



Heatwaves are becoming more frequent, longer, hotter, and deadlier as a result of climate change. Every year, heatwaves put millions of people at risk of heat-related illnesses and claim the lives of thousands. Launched in 2022 by IFRC, this will be the 4th edition of **Heat Action Day** ([HAD](#)) and we are aiming for a bigger, better and farther-reaching HAD this year.

HAD is spearheaded by the Red Cross Red Crescent (RCRC) National Societies and branches around the world, joined by the cities and many other partners such as WMO, WWA, ICLEI, MCR2030, Global Cities Hub. HAD is a global event that takes place on **Monday June 2** (it takes place on June 2nd every year). We recognize that this might not fall during the hot season for every region around the globe, yet we believe it is impactful to have one coordinated day of action.

The **theme of HAD 2025** is “how to recognize heat exhaustion and heat stroke”. We invite you to be creative in engaging your local community in demonstrating how to recognize the symptoms, and what to do to help. HAD 2025 is planned as an entire day full of activities including the following:

- 1. Cities to light up their public landmarks in orange for the HAD**
- 2. RCRC National Societies:**
  - a. to create events, skits, plays, games, etc. to demonstrate how to recognize the signs of heat exhaustion and heat stroke in public places, and how to help
  - b. to engage experts, media, movers and shakers to spread the word about recognizing the signs of, preventing and treating heat exhaustion and heat stroke



3. **In advance of HAD:** ask people / students / children around the globe to send in their cartoons / drawings / paintings / data visualizations related to heat exhaustion and heat stroke, how to recognize, prevent and treat them, and their impacts. IFRC will create an online project booklet from this to be shared widely.

Let's come together on this coordinated day of Heat Action to speak about extreme heat. Whether you're sparking awareness through trainings or organizing vibrant public events, join us in taking concrete steps to #BeattheHeat and make a difference on #HeatActionDay2025!

Scan the code to Join our WhatsApp Group to be informed and inspired.



Thank you for your interest in participating in Heat Action Day 2025! For questions or suggestions, contact us at: [Megan.Allday4@redcross.org](mailto:Megan.Allday4@redcross.org)

**Learn how to recognize and respond to heat exhaustion and heat stroke**

Scan to download First Aid App here



Scan to access communication materials





## Steps to participate in Heat Action Day 2025

1. **Attend the HAD “information sessions”** for inspiration and guidance on how to participate and share your thoughts.
2. **Download the First Aid app** to learn how to recognize and respond to heat exhaustion and heat stroke.
3. **Build your HAD team of staff/volunteers:** gather your colleagues and volunteers to form a dynamic HAD team ready to take action. Make sure you have someone who is trained in First Aid in your team.
4. **Connect and Collaborate:** Reach out to a wide variety of partners and Red Cross/Crescent National Societies and Branches to amplify your impact and plan your heat actions together. Contact the city administrations to collaborate in activities for HAD. We ask the cities to lit up landmarks/monuments/bridges etc. **orange** for Heat Action Day.
5. **Budget your HAD:** identify your own resources (e.g. volunteers, venues, materials etc.) for your HAD activities (no external fund is available for National Societies)
6. **Craft your compelling key messages to share before and during HAD:** develop powerful heat messages using our guidance tailored to/translated into your local language(s), resonating with your community. Make sure the messages are in line with the recommendations in the FA app and the messages in this [Key Messages document](#).
7. **Choose your Heat Actions:**
  - a. “Light” (no/low resources, little preparation needed)
    - i. Get your main local monument, tower, bridge lit up orange for Heat Action Day
    - ii. Share key messages on extreme heat social media
    - iii. Showcase a previous heat event including its impacts, response, vulnerable groups on social media
    - iv. Promote the collaborative Project Book in advance of HAD, to be launched on June 2nd
  - b. “Medium” (medium resources required, start preparing activities 3-4 weeks in advance, no to little budget required)
    - i. Organize a workshop to evaluate a previous heat event to improve preparedness - internally or with partners
    - ii. Organize creative events to demonstrate how to recognize heat exhaustion and heat stroke
    - iii. Organize a public heat awareness campaign focused on heat exhaustion/heat stroke, e.g. visiting a school, door-to-door, setting up a cooling station with educational resources in main square
    - iv. Interview local experts (e.g. doctor, public health expert, etc.) on heat impacts on public health – for TV, radio, or social media
  - c. “Advanced” (high resources required, start preparing activities 4-6 weeks in advance)
    - i. Organize a community heat mapping exercise
    - ii. Organize a public event with music or dance, e.g. flash mob
8. **[Register](#)** and share your HAD Plans with us and the world: let us know your strategies and ideas for HAD. Together, we can make a difference!



Global First Aid  
Reference Centre



9. **Execute and Share:** Take action on your plans and share your activities on social media using the hashtags: #BeattheHeat, #HeatActionDay2025, and #HAD2025.