

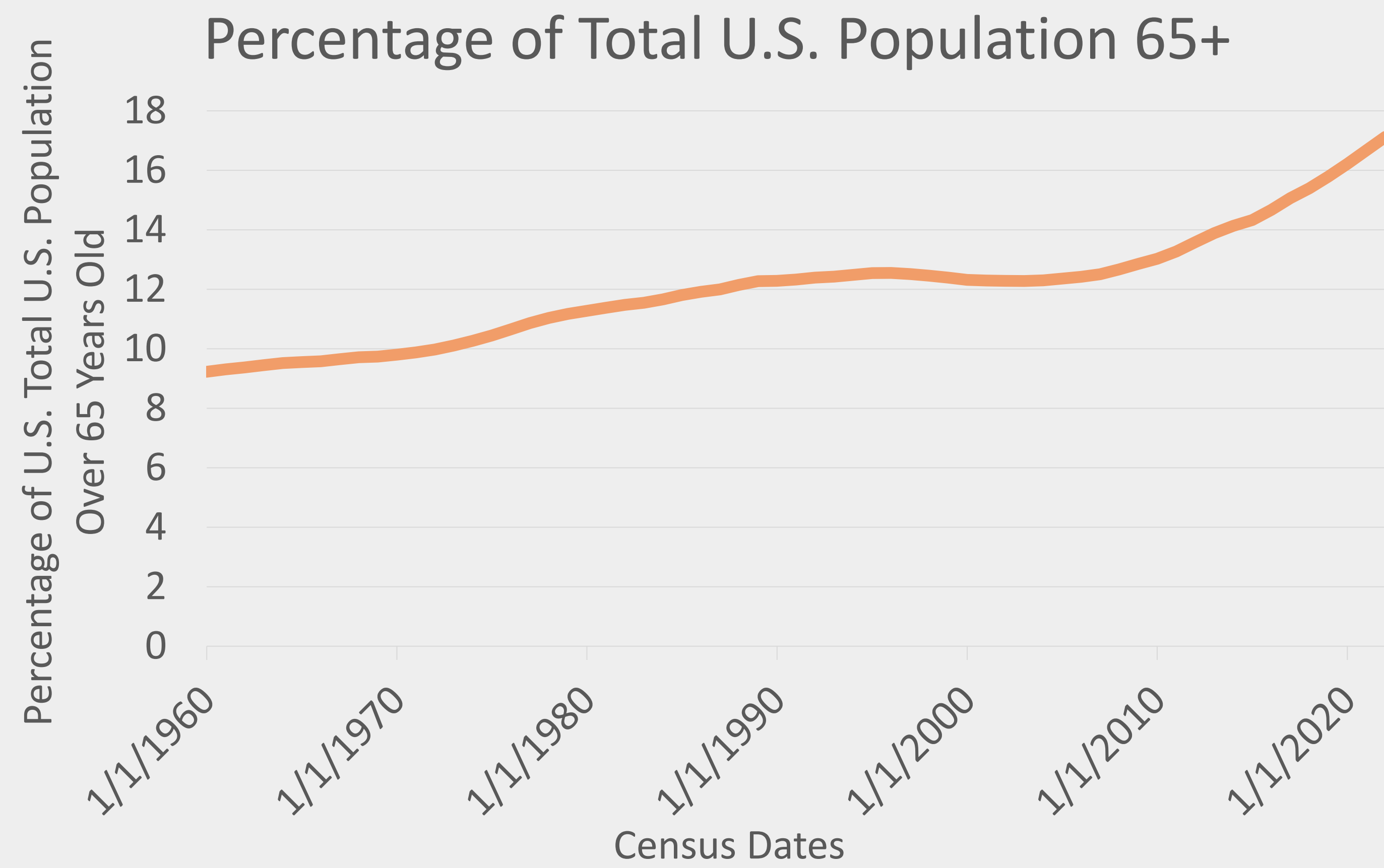


Extreme Heat Information: Communicating With the Growing Elderly Population

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Motivation



As we age, medications and health conditions make it harder to tolerate extreme heat. Ensuring our communication captures this information helps make people aware of the true risk of heat.

Methods

- **16 virtual focus groups** conducted across various cities.
- **Cities were hand selected based on demographic and climatological diversity.**
- 121 total participants, recruited via Facebook.

Questions included...

- What do you think of the term *elderly*?
- How do you define this population?

Analysis

- Thematically analyzed discussions involving the term elderly.
- If users provided a specific age, that was noted separately (n=23).

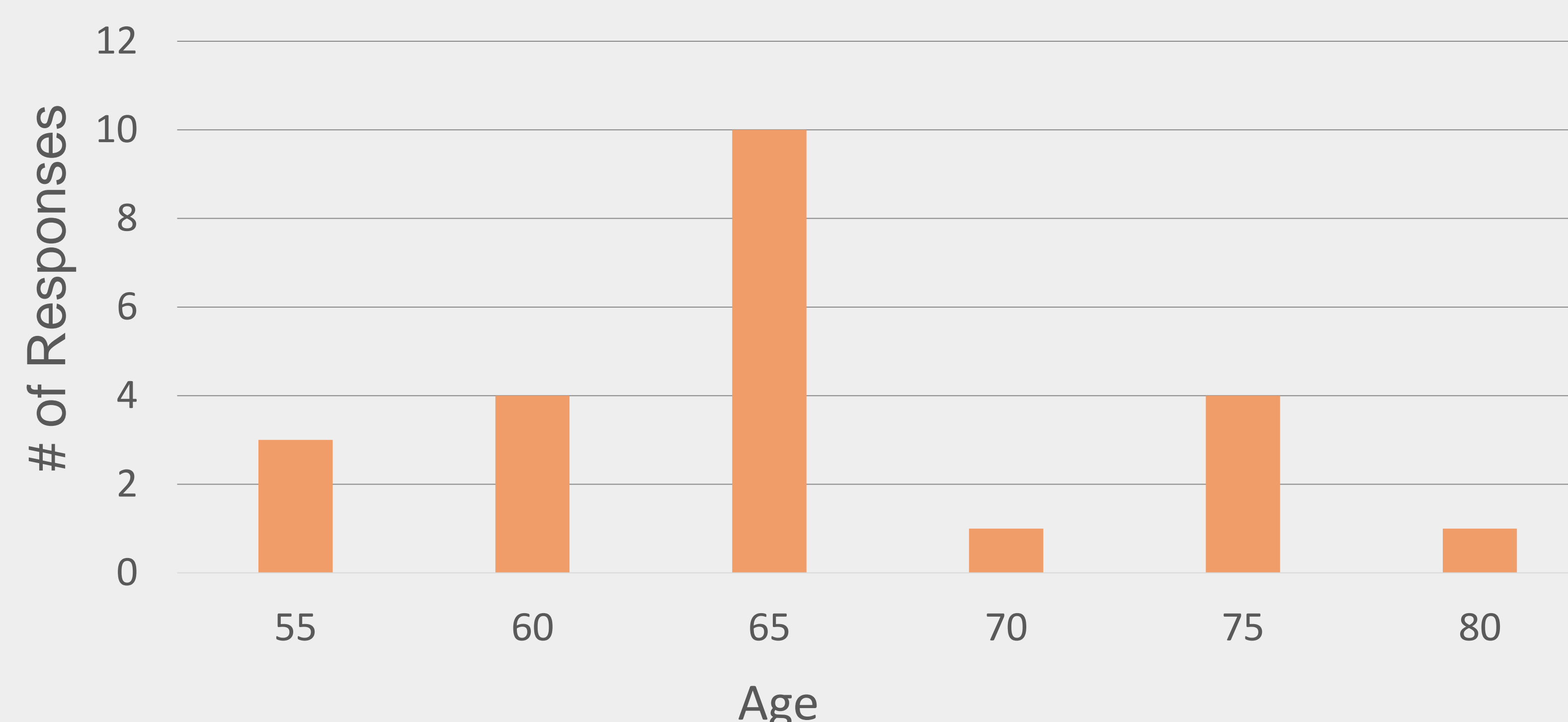
Stimuli



Fig 1. Stimuli shown to participants when asking about elderly populations

Results

What Age Do You Consider "Elderly" to Begin?



"[...] I don't feel like it, but apparently, I'm the elderly person."
– Male 66

"You know I'm 75. I don't consider myself elderly."
– Female 75

Recommendations

- **Make a stand-alone 65+ graphic.**
- Include multiple images of people who are 65 with various physical conditions.
- Outline *why* they are at greater risk *now*.
- Highlight how medication and preexisting conditions impact their risk.

Future Work

Messaging should target this group to reduce the risk and harm they will encounter. **Outlining how heat tolerance is impacted by medication and preexisting conditions is critical.**

References/Contact Info

