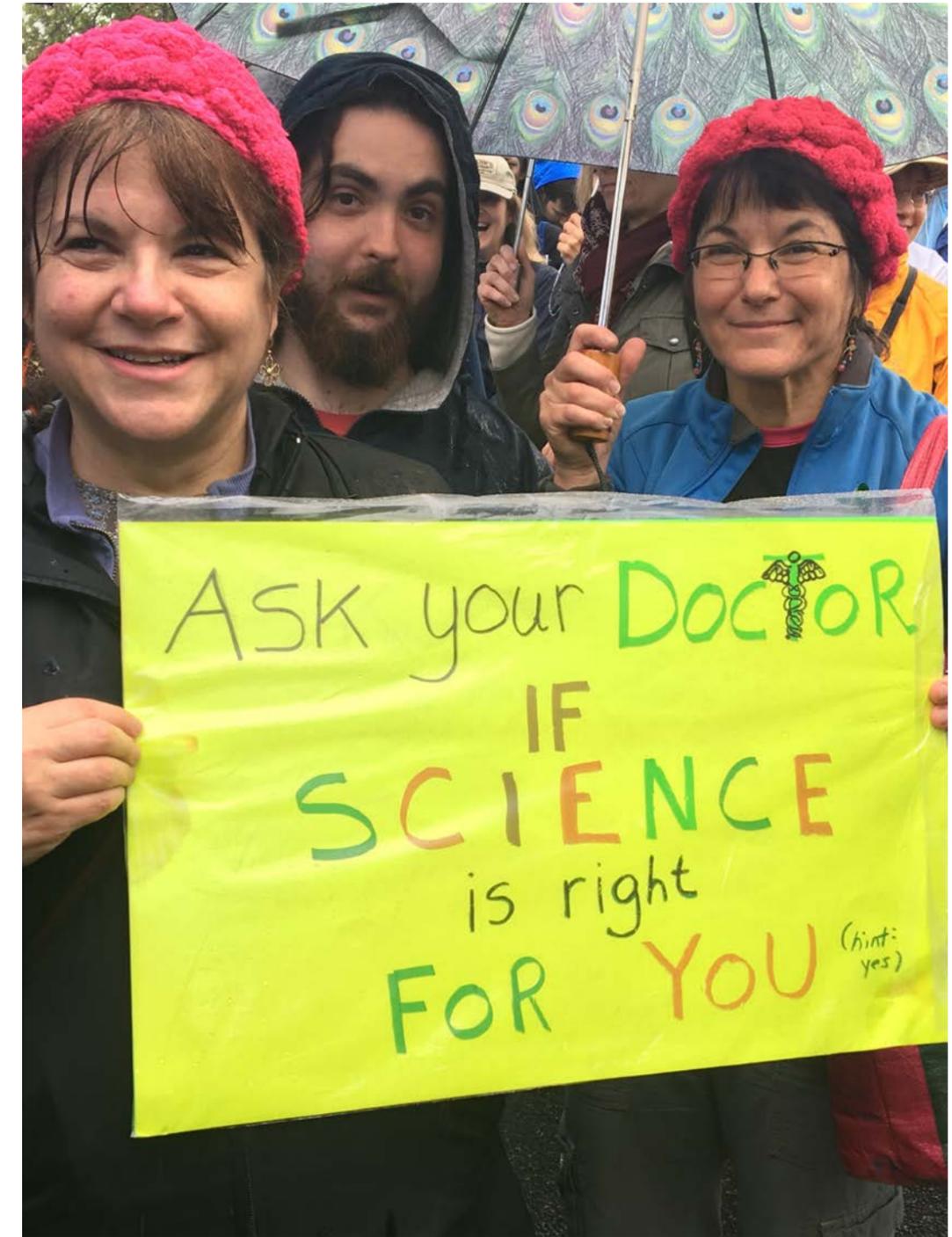


Let's Talk Climate and Health:

Messages to Motivate Americans

Marching with a Message...



Communications: Today's Presentation

- Building Climate Leadership
- What we know: Messengers & Audience
- “Let’s Talk Climate & Health” Communications Guidance
 - What works: Tested Phrases and Messages
 - Key Steps to Crafting Your Personal Message

ecoAmerica

Build a critical mass of institutional leadership, public support, and political will for climate solutions in the United States.

- Shift the national narrative
- Build collective impact
- Provide programs + resources

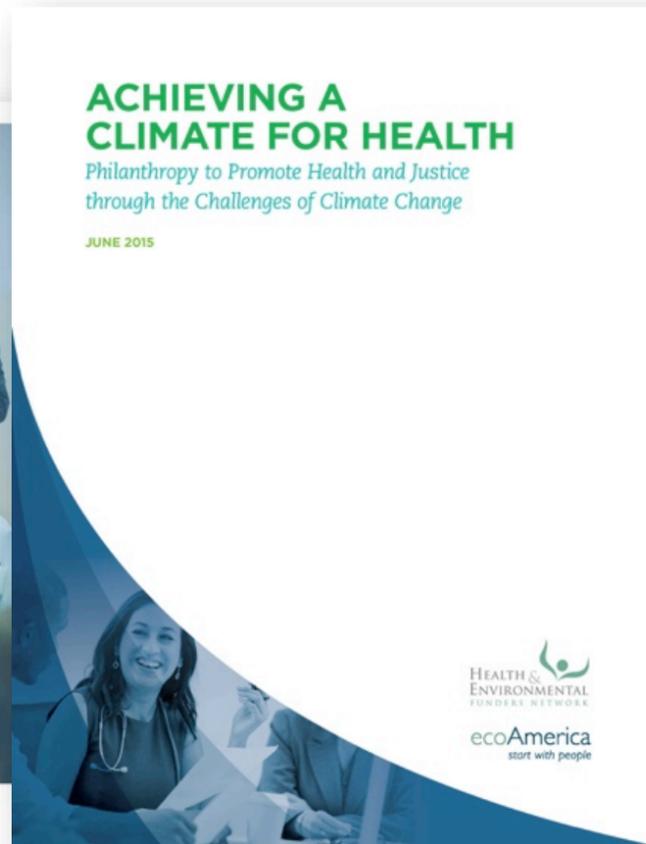
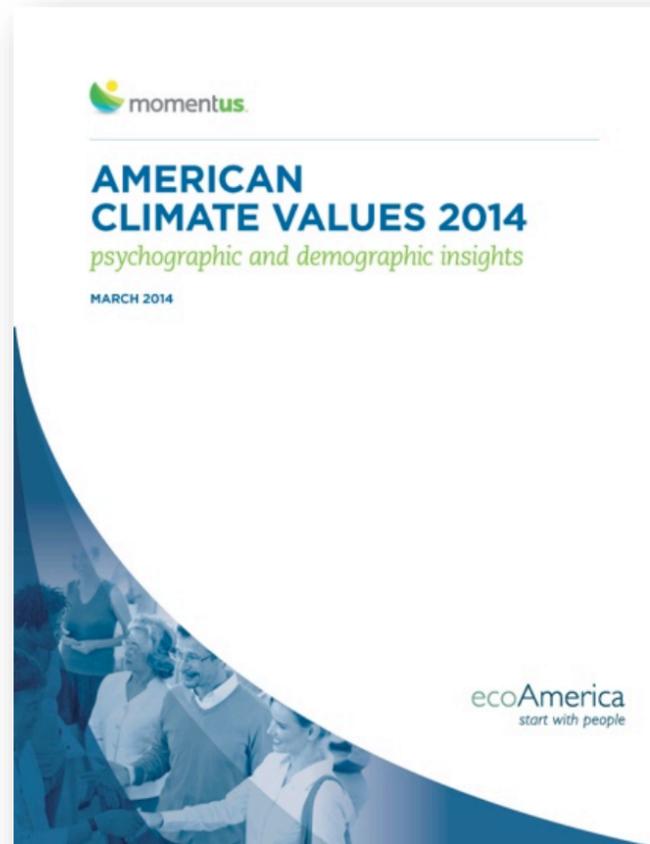




Offerings

- Resources
- Communications
- Summits and forums
- Organizational partnerships
- Sector-wide collaboration

Research



Who is Your Audience?

*Americans and Climate Change: Research,
Polling, Values*

Concern



Health Professionals: Your Leadership Matters!



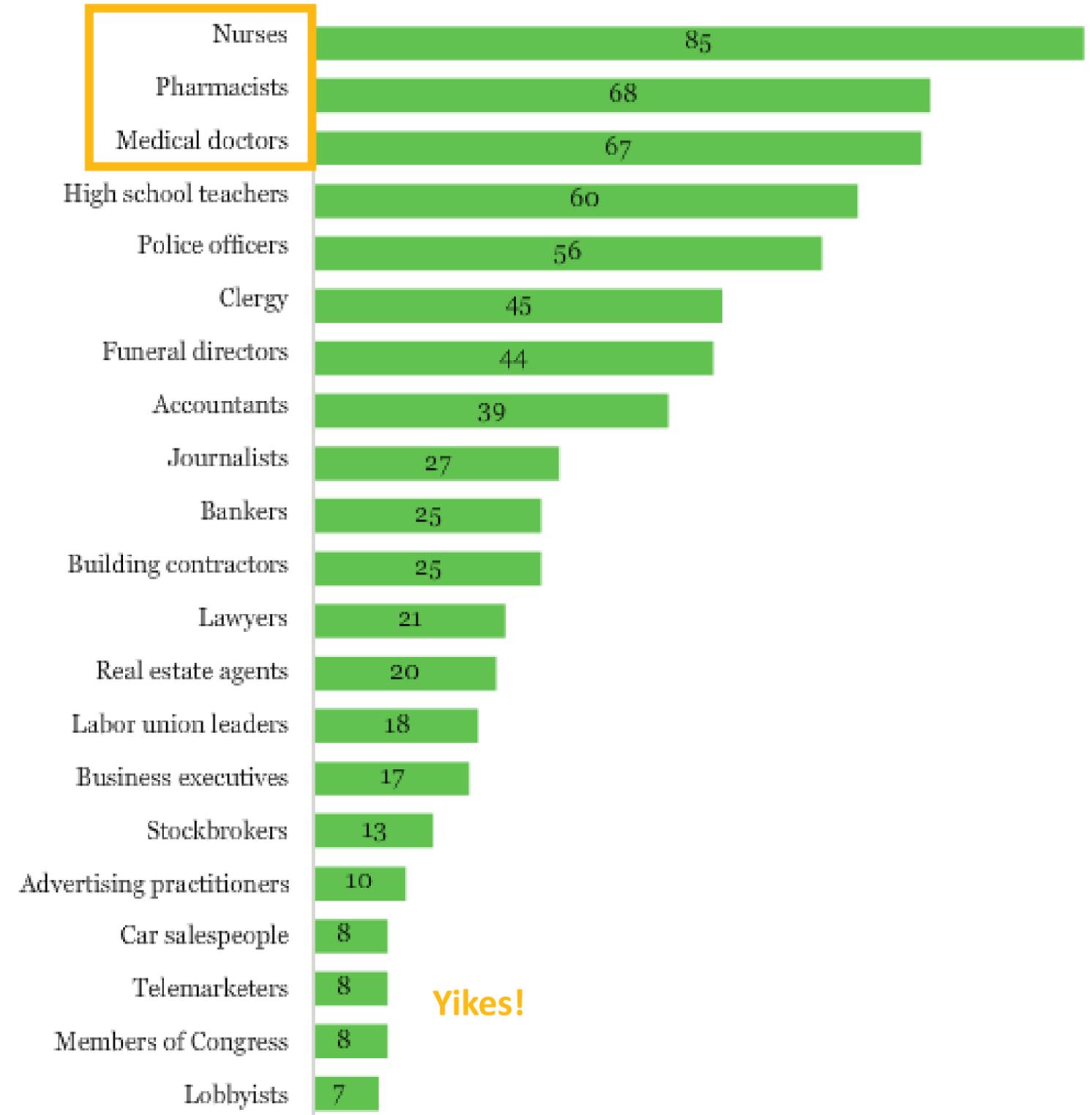
You Are The Most Trusted

GALLUP®

Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low?

Dec. 2-6, 2015

■ % Very high/High



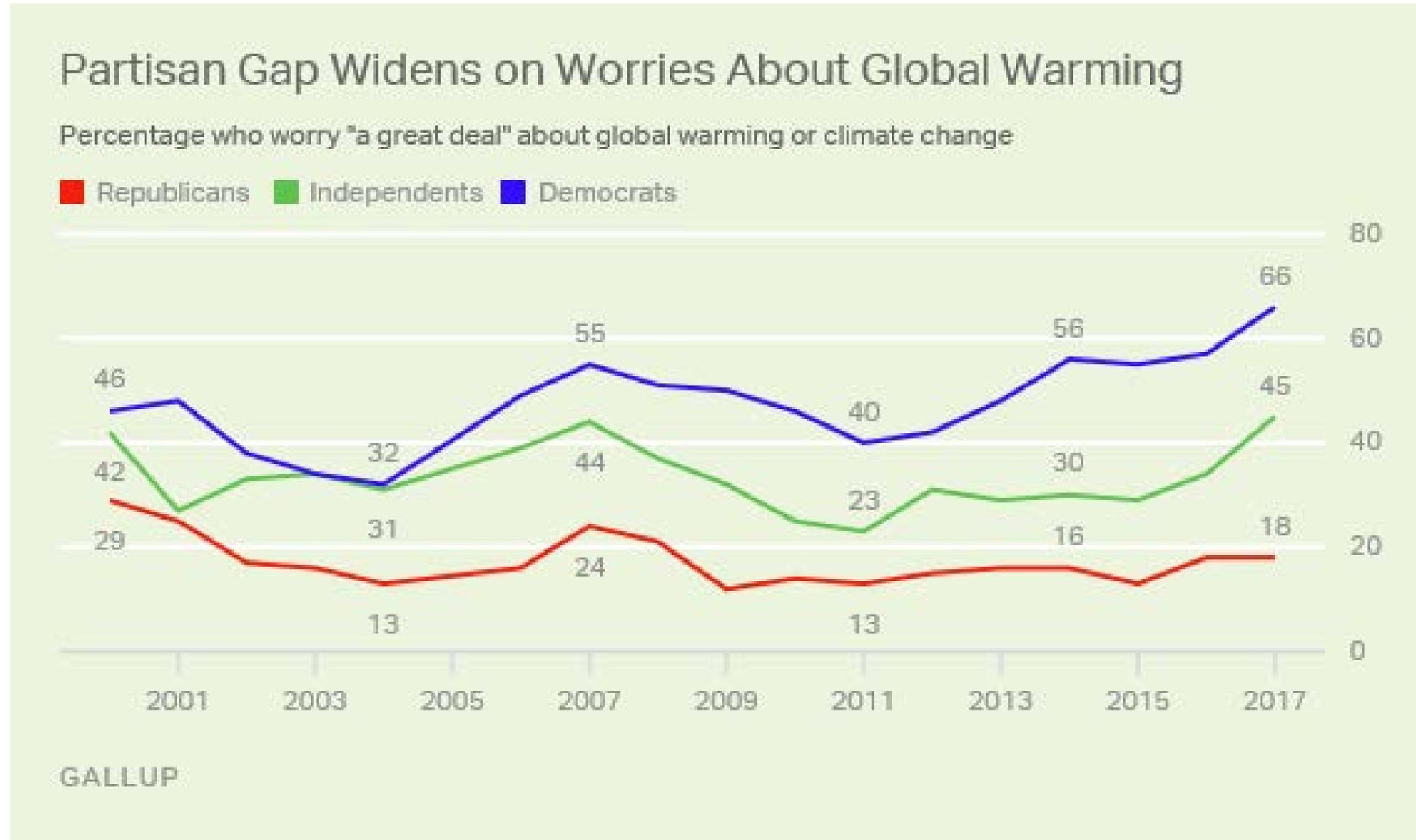
Yikes!

Behaviors

	Health Professionals (%)	General Public (%)
Engage in the behaviors below		
Turn up the thermostat to save energy.	87	70
Eat vegetarian.	54	39
Use public transportation.	46	32
Bike instead of using a car.	33	22
Support these local community measures		
A community-wide energy savings program.	78	71
Annual disaster preparedness training program.	77	69
Update building codes to increase energy efficiency.	75	69
Create alternatives to driving.	74	62

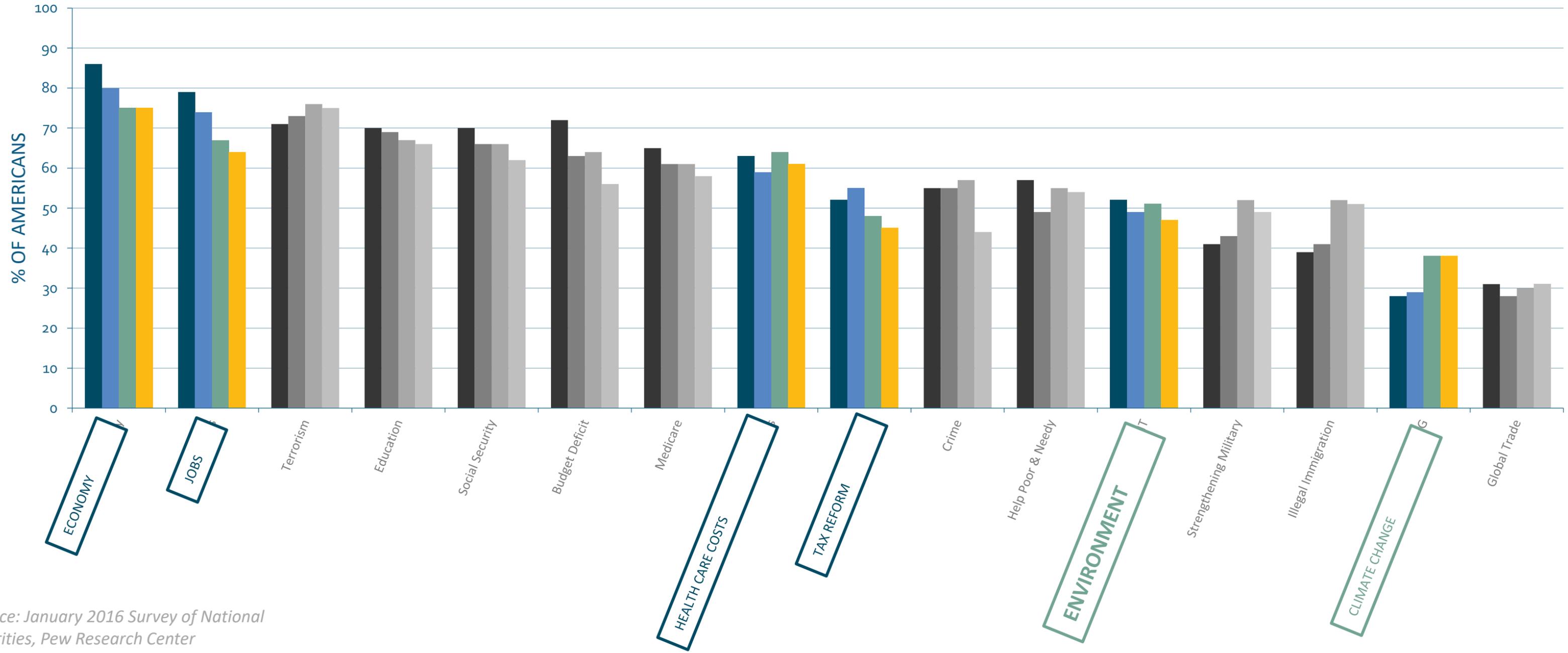
2015 "Let's Talk Climate" ecoAmerica and Lake Research Partners.

Americans – Are They Worried about Climate Change?



American Policy Priorities

■ Jan-13 ■ Jan-14 ■ Jan-15 ■ Jan-16



Source: January 2016 Survey of National Priorities, Pew Research Center



Let's Talk Climate and Health

Practical Guidance

What Do People (really) Hear About Climate?

We have been warning about this for years, and did too little to stop it.

Subtext: it's your fault for not listening to us

What Do People Hear About Climate?

The scientists agree that this is happening.

Subtext: you are ignorant if you disagree, or are uncertain

What Do People Hear About Climate?

You need to act now to save polar bears and stop global sea level rise.

*Subtext: forget about your own needs,
think about the planet*

What Do People Hear About Climate?

Last month was the hottest month on record.

*Subtext: too late, you blew it,
and we're all going to die*

What Do People Hear About Climate?

Weather disasters are going to keep getting worse.

*Subtext: too late, you blew it,
and we're all going to die*



Motivated Avoidance

Fear

Confirmation bias

Techno optimism

Conflict avoidance

Competing priorities

Social norms

System justification

Fatalism & resignation

Message Evolution

<'08

Armageddon

Global Warming



'08

Social Benefits

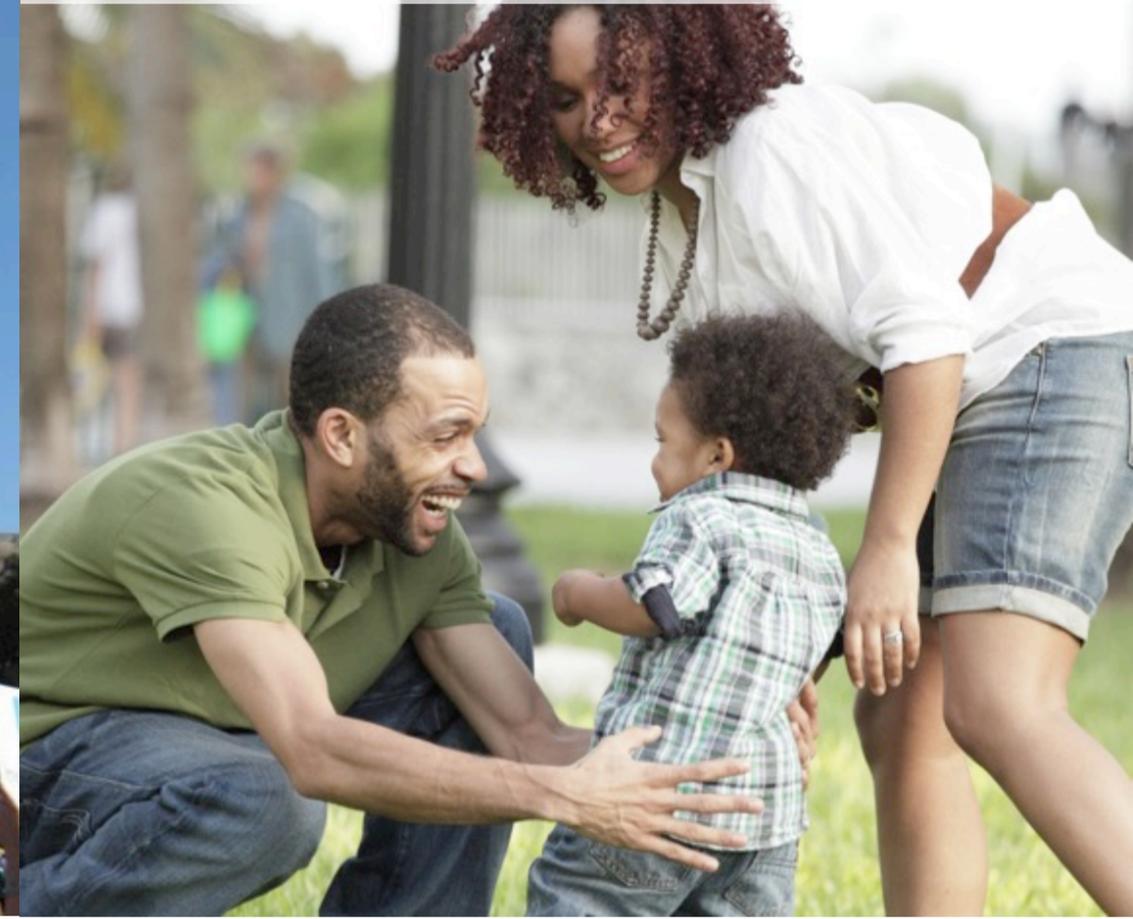
Opportunity



>'08

Personal Relevance

Family and Health





Personal Relevance

SALIENCE, CLIMATE IMPACTS: With your own eyes. Link to daily/local lives.

UNAMBIGUOUS SOLUTIONS: Proven solutions that solve the problem and benefit the economy, our health and our security.

AGENCY, EMPOWERMENT: You, your community, company, and nation can act.

MORAL IMPERATIVE: Responsibility to our children, families, and communities.

Let's Talk Climate and Health: Communication Guidance For Health Professionals



climateforhealth.org/lets-talk



Writing a letter to an editor



Giving a speech



Informal conversation



Talking with elected officials



#1 Successful Tested Message = Health

“Our families’ health matters. When the **American Lung Association** tells us that toxic pollution in the **air we breathe** is affecting the health of nearly half of all Americans, we need new solutions. Kids seem to carry inhalers almost as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. Thankfully, **we have a plan for a healthier future.** **We can** use safe, **clean energy**, like wind and solar, that helps make every breath we take a healthy one. **We can** walk or bike more often to improve our fitness while cutting down on pollution. And **we can** make our cities more sustainable so that we can live our best lives. **We can care for our climate to care for our health.**”

REPLACE	EMBRACE	BECAUSE
Global warming, climate crisis, climate change, climate risk	Damage to the climate	“damage” implies human causation, which can be prevented or protected against
Scientists agree	[a trusted health messenger]	Americans think “science” is debatable but trust the American Lung (or Heart) Association on pollution and health
Threats to the environment/air	Air we breathe	Visual language connects more closely with our primary health needs
Walk and bike (alone)	Walking and biking improves fitness and reduces air pollution	Walking and biking for fitness is more universal/compelling than for recreation
Don't endanger our health by burning fuel	Live our best lives	Alarming language is scary. A hopeful visual is more motivating
Natural fuels	Wind and solar energy	Coal and oil are considered by some to be “natural fuels”
Stop/mitigate climate change	Create healthy and safe communities, protect our families'/children's health	Focusing on positive outcomes and personal benefits motivates people to act

KEY TALKING POINTS

You can make a difference with your colleagues and patients and in your community on health and climate. These talking points provide a starting point. Tailor and use them in your conversations, speeches, and writing to build support for climate solutions.

1. ***I'm a health professional because I care about the health of everyone in our community.*** I want to heal people, but it's even more important to prevent the causes of illness and injury.
2. ***Healthy people and healthy communities require clean air and water to grow healthy food and prevent respiratory disease and other illnesses.*** We have a fundamental right to clean air and water.
3. ***Fossil fuels damage our climate and are dangerously unhealthy.*** We know these dirty fuels pollute our air and water. The toxic pollution we're adding to the atmosphere is not going away. The pollution is steadily building up to dangerous levels.
4. ***Each breath we take should be a healthy one, and caring for ourselves means caring for our climate.*** We can prevent further climate change and protect our health at the same time.
5. ***If we stop pollution from fossil fuels, we stop climate change and improve our health.***
 - We reduce diseases, illness, and injury brought on by pollution and severe weather.
 - We slow the rising temperatures that are changing weather patterns and causing more intense storms and heat waves, all of which impact food prices and create health threats.
6. ***Some people are more vulnerable to the health impacts of climate change, including children, the elderly, the sick, low-income, and some communities of color.*** Our efforts to stop pollution help all of these groups live longer, healthier lives.



7. ***It is up to us, as respected community leaders, to lead on climate and health.*** We need to understand the various ways climate change impacts health so that we can then speak with authority to our patients, communities, peers, and local leaders on the climate-health connection and the benefits of stopping climate pollution.^h

POINTS AND COUNTERPOINTS ON HEALTH AND CLIMATE

1. ***"Climate change does not affect me."***
The causes and consequences of our changing climate are impacting personal and public health now, across the nation, and this will accelerate if we don't curb carbon pollution. Americans are suffering from a higher frequency and intensity of diseases, illness, injury, and other health impacts brought on by pollution and severe weather. Our communities are experiencing notable climate impacts, including rising temperatures, irregular rainfall patterns, higher produce prices, and intense storms and heat waves, all of which result in impacts to health. Climate change affects us all because it affects the world our children will live in. Of all the things we'd love to leave our children and future generations, a healthy place for them to raise children of their own may be the most important.
2. ***"There is nothing I can do to stop climate change."***
In nearly every aspect of our daily lives, we can do something to prevent climate change. From saving energy at home to recycling, eating local fresh food, driving fuel-efficient cars, walking and biking more, and taking public transportation, we can reduce energy consumption and emissions that damage our climate, and protect and enhance our health at the same time. In addition, we can leave our children and future generations a healthier community where the air is clean and the water is safe by using affordable solar and wind energy to power our homes and businesses.
3. ***"I am more concerned about my (family, health, job) right now."***
We all have a variety of pressing daily concerns that compete for our time. However, when the American Lung Association (or the American Heart Association) tells us that toxic pollution in the air we breathe is affecting the health of nearly half of all Americans, we have a problem. We all want to live in the best place for our families. We need to take steps toward a healthier future. Let's ensure our families have clean air, clean water, and safe communities to live in, now and in the future, by moving away from the dirty fuels that make us sick and shifting toward safe, clean energy, like wind and solar. Let's make every breath we take a healthy one. Caring for our climate is caring for ourselves, family, and health.
4. ***"Why should we lead when other countries aren't?"***
America has always been a yes-we-can kind of place. We led the way into space and to cell phones and the Internet. Today, the next big thing is clean energy: affordable, local wind and solar power made here and now. In fact, since 2013 America has more than doubled the supply of solar energy.⁹ America has solved great challenges before, and we can lead again with innovations that fuel a cleaner, safer, and healthier world for our families.
5. ***"Why should I do something when our government isn't?"***
We see climate change occurring here, in our backyards, and we can't wait for politicians in Washington to solve our problems. Right now, in our own communities, we can reduce pollution and improve our health by producing and using clean energy. We can protect our cities by leaving dirty fuels behind. We can let our local leaders know we support climate solutions. A community with sustainable solutions is the place I want to call home.

^h. To use when addressing health professionals.



Crafting A Successful Personalized Message

1. Start With People, Stay With People

- Show your audience you care about them
- Start from their perspective
- Use tangible and relevant health concerns
- Move from people to climate



2. Connect On Common Values

- Understand your audience's priorities and concerns
- Common values are powerful motivators
- Connect shared values to caring for health and climate
- Build rapport





Top Common Values in America

1. Family
2. Health
3. Security
4. American ethos: We-can-do-itism, compassion
5. Personal rights to clean environment for all
6. Responsibility to do something about climate

3. Acknowledge Ambivalence

- People have different levels of climate concern
- Respect different perspectives
- *“We might not all agree on the cause for the recent extreme weather events, but we can agree that it affects our families and neighborhoods...”*



4. Make It Real

- Focus on local realities people can see and feel
- Assume the realities, don't argue the science
- Use one or two health-related impacts
- Pivot quickly to solutions



5. Emphasize Solutions

- Highlight the co-benefits of solutions
- Point to local solutions that protect our families' health
- Avoid sacrifice



6. Inspire & Empower

- Doom and gloom doesn't motivate
- Focus on hope and opportunity
- We can make a difference
- America can lead on climate



7. Focus On Personal Benefit

- Personal relevance
- Climate action doesn't come with a cost on lifestyle
- Always emphasize the co-benefits of solutions



8. End With Your Ask

- Turn awareness into action
- Give examples that align with your audience's goals
- Make the ask accessible
- Provide one or two ideas





Thank You!

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