

“It’s colder than....”

Audio Public Service Announcement (PSA)

You know its cold outside when frost displays its intricate artwork on your window, the snow crunches under feet, and your nostrils stick together. But before you even step outside, check out the winter conditions on your smartphone, tablet, or even on your radio. Remember, even a sunny day can be dangerously cold and winter weather can change to dangerous conditions very quickly.

As temperatures decline keep safety on your mind.

Recognize the Signs of Cold: If your body temperature falls below normal, you are approaching hypothermia. Constant shivering and pain in your fingers, toes, nose, or ears should not be ignored, as they can be signs of early hypothermia and frostbite (freezing and destruction of tissue). So, get out of the cold. Both hypothermia and frostbite are dangerous, and can have long lasting effects. Alcohol consumption is an important risk factor for getting frostbite and hypothermia - it may cause blood vessels in the skin to dilate allowing heat to escape.

Winter Survival Kit:

Whether in your dorm room, home, or car it is best to keep a small kit of supplies for just in case. Your kit should include at a minimum: a blanket, flashlight, and some nonperishable food (energy bars, peanuts, pop tarts, etc.). In your car, store matches and small candles (a candle can produce heat), and include a shovel and a bag of sand or kitty litter for use as traction under your tires). Try to keep your gas tank at least half full.

Important Definitions:

Wind Chill (Real Feel): Increased wind speeds accelerate heat loss from exposed skin, and the wind chill is a measure of this effect – how cold you feel. As a general rule, the threshold for potentially dangerous wind chill conditions is about -20°F. Objects and plants do not feel a wind chill.

Winter Weather Advisory: a low pressure system produces a combination of winter weather (snow, freezing rain, sleet, etc.) that present a hazard, but does not meet warning criteria.

Winter Storm Watch: a potential for heavy snow or significant ice accumulations, usually at least 24 to 36 hours in advance.

Winter Storm Warning: a winter storm is producing or is forecast to produce heavy snow (usually > 6 inches) or significant ice accumulations.

Blizzard Warning: Issued for winter storms with sustained or frequent winds of 35 mph or higher with considerable falling and/or blowing snow that frequently reduces visibility to 1/4 of a mile or less. These conditions are expected to prevail for a minimum of 3 hours.

Common Sense Tips:



Think twice before walking on ice.

- Dress for the cold weather, even if you think you will only be outside for a short time. Wearing shorts on a cold day is not smart.
- Wear a hat (minimizes heat loss). A hat protects you much better than just wearing ear muffs.
- Mittens will keep your hands warmer than gloves.
- Layering of clothing is best. Tuck clothing in – don’t expose yourself.
- Wool is better than cotton – it is said that ‘cotton kills’ when wet, as it ceases to insulate you. Wool socks are better than cotton ones.
- Walkways and stairs are often not cleared to the pavement on campus, so wear warm boots with good tread.
- Getting between classes is more difficult in the winter, so think about what you are doing and be aware of your surroundings.

Wind Chill Chart

		Temperature (°F)																	
		40	35	30	25	20	15	10	5	0	-5	-10	-15	-20	-25	-30	-35	-40	-45
CALM	5	36	31	25	19	13	7	1	-5	-11	-16	-22	-28	-34	-40	-46	-52	-63	-63
	10	34	27	21	15	9	3	-4	-10	-16	-22	-28	-35	-41	-47	-53	-59	-72	-72
15	32	25	19	13	6	0	-7	-13	-19	-26	-32	-39	-45	-51	-58	-64	-77	-77	
	20	30	24	17	11	4	-2	-9	-15	-22	-29	-35	-42	-48	-55	-61	-68	-81	-81
25	29	23	16	9	3	-4	-11	-17	-24	-31	-37	-44	-51	-58	-64	-71	-84	-84	
	30	28	22	15	8	1	-5	-12	-19	-26	-33	-39	-46	-53	-60	-67	-73	-87	-87
35	35	28	21	14	7	0	-7	-14	-21	-27	-34	-41	-48	-55	-62	-69	-76	-89	-89
	40	27	20	13	6	-1	-8	-15	-22	-29	-36	-43	-50	-57	-64	-71	-78	-91	-91
45	50	26	19	12	5	-2	-9	-16	-23	-30	-37	-44	-51	-58	-65	-72	-79	-93	-93
	55	26	19	12	4	-3	-10	-17	-24	-31	-38	-45	-52	-60	-67	-74	-81	-95	-95
60	60	25	18	11	4	-3	-11	-18	-25	-32	-39	-46	-54	-61	-68	-75	-82	-97	-97
	Wind (mph)	25	17	10	3	-4	-11	-19	-26	-33	-40	-48	-55	-62	-69	-76	-83	-98	-98

Frostbite occurs in 15 minutes or less