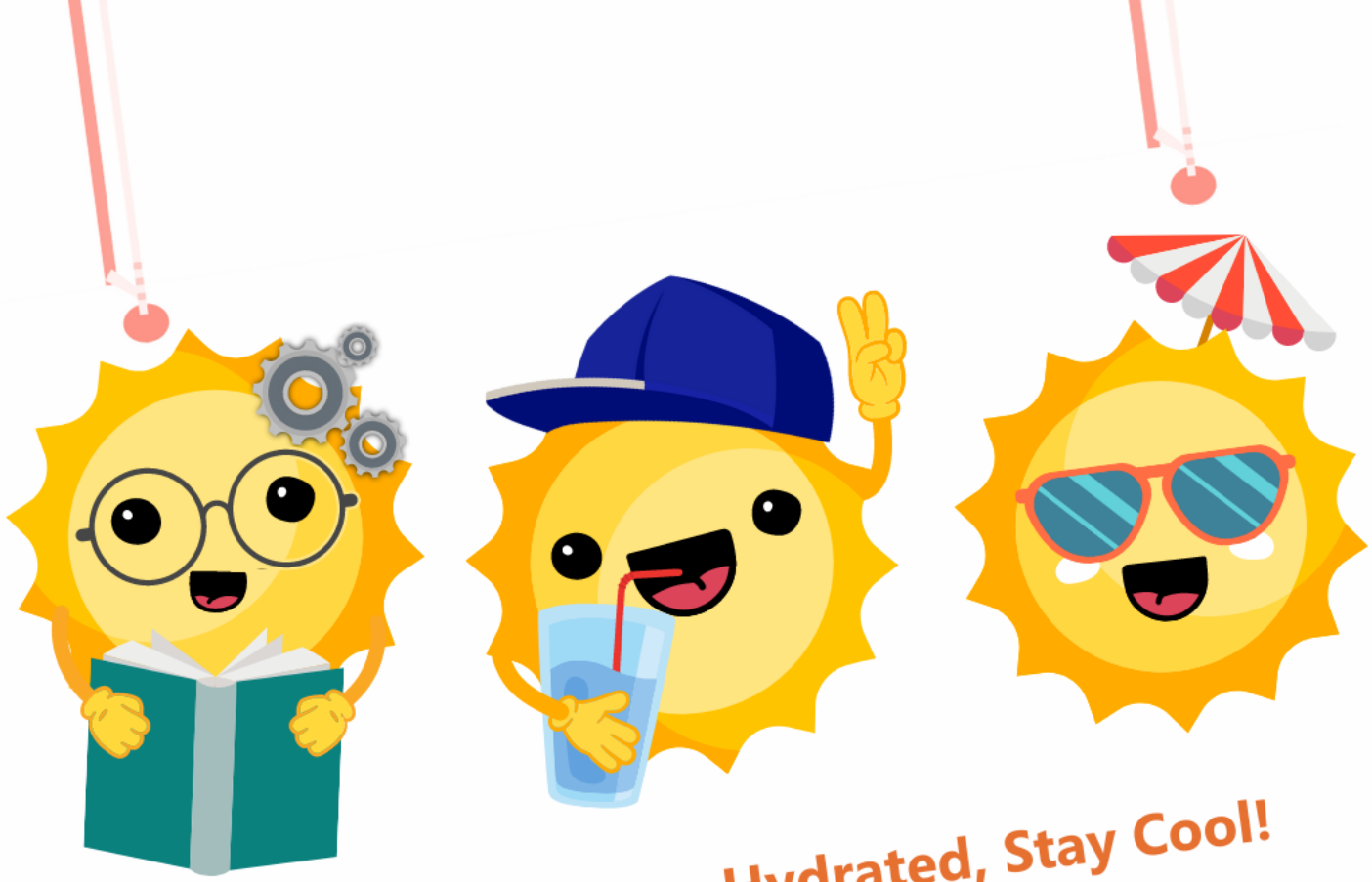
- *Lower click rates relative to ad reach.*
- *138k Reached Users ----> 9.5k Clicks*

Moving Forward:

- *Add clear "Click here" or "Learn More" messages on Ads.*
- *Update SCC Climate page with more comprehensive information on heat safety.*







Stay Informed, Stay Hydrated, Stay Cool!

Thank you!

Questions?



Pre-Fire Management and Wildfire Resilience

Chelsea Young
(She/They)

Santa Clara County
Fire Department

Chelsea.Young@sccfire.org



Pre Fire Management and Wildfire Resilience

Chelsea Young: Community Wildfire Specialist

Community Engagement Mission

- Defensible Space Inspections
- Firewise Community recognition
- Evacuation planning with city and town partners
- Infrastructure protection/hardening plans
- Wildfire community education
- Grant opportunity assistance for cities and towns



Community Resilience Mission

- Create community wildfire resilience through:
  - Strategic and protective fuel breaks
  - Evacuation route hardening
  - Infrastructure hardening (telecommunications, technology, water supply)





Crew Capabilities

- Work force to support current and future funded fuel break projects within the Santa Clara Central Fire Protection District
- Supplement response and recovery efforts at wildfires throughout Santa Clara Central Fire Protection District
- Pilot program will feature 6 crew members with supervision hired on a seasonal basis
- Scalable and adaptable workforce to meet other department and community needs

Wildfire Mitigation Strategies

- Protective and strategic fuel breaks
- Forest Health Projects
- Prescribed and cultural burning

Community Education

- Ready, Set, Go
- Know Your Zone
- CERT
- Defensible Space Assessments

https://www.eventbrite.com/o/santa-clara-county-fire-department-11074830922

4 Month Fire Potential Overview

August - November 2023 North Ops Highlights

- Flammable fuel alignments will likely occur during extended periods of Aug & Sep across the low and mid elevations and be accompanied with a mix of some Heat Wave, lightning and moderately gusty mainly onshore wind events.
- Oct appears to be drier and warmer than normal with flammable fuel alignments, both live and dead, across most if not all of the elevations.
- The moist side of the Jet is expected to get more active during Nov and lower the significant fire threat and induce some green-up across the lowlands.
- Significant Fire Potential is Normal for Aug which is typically the peak period then becomes near to above normal favoring the northern tier due to drought considerations during Sep & Oct before becoming Normal during November.

https://gacc.nifc.gov/oncc/predictive/outlooks/Outlook_NOps.pdf

Smoke and Resources

Fire Adapted Communities Network

- A Conversation About Smoke" By Dr. Sarah McCaffery https://fireadaptednetwork.org/wp-content/uploads/2021/10/Smoke-Group-Sarah-McCaffrey.pdf
- HEPA Filter Community Programs https://fireadaptednetwork.org/wp-content/uploads/2021/10/HEPA-Filter-Resources-Sheet.pdf

Thank You!

Questions?



3-Year Workplan Process

- Began drafting in the Spring
- Strategized on how to capture community projects
  - Google forms
  - Interactive activity at the May HAQR meeting
- Explored stretch projects

3-Year Draft Workplan

In The Pipeline

- Develop model mitigation and adaptation strategies
- Extreme heat social media campaign
- Distribute air purifiers
- Partner on community outreach opportunities
- Collaborate on funding opportunities

Stretch Projects

- Research strategies and best practices to improve community access to cooling centers
- Integrate climate change emergency preparedness (extreme heat and poor air quality) into local CERT trainings
- Co-create and distribute extreme heat kits
- Extreme heat protection intervention for farm workers

Next Steps

- Feedback requested by September 8th
- Office Hours on August 31st from 3-4 pm https://sccgov-org.zoom.us/j/94205212883
- Adopted pending LAT approval (October)

Questions?



To submit a nomination, email Tonya at tonya.veitch@ceo.sccgov.org by September 8th

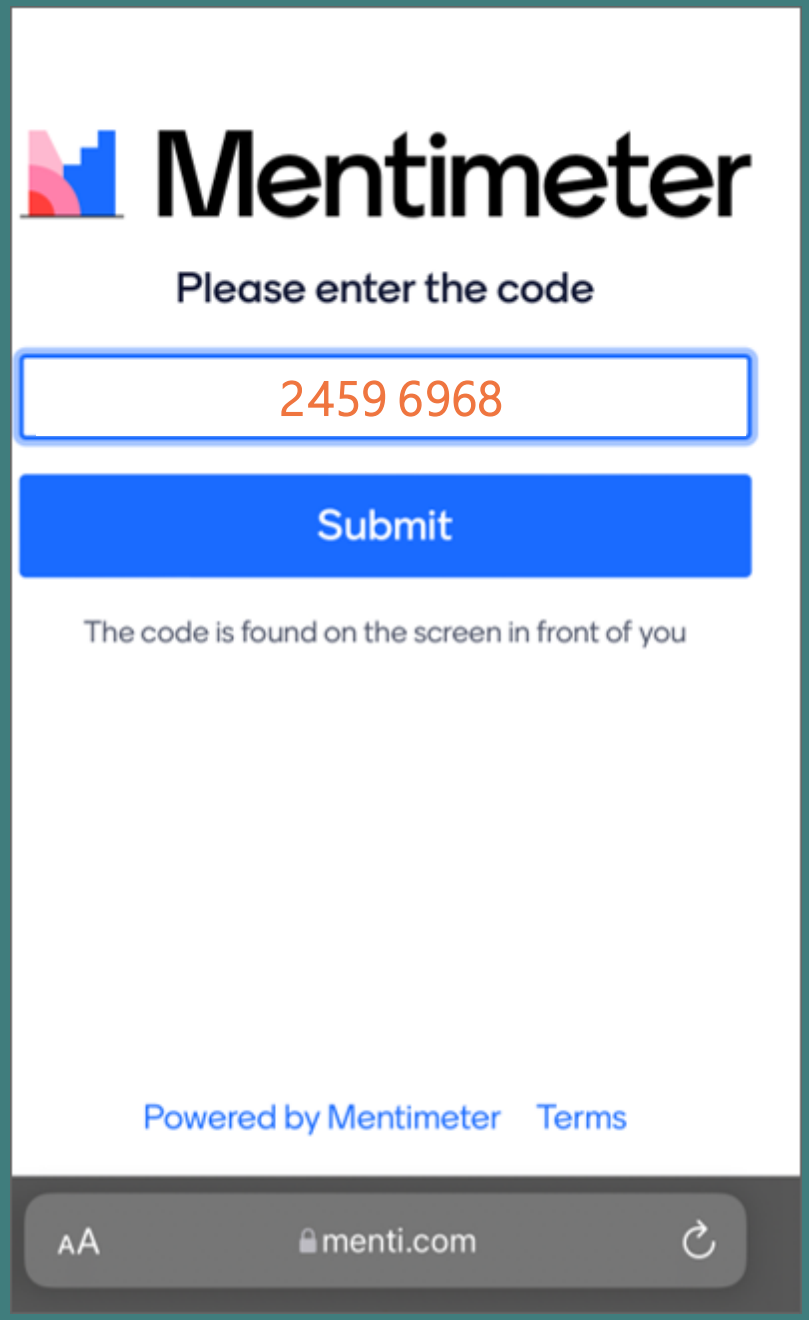
Co-Chair Nominations

Roles:

- Co-create agendas and facilitate quarterly meetings
- Guide implementation of HAQR workplan
- Approve subcommittees and subcommittee leads
- Report progress to the Collaborative's Leadership Advisory Team (LAT), as needed

Time Commitment:

- 2 Year term
- HAQR Workgroup meetings (4/yr)
- Collaborative meetings (2/yr)
- LAT (1-2/yr)



Feedback Survey

- Visit Menti.com
- Enter Code: 2459 6968 to provide your input

Thank you!

Tonya Veitch
Office of Sustainability
tonya.veitch@ceo.sccgov.org

Erin Xavier
Public Health Department
erin.xavier@phd.sccgov.org

Next Quarterly Meeting

November 29
10:30am – 12:00pm

Questions?



Santa Clara County Climate Collaborative

Membership Commitments:

- Designate at least one representative to attend bi-annual Collaborative meetings
- Allocate staff time to participate in least one Collaborative work group
- Review Collaborative meeting materials to keep current with the Collaborative
- Represent the Collaborative by disseminating information
- Collaborate where individual organization and Collaborative goals converge.

For more info: climatecollaborativescc.org

Email signed Membership Letters to sustainability@ceo.sccgov.org