



**Poor Air Quality/Extreme Heat Social
Media Toolkit**

BCAHL Social Media Platforms

Where to find us:	
BCAHL Website	https://www.bchealthyliving.ca/
BCAHL Facebook	@ BC Alliance for Healthy Living
BCAHL Twitter	@ bchealthyliving
BCAHL Instagram	@ Bchealthyliving
BCAHL LinkedIn	@ BC Alliance for Healthy Living

Social Media Promotion

Follow Us

Follow us on Facebook, Twitter, LinkedIn and Instagram and LIKE, SHARE, and COMMENT on our posts

Use Our Post Templates

Feel free to use any of these sample posts that we made for you. If you have any questions about these, please e-mail tamato@bchealthyliving.ca

Share Our Published Posts

Share any of our published posts on any of our social media platforms.

Social Media Posts

Below are social media post templates for your organization to use. Please post the captions with the corresponding images (there are two different sizes, one for Instagram and one for Twitter/Facebook/LinkedIn). The images can be downloaded at [this link](#).

Some post templates also include links to resources, which you can include when you launch the posts on your social media platforms.

When posting on social media, please add the image descriptions that complement the graphic and copy to ensure it's as accessible as possible.

Instagram Hashtags: Add these tags when posting on Instagram

#healthyliving #activeliving #kidshealth #childhealth #healthyfamilylife #healthyfamilies
#familyhealth #healthsupport #healthandhappiness #betterhealth #healthandwellbeing
#healthmatters #healthgoals #fitnessgoals #healthtips #bchealth #bcfitness #activeseniors
#activeaging #seniorfitness #bcfit #bckids #explorebc #hellobc

Graphic	Caption	Alt Text
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SMOKY-DAYS-GEN



Regular physical activity doesn't have to stop when outdoor conditions aren't ideal. Continue to be active in places with cleaner air instead of being active outdoors.

An image of a young woman training in the gym with a coach beside a picture of a smoky Thompson-Nicola region. The text says, "Reduce strenuous outdoor activities, visit places with cleaner & cooler air like libraries, community centres & malls, be active in places where the air is cleaner, consider wearing an N95 mask"

Remember: regular physical activity keeps us healthy & helps our bodies cope with poor air quality.

SMOKY-DAYS-PARENTS



Take it easy when it's smoky.

An image of a mom holding her baby at an indoor pool, beside an image of a smoky regional park. The text says, "Take it easy when it's smoky, visit places with cleaner & cooler air like libraries, community centres & malls, play in places where the air is cleaner, monitor health symptoms in yourself & your kids"

Play where there is cleaner air like community centres, Strong Start centres or malls instead.

SMOKY-DAYS-OLDERADULTS



Take it easy when it's smoky outdoors.

An older couple follow an exercise video in their living room. Beside them is an image of a smoky waterfront. The text says, "Take it easy when it's smoky, visit places with cleaner & cooler air like libraries, community centres & malls, Be active in places where the air is cleaner, drink lots of water, monitor health symptoms if you're outside."

Try taking a walk in a mall or following an exercise video at home instead when the air quality is bad outside.

SMOKY-DAYS-CHRONICILLNESS

SMOKY CONDITIONS?
SAFETY TIPS FOR THOSE WITH CHRONIC ILLNESSES



- Reduce or reschedule outdoor plans
- Take it easy when conditions are smoky
- Visit places with cleaner & cooler air like libraries, community centres & malls
- Make sure you have respiratory medication on hand
- Be active where the air is cleaner
- Consider wearing an N95 mask

Physical Activity HealthOutdoors.ca

Smoky outside? Keep moving during smoky days with indoor activities like dancing, swimming, or group classes at your community centre.

Use the talk test at the link to make sure you're not straining & inhaling too much smoky air.

<http://ow.ly/NK1w50OA1iE>

A group of older adults are dancing at home, beside an image of a smoky Thompson-Nicola region. The text says, "Reduce or reschedule outdoor plans, take it easy when conditions are smoky, visit places with cleaner & cooler air like libraries, community centres & malls, make sure you have respiratory medication on hand, be active where the air is cleaner, consider wearing an N95 mask."

SMOKY-DAYS-COACHES

SMOKY CONDITIONS?
SAFETY TIPS FOR COACHES & ACTIVITY LEADERS



- Can you take practice or activity indoors?
- Reduce or reschedule outdoor events or practices where possible
- Take breaks often
- Monitor health symptoms in participants

Physical Activity HealthOutdoors.ca

Outdoor games, practices & activities are part of many sports & camps but if it's smoky, it's not safe. Have a back-up plan for smoky conditions. Be prepared to move activities or training to a gym or indoor space.

A group of teenage boys play basketball in an indoor gym, beside an image of a smoky forest area. The text says, "Can you take practice or activity indoors? Reduce or reschedule outdoor events or practices where possible, take breaks often, monitor health symptoms in participants."

SMOKY-DAYS-PREGNANCY

SMOKY CONDITIONS?
SAFETY TIPS FOR THOSE WHO ARE PREGNANT



- Avoid strenuous activity during the hottest part of the day
- Visit places with cleaner & cooler air like libraries, community centres & malls
- Reduce or reschedule outdoor plans
- Be active where the air is cleaner
- Consider wearing an N95 mask

Physical Activity HealthOutdoors.ca

Consider rescheduling outdoor activities before or after the hottest part of the day (2:00 pm to 6:00 pm) & remember not to do anything too intense if you're outside.

Use the talk test at the link below to make sure you're not straining & inhaling too much smoky air.

<http://ow.ly/NK1w50OA1iE>

A pregnant woman stands by a window holding her belly, beside an image of a smoky forest area. The text says, "Avoid strenuous activity during the hottest part of the day, visit places with cleaner & cooler air like libraries, community centres & malls, reduce or reschedule outdoor plans, be active where the air is cleaner, consider wearing an N95 mask."

Graphic	Caption	Alt Text
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HEAT-GEN



Be active in cooler places but if you want to enjoy the outdoors, do it before or after the hottest part of the day (2:00 pm to 6:00 pm).

Use the guide at the link to learn more about heat exhaustion & how to spot it.

<http://ow.ly/zNQZ50OAFVS>

A yoga teacher helps a student with a pose in a studio. The text says, “Schedule activities before or after the hottest part of the day, find cool spaces like community centres, pools, gyms & arenas, wear lightweight clothing, exercise in shaded areas, drink lots of water.”

HEAT-PARENTS



Outdoor playtime is great for our kids, but not when it’s extremely hot out. Avoid the hottest part of the day (2:00 pm to 6:00 pm) & play in shaded areas.

Remember, you can keep the family active at community centres pools & indoor playgrounds too!

A mother holds her son’s hands as they walk in a tree-lined park. The text says, “schedule activities before or after the hottest part of the day, find coll spaces like libraries, community centres, Strong Start centres & malls, if it’s too hot outside, play somewhere cooler, play in areas with plenty of greenspace & shade, wear lightweight clothing.”

HEAT-OLDERADULTS



Too hot outside? Keep cool, moving and connected by participating in community centre activities or walking with friends at an air-conditioned mall.

An older couple walk in a mall. The text says, “Avoid strenuous activity during the hottest part of the day, find cool spaces like libraries, community centres & malls, if it’s too hot outside, be active somewhere cooler, drink lots of water, wear lightweight clothing.”

Graphic

Caption

Alt Text

HEAT-CHRONICILLNESS



Consider rescheduling outdoor activities before or after the hottest part of the day (2:00 pm to 6:00 pm) & don't do anything too strenuous if you're outside.

Use the guide at the link to learn more about heat exhaustion & how to spot it.

<http://ow.ly/zNQZ500AfVS>

A group of older adults exercise with resistance bands. The text says, "Avoid strenuous activity during the hottest part of the day, reduce or reschedule outdoor activities, if it's too hot outside, be active somewhere cooler, drink lots of water."

HEAT-PREGNANCY



Regular physical activity is important for a healthy pregnancy but remember to take it easy on extremely hot days.

Be active somewhere cooler, drink lots of water & if you're going outside, try to avoid the hottest part of the day (2:00 pm to 6:00 pm).

A pregnant woman is practicing Pilates in her living room. The text says, "Avoid strenuous activity during the hottest part of the day, reduce or reschedule outdoor activities, wear lightweight clothing, if it's too hot outside be active somewhere cooler, drink lots of water."