



Ready Scotland 'Prepare for Hot Weather' Stakeholder Toolkit 2025

Campaign overview

We may joke about the weather in Scotland, but heat is a real risk that can affect anyone.

Hot weather can cause dehydration, overheating, heat exhaustion, and heatstroke, with serious consequences if not treated quickly.

Climate change means that Scotland will experience hotter, drier summers, with greater extremes.

This campaign aims to:

- Raise awareness of the key dangers associated with hot weather.
- Increase understanding of how to have a safe and responsible summer, whether at home or out and about.
- Highlight key resources the Scottish public can use to learn how to keep themselves, their families and their community safe in hot weather.

Topics

- Sun and heat safety
- Travel advice
- Community resilience
- Staying safe at home
- Water safety
- Wildfires

Useful links

- [Ready Scotland](#)
- [NHS Inform](#)
- [Your Water Your Life](#)
- [Scottish Environment Protection Agency](#)
- [Children's Health Scotland](#)
- [Blue Cross](#)
- [The Met Office](#)
- [Scottish Fire and Rescue Service](#)
- [Water Safety Scotland](#)

Key messages

Here are some messages that you can use in your communications to join in and support the campaign.

We appreciate your support in sharing our campaign encouraging Scotland to stay safe in hot weather.

- Ready Scotland has advice for preparing for hot weather and the challenges it brings, such as dehydration, overheating, heat exhaustion, and heatstroke.
- There are those in your community who may be more at risk during hot weather, such as older people, young children, babies and those with health risks. Learn how you can look out for and support them.

Key messages cont.

- Hot weather can increase the risk of having a heart attack or stroke. It can also make existing health problems worse, like lung and heart disease.
- Wildfires can spread quickly, change direction without warning and pose a threat to life and property. Find out how you can play your part to reduce the risk of wildfires.
- Water is a precious resource, which we should all try to use as efficiently as possible. Learn the steps we can all take to save water this summer.
- Hot weather can increase risks associated with water/drowning. Strong currents and cold water shock can be fatal. Be safe in the water this summer.

Social media

We are looking for support from partners and stakeholders on social media, which would include retweeting / sharing our information through your Facebook and X accounts.

You can also adapt our key messaging for use across all of your social and digital channels.

Our X page is here:

<https://x.com/ReadyScotland>

Our Facebook page is here:

<https://www.facebook.com/ReadyScotland>

Our website is here:

<https://www.ready.scot>

Example posts

Suggested post text has been developed that you are welcome to use on social media to help you communicate our messages to your followers.

You can see some examples in this toolkit. [Download the 'Prepare for Hot Weather 2025' suggested social media posts.](#)

Hot weather affects the body and can lead to illness.

Many of the health risks caused by hot weather are preventable.

Learn more about staying safe this summer: ready.scot/respond/severe-weather/hot-weather.

Look out for neighbours or relatives who may be at risk during hot weather.

Try to visit them regularly, and ask them if they have the support they need.

Learn more: ready.scot/respond/severe-weather/hot-weather.

Example posts cont.

We may joke about the weather in Scotland, but heat is a real risk that can affect anyone. Ready Scotland has tips on having a safe and comfortable summer.

Find advice on preparing for hot weather at <https://ready.scot/respond/severe-weather/hot-weather>.

Being exposed to the sun for too long can cause painful sunburn.

Stay safe in the sun this summer.

Learn more: ready.scot/respond/severe-weather/hot-weather.

Never leave children or animals in closed spaces or stationary cars.

Even on cool days, strong sunshine can make car interiors very hot.

Learn more: ready.scot/respond/severe-weather/hot-weather.

Your home may overheat during warmer weather. You can:

- Close blinds and curtains if windows get direct sunlight during the day
- Open windows if it's safe to when the air feels cooler outside, like at night

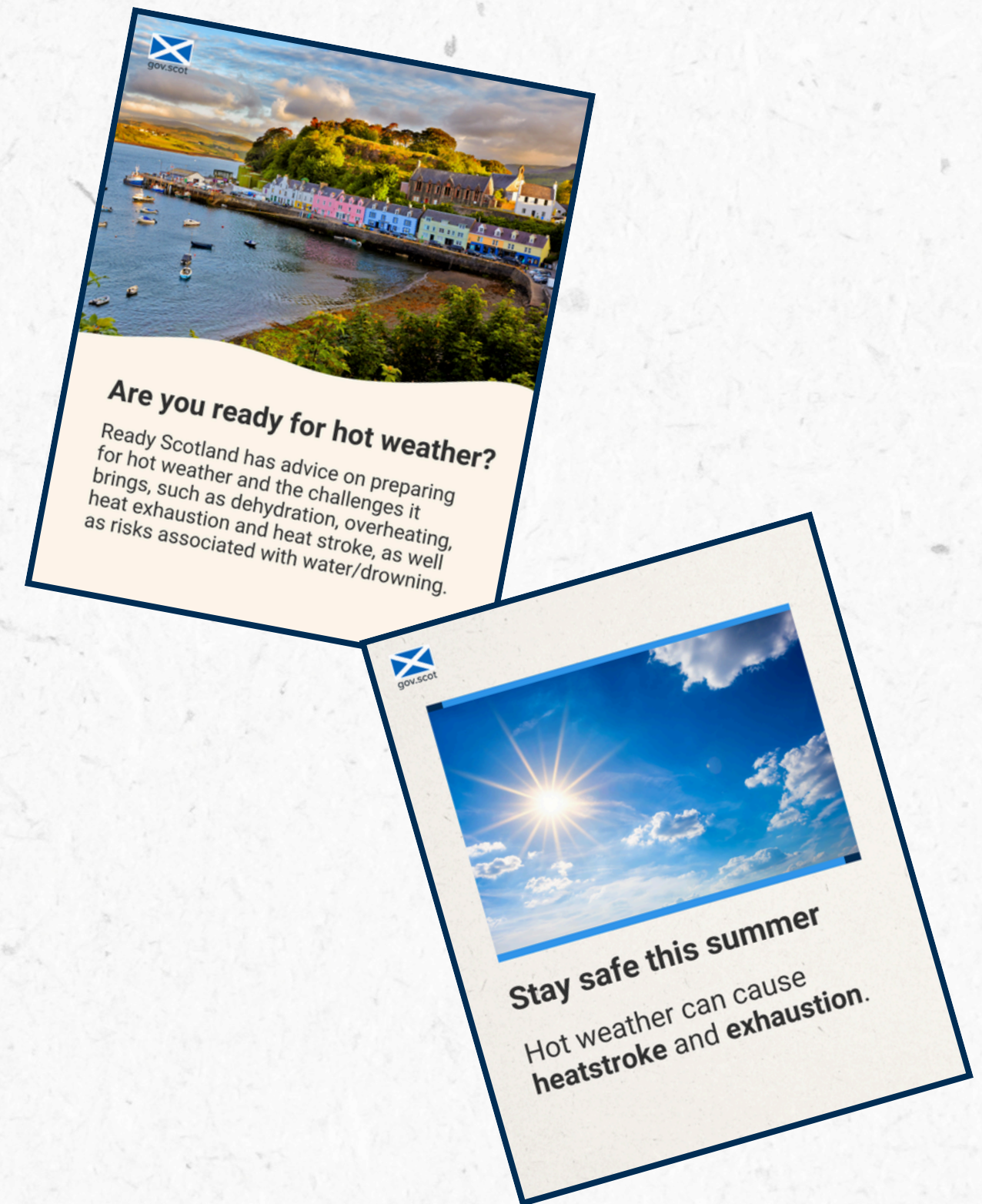
Learn more about keeping your house cool at nhsinform.scot/healthy-living/outdoor-health/how-to-stay-safe-in-hot-weather/.

Social media assets

We have created graphics you are welcome to use on your channels to increase visibility and engagement.

All graphics have a ratio of 4:5, which is the optimal size for image posts that work on Facebook, Instagram, LinkedIn, X, and Pinterest. These are shown in full in the feed and have maximum impact.

[Download 'Prepare for Hot Weather 2025' graphics.](#)



Contact the team

We look forward to working with you during this campaign.

If you have any questions, suggestions or comments about the content of this toolkit, contact the Resilience Communications team at SGoRRCommunications@gov.scot.

