

Los Angeles Regional Collaborative

Heat Education, Ambassadors,
and Training (LARC-HEAT)

2025 Evaluation Report



HeatSafeLA.com

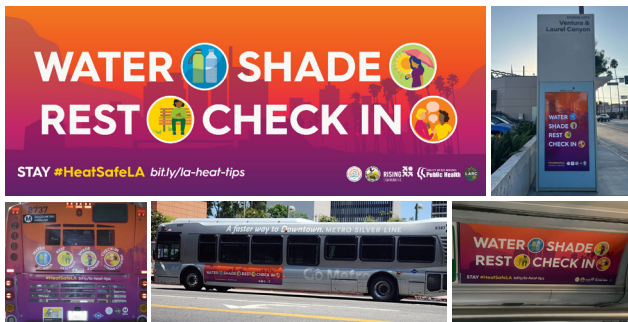
Los Angeles Extreme Heat Campaign 2025



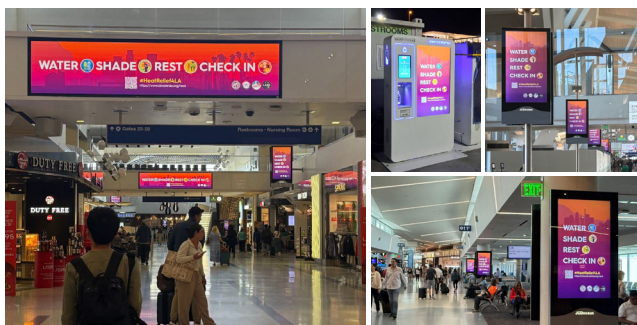
Project Summary

Extreme heat is already a deadly hazard in Los Angeles, and the threat is growing. To address this increasing risk, organizations from across LA have come together to launch **Los Angeles Regional Collaborative: Heat Education, Ambassadors, and Training (LARC-HEAT)**, a countywide extreme heat education and prevention initiative. LARC-HEAT is a partnership between the Los Angeles Regional Collaborative (LARC), Fernandeño Tataviam Band of Mission Indians (FTBMI), LA County Department of Public Health (DPH), Rising Communities, and more than 100 local agencies and organizations. The project combines public service announcements, a bilingual social media campaign, and door-to-door outreach through the Heat Ambassador program to increase awareness and prevent heat-related illness. This 30-month project aims to empower local communities by meeting people where they are located and helping Los Angeles stay #HeatSafeLA!

Public Service Announcements: Bus & LAX Ads



To reach Angelenos on their daily commutes, we partnered with local transit agencies to run Public Service Announcements on buses, bus shelters, and transit screens from June-October 2025.



In collaboration with LA City's Climate Emergency Mobilization Office (CEMO), we secured digital ads in all nine terminals at LA International Airport (LAX) from September-November 2025.



160
Customer Info Panels

4
Video Walls

1
Bus Back



12
Bus Shelters



250
Bus Car Cards



LAX:
5 million
Impressions Weekly*

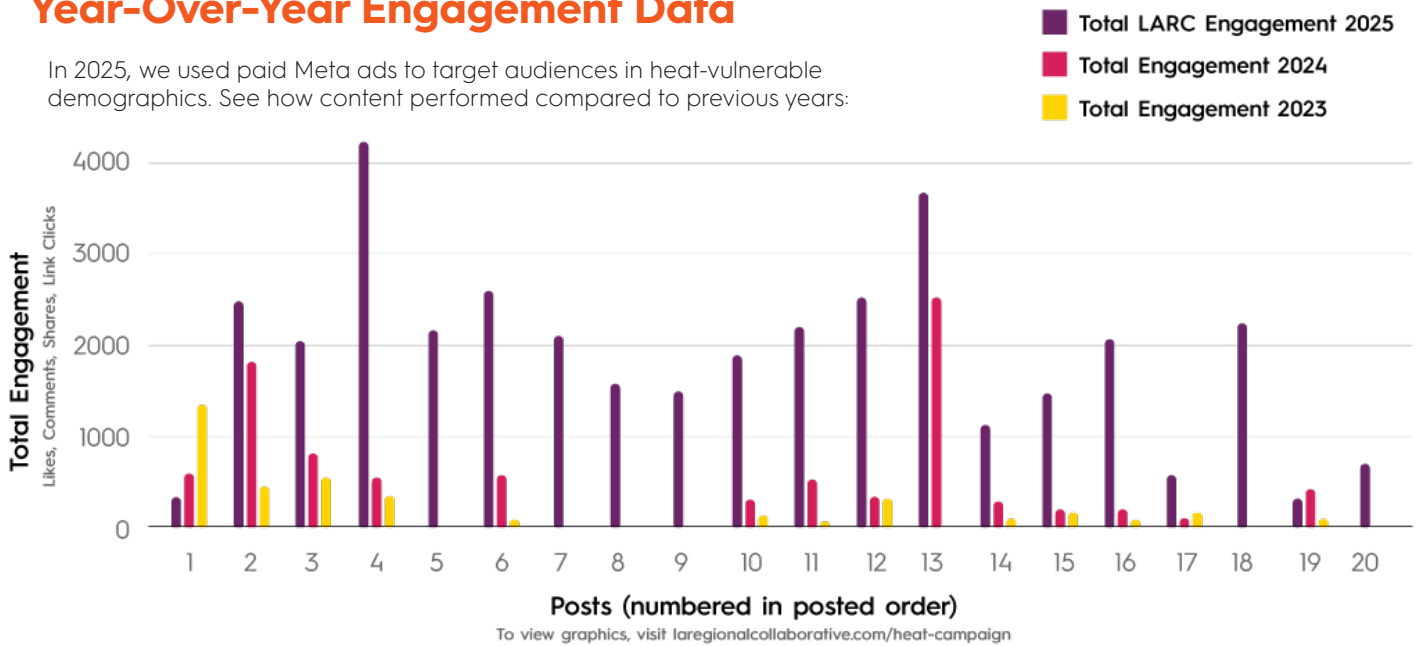
*LAX Airport impressions are based on passenger counts.

2025 Social Media Campaign Results

LARC and DPH ran the fourth annual social media campaign, featuring **19 posts**, each published in **English and Spanish**, with strategies for staying safe on hot days. LARC held pre- and post-campaign workshops with distribution partners to gather input, develop 5 new posts, and brainstorm ideas to be used in 2026.

Year-Over-Year Engagement Data

In 2025, we used paid Meta ads to target audiences in heat-vulnerable demographics. See how content performed compared to previous years:



110%
Increase in engagement
from 2024



115+
Distribution Partners
(**33** New Distribution Partners)

548,288
Impressions on
Facebook & Instagram

16
Promotional
Presentations

100+
Accounts posted
#HeatSafeLA content



Top Posts in 2025

<p>Week 4: Cool Home</p>  <p>4,238</p>	<p>Week 13: Sleep</p>  <p>3,700</p>	<p>Week 6: Pets</p>  <p>2,616</p>	<p>Week 12: Older Adults</p>  <p>2,527</p>	<p>Week 2: Physical Health</p>  <p>2,493</p>
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These posts had the highest number of **direct engagements (reactions, likes, comments, shares, saves)** across all of LARC’s accounts. Posts with the highest engagement reflect the priorities of Angelenos and help us understand what captures their attention.

Learn More: laregionalcollaborative.com/heat-campaign

Heat Ambassador Training

LARC-HEAT partners collaborated to develop a three-hour training for Community Health Workers and *Promotores de Salud* in Los Angeles County. Training local “Heat Ambassadors” works to advance the DPH goal to support: “Informed, empowered, and well-resourced residents.”

The LARC-HEAT Heat Safety Training has three learning objectives:

1. Why extreme heat is a growing concern
2. Actionable strategies for staying safe on extreme heat days
3. Resources to share with heat-burdened community members

After taking the online training, Heat Ambassadors are well-equipped to raise public awareness about the dangers of extreme heat in their own communities. They reported the greatest learning improvements for these topics:

“I can name key symptoms of heat exhaustion and heat stroke.”

“I know about key groups of people who are more vulnerable to heat illness, and I have a basic understanding of why they’re more vulnerable.”

124 Ambassadors from **15** different organizations completed the training.

38



Los Angeles County
Department of Public Health

3



Fernandeño Tataviam
Band of Mission Indians

10



South Central Heals,
South Central Sana

6



SELA Florence,
SELA Blooms

12



ECHO-San Gabriel Valley

3



9



Heart of the Harbor

1



Watts Community Wellness Team

6



4



Healthy Connections,
Conexiones Saludables

9



Reaching for the Heights,
Alcanza las Alturas

1



14

2



CARES San Fernando Valley

6

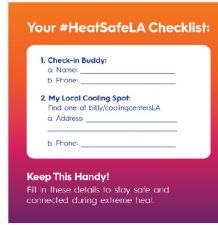
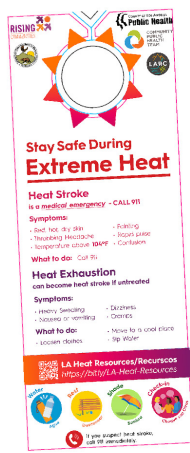


“What I’ve noticed is that when we take the time to talk about heat safety, **people often share their own experiences** or concerns, and that opens the door to **deeper conversations** about how we can **support one another.**”

- Kimberly
Heat Ambassador

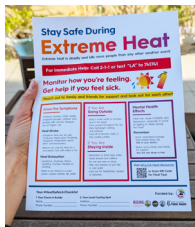


Heat Outreach and Resource Distribution



LARC-HEAT is reaching community members directly through door-to-door canvassing and events. Heat Ambassadors are providing thousands of heat-burdened households with actionable resources to stay safe during high heat, including reusable water bottles, sunscreen, and fans.

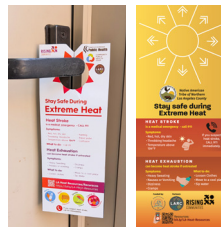
20,049
Flyers



1,398
Sunscreens



9,901
Door Hangers



1,833
Printed Fans



DPH staff provided heat illness prevention messaging at 30 outreach events from August to October, totaling 1,776 interactions with community members.

FTBMI staff shared heat materials at 50 events and through door-to-door canvassing, totaling 5,619 engagements with community members.



“At a Senior Wellness Fair, we met an older man who **didn't know cooling centers were available**. He lived alone with no AC and thought he had no choice but to suffer through the heat. We gave him the information with cooling center locations. Later, he told us he went during a heatwave, and it really helped. That **small conversation made a big difference** for him.”

- Alex
Heat Ambassador



LARC-HEAT is supported by the Regional Resilience Grant Program implemented by the Governor's Office of Land Use and Climate Innovation (LCI). The Regional Resilience Grant Program is an initiative of LCI's Integrated Climate Adaptation and Resiliency Program (ICARP).