

Public Service Announcement Scripts for Winter Weather

Suggested PSA 1

This is an important message from [local or tribal health authority]. Protect yourself from frostbite. When outdoors, wear warm clothing, such as hats, gloves and jackets. Avoid staying outside unprotected for long periods. At the first signs of skin redness or pain, get out of the cold and protect any exposed skin. Watch for skin that has turned white or grayish, and feels firm, waxy or numb. Seek immediate medical attention if you have any of these symptoms. To learn more [Insert 'call' or 'go to' along with a phone or website].

Suggested PSA 2

This is an important message from the [local or tribal health authority]. Hypothermia is a serious medical condition that strikes during very cold weather. Chills from rain, sweat, or cold water can also cause it. Shivering, exhaustion, confusion and fumbling hands, are all signs of hypothermia. So are memory loss, slurred speech, and drowsiness. Babies with hypothermia have bright red, cold skin and very low energy. Seek immediate medical help if you have signs of hypothermia. To learn more, [Insert 'call' or 'go to' along with a phone or website].

Suggested PSA 3

This is an important message from the [local or tribal health authority]. Protect yourself against hypothermia and frostbite during cold weather. Wear warm clothing that covers your skin. You should remove any wet clothing immediately. Limit your time outdoors. Watch for signs of hypothermia and frostbite among elderly adults and babies. Also, watch for signs in anyone drinking alcohol and others at risk. Seek immediate medical help if you suspect someone has hypothermia or frostbite. To learn more, [Insert 'call' or 'go to' along with a phone or website].