

Summer Heatwave – Use the RASH Guide



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Each and every summer, the emergency services are called to trails and walking spots across the country to aid walkers who are suffering from heat exhaustion or heatstroke. Leading discount outdoor clothing specialists, <http://www.outdoorlook.co.uk>, has launched their new safety guide – RASH. The guide simplifies a 4-point-plan which can be easily picked up by anyone this summer. RASH is easy to remember and simple to put into action.

1. REST – If you or a member of your walking party begins to feel ill or unwell, stop immediately and move to a cool shaded place. If you decide to continue, do so at a slower pace than before and keep a watchful eye on your friend or self.
2. AIR – Loosen any tight clothing and temporarily remove any items you can (t-shirt). If there is a breeze, stand against it, as this will help draw heat away from the body and help you cool down quicker. Place any clothes you may of removed against the breeze too, as when you put your clothes back on, they will be cooler.
3. SIP – When aiding either a friend or yourself with a drink, remember it is important the drink contains no alcohol or caffeine, as these will only add to the dehydration. As tempting as it may be to finish a drink off by gulping it down, remember to sip the drink slowly so your stomach is given enough time to process the fluids efficiently.

4. HELP - If whoever is ill still shows no sign of sufficient recovery, call for help immediately. Heat exhaustion can lead to heat-stroke which in some extreme cases can be fatal.

Ian Brookes, founder and managing director of outdoorlook.co.uk said: "The RASH guide is aimed at everyone who is out and about this summer. With forecasters already suggesting we may be in for a heatwave, the guide aims to give some quick, easy and memorable advice to anyone who needs it."

Brookes also highlighted having the appropriate [outdoor clothing](#) as a measure of also staying safe. "Simple tricks like wearing a hat will keep your head cool and also shade your eyes from the glare of the sun. Light coloured clothing will reflect rather than absorb the sun's heat, whilst wearing walking shoes with proper ankle support will make for a safe and comfortable walk."

Outdoor Look are a UK based supplier of discounted outdoor clothing, offering an extensive range of quality garments at unbeatable discounted prices. Outdoorlook.co.uk provide a complete range of lightweight summer walking clothing which will help walkers keep cool in the heat, from brands such as Regatta and Craghoppers.

For more information visit <http://www.outdoorlook.co.uk>.

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