



Public Service Announcement

Local Contact:

Extreme Heat #2 – 30 sec.

Extreme heat can kill. Heat cramps are often the first signal the body is having trouble with the heat. During heat exhaustion blood flow is diverted from vital organs to the skin, resulting in a form of mild shock. Heat exhaustion can rapidly advance to heat stroke, a life-threatening condition. The victim's body temperature can rise so high that brain damage and death can result if the body is not cooled quickly. Go to ready.wi.gov for more information.

LOCAL TAG: A message from _____.