



Adapting Health Systems to Protect Children from the Impact of Climate Change

by the  Re-imagining the Package of Care Sub-Group

Session 8: Communicating Climate and Health Issues Effectively

Series Overview

TODAY:

Session 8: Communicating Climate and Health Issues Effectively

Upcoming Sessions:

Session 9: Early Warning Systems and Using them for a Health Centric Response —September 2023

Previous sessions:

Session 1: Framed the series (November 10, 2022)

Session 2: Children’s Climate Risk Index (CCRI) (December 13, 2022)

Session 3: The Impact of Climate Change on Newborn Health Outcomes: A Focus on Congenital Heart Defects (February 13, 2023)

Session 4: Protecting Children and Pregnant People from Heat Stress (March 29, 2023)

Session 5: Climate Effects on Malaria Programming for Children (May 3, 2023)

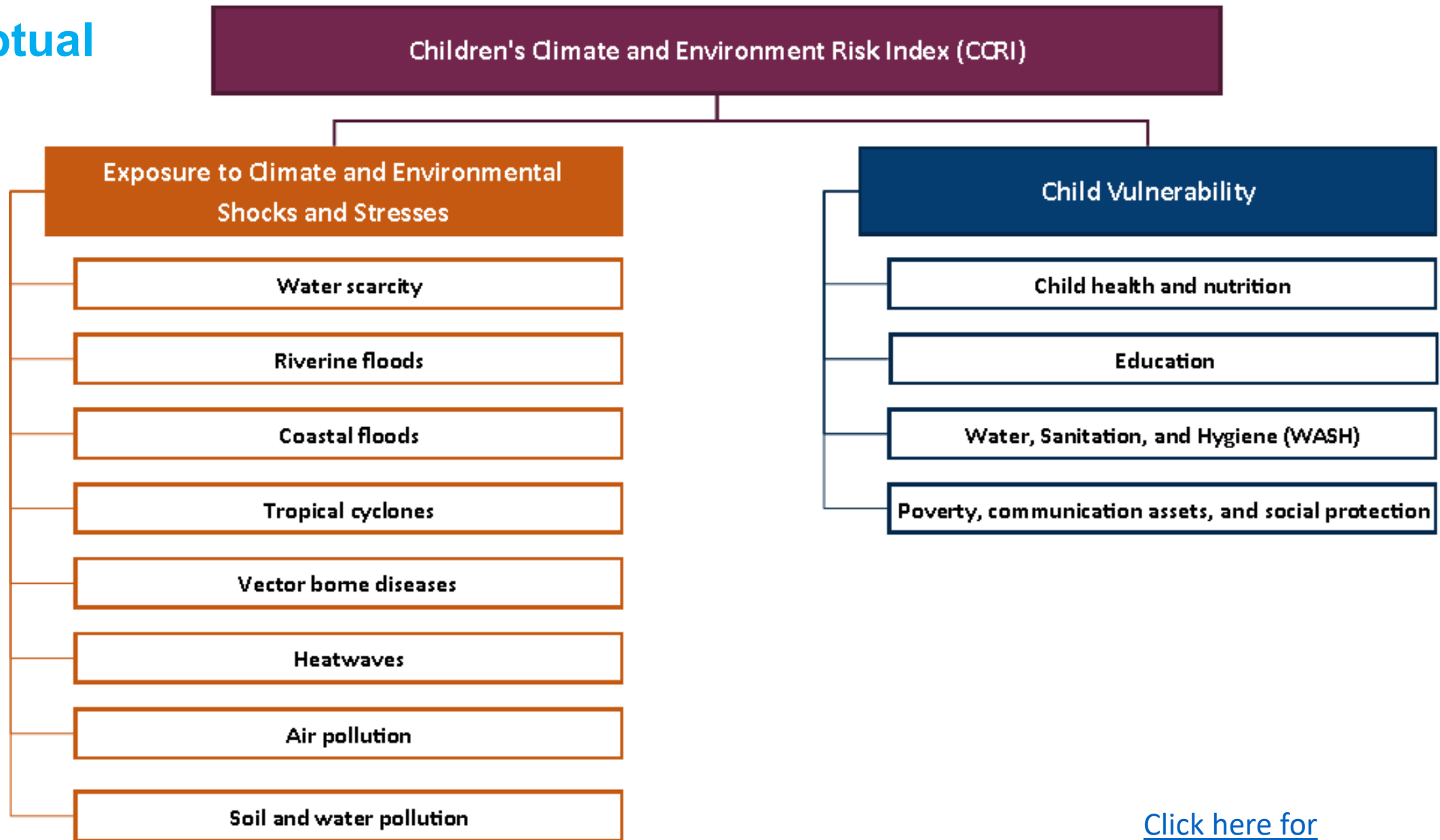
Session 6: Climate Effects on Arboviruses and Child Health (June 15, 2023)

Session 7: Financing Health and Climate Adaptation (June 15, 2023)



CCRI conceptual model:

Pillars and components



[Click here for Report](#)

Healthy Environments for Healthy Children Framework

1

Pollution and health

2

Climate adaptation for health

3

Climate-resilient and environmentally sustainable healthcare facilities



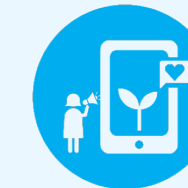
Strengthen climate-resilience and environmental sustainability in healthcare facilities



Develop responsive primary health care



Embed environmental health in school programmes



Promote climate and environmental action with children, adolescents and young people



Mobilize collective action

[Click here for Framework](#)





Edward Maibach, MPH, PhD
Distinguished University Professor &
Director
George Mason University Center for
Climate Change Communication



Liz Purchia
Communications Director
Harvard T.H. Chan School of
Public Health's Center for
Climate, Health, and the
Global Environment



Dr. Omnia El Omrani
COP27 President Youth
Envoy and Policy Fellow at
Imperial College London



Climate Messages for Health Professionals



HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH

C-CHANGE

CENTER FOR CLIMATE, HEALTH,
AND THE GLOBAL ENVIRONMENT

Why the Health Professionals are Needed for Climate Action

As we'll see with upcoming global climate talks, a lot of funding is going to climate action.

Health professionals need to take advantage of this opportunity to protect health.

We can push to ensure health and equity considerations are built into the funding for climate investments.

Elevating health and equity in climate actions across the world will improve health today and help build a healthier, cleaner and more just future.



Climate and Health Storytelling

Historically, health benefits of climate action are referred to as co-benefits, and focused on future impacts in faraway places that do not draw attention to how people and communities that are being impacted right now.

***You* have the opportunity to increase public awareness of the health impacts of climate change today, and demand action by making it personal, actionable, and urgent.**

Research from ecoAmerica and Yale has found that:

- Health is a major motivator for American climate action;
- Nearly seven in 10 (69%) U.S. voters said they trust their primary care doctor as a source of information about global warming.
- Over half of Americans report experiencing health impacts from climate change;
- Americans believe that creating a safe and healthy climate is a moral imperative; and
- Two in three Americans understand that climate solutions benefit their health.

What we have learned



- You can train scientists to communicate about climate and health, so everyone understands why climate action is important to their own lives.
- Being optimistic leads to hope, and hope inspires action
- You can shift attitudes away from climate doom by increasing the number of stories about effective climate actions.
- By working with the media, content creators, the entertainment industry, and more, you can make climate change personal, bring storytellers together, and increase access to research.
- Since 2021, we've done more than 440 interviews and secured 1,400 media clips across local, national, and global outlets like *The New York Times*, AP, CNN, and NPR.

Our Approach

Climate doom is the new climate denial. It's just as effective at creating inaction.

To be hopeless is to be uninformed. We're saturated by gloomy news stories that don't accurately reflect climate progress.

Talking about hope doesn't prevent people from taking urgent action. Knowing that things are moving in the right direction helps people stay engaged, while hopelessness leads to apathy.

Focus on evidence-based solutions. We need a call to action and to build community.

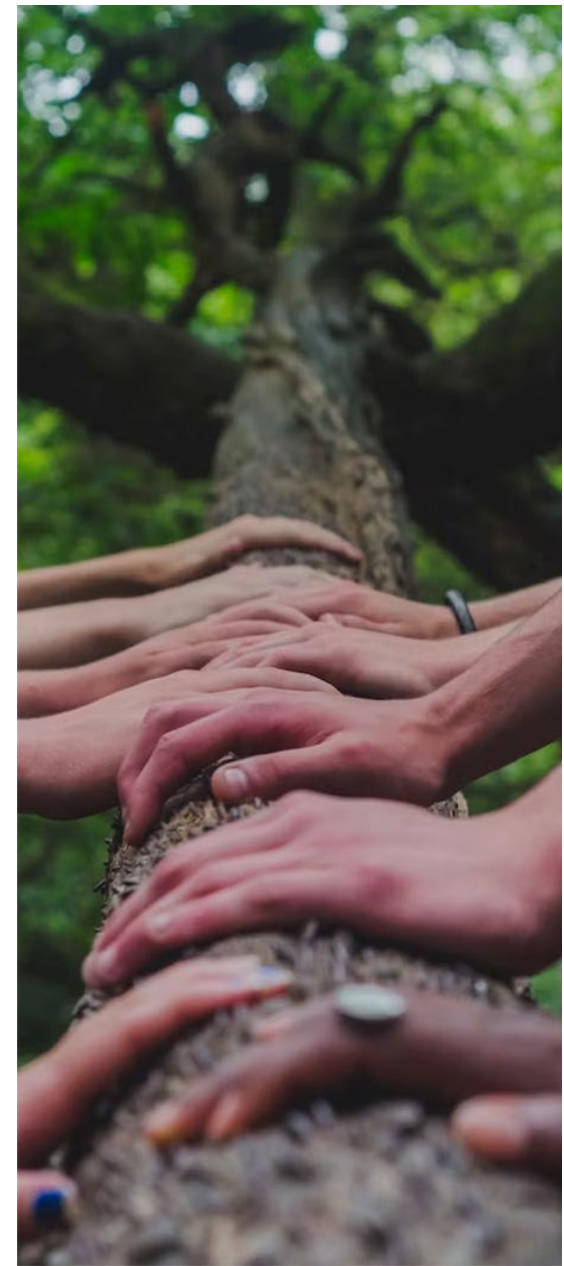
Effective Messages

Acknowledge and relate: We may not agree on everything but we're all feeling the effects of more extreme weather and there are actions we can take to reduce the impacts to our health and our community.

Share your values: My family is being impacted now, my daughters have their whole lives ahead of them and I want them to have a better life and more opportunities than I had, which is why we must come together to work on solutions that protect them.

Pivot to accomplishments: If we increase X business opportunities to build X renewable energy, we can help our economy and save X lives, we can reduce x and x, our air will be X cleaner which means less asthma.

Draw a contrast: If we do nothing, we'll face an even more uncertain future. We owe it to our kids and future generations to leave them a place better than the one we inherited.



Draw a comparison



Messaging that does not contrast is incomplete. Are you offering more of the same or a better future?

Tell the story of what air pollution does to the lungs of a worker extracting coal deep in a mine, to kids in daycare playing in the shadow of a power plant; to families cooking with hazardous pollutants leaking out of stoves.

- Air pollution from burning fossil fuels “was responsible for about 1 in 5 deaths worldwide in 2018.”
- Air pollution increases the risks of Alzheimer’s disease; many cancers, heart, kidney, and lung disease; premature births; pregnancy complications; and so much more.
- The health costs are so much higher for low-income communities and communities of color living on the edge of major sources of pollution because of racist land and housing policies.

Draw the contrast: A better future is possible, it’s underway. We’re rising to the challenge and making our lives better *now*.

Climate Impacts on Clinical Practice

Climate change disrupts supply chains and power supplies, destroys healthcare infrastructure, and impedes access to healthcare facilities for patients and staff.

These burdens fall heaviest on frontline health clinics that are vulnerable to climate change as they are chronically under-resourced and located where extreme weather often strikes. Investments in building resilience for these clinics could not be more important.

Examples of how climate change impacts care delivery:

Impacts the effectiveness of medications doctors prescribe

- Ex) Some common medications such as those for blood pressure, asthma, depression and allergies can provoke serious, sometimes life-threatening reactions when taken in extreme heat. ([Learn more](#))

Disrupts availability of essential supplies and medicines

- Ex) Patients with pre-existing conditions may not being able to access treatment after a natural disaster
- Ex) Hospital being evacuated after flash flooding ([Watch here](#))
- Ex) Shortage of IV supply after Hurricane Maria

Affect the diseases doctors need to treat

- EX) Postponing all elective surgeries during the Coronavirus pandemic

Undermine doctors' ability to do their jobs

- Ex) Doctor's running out of supplies like PPE, etc.
- Ex) Lack of training on new illnesses

Health Benefits of Climate Action

Taking climate action will result in cleaner air, soil and water and major health benefits. Once the connections are made that climate solutions don't just help the planet, they make people healthier today, people become invested. Using stories to deliver this message will help advance the understanding of these important climate and health links.

Improved air quality

Less asthma cases and flare-ups, allergies, heart disease, and lung cancer

Improved mental health

Reduced complications from COVID, diabetes, neurocognitive disorders, and dementia, among others

Safer outdoor spaces to play and be active, which improves mental and physical health

Ecosystem conservation:

Help curb and prevent the spread of infectious diseases like COVID, Ebola, Sars, Nipah, etc.

Reduce localized water and air pollution

Create long term economic and health benefits for local communities

Increased access to nature and greenspaces can result in improved mental health

Health Benefits of Climate Action

Reducing rising temperatures:

Decreased heat stroke and heat-related illness

Less economic strain on families from cooling costs

Reduced strain on healthcare systems from heat related hospitalizations

Less harmful algal blooms, which cause respiratory infections

Reduce disease-carrying insect migration to new regions, such as ticks carrying Lyme Disease or mosquitos carrying Zika or Malaria.

Reducing extreme weather:

Decrease freshwater contamination from flooding

Reduce exposure to waterborne diseases and exposure to harmful chemicals

Reduced asthma exacerbations from mold and toxic exposures after flooding

Reduced strains on healthcare delivery & medicinal supply chains

Increased water and food quality and security leading to better nutrition

Less diarrheal diseases—which are particularly dangerous for infants, young children and the elderly

Reduced wildfires leading to less air pollution, trauma from the destruction, hospitalizations from the smoke etc.

Story Ideas

- How a new venture in renewable energy or sustainable organization is cleaning the air and improving health
- A hospital facing a shortage of medical supplies - insulin, IVs, PPE etc. due to an extreme weather event where they produce their supplies
- A doctor talking to their patient about air pollution in relation to their lung disease or asthma.
- Kids sharing their eco-anxiety with their parents. The parent talking about what actions they can take to protect themselves
- Doctors talking with expecting mother about preventive measures to protect from air pollution
- Hospital administrators discussing a climate action and implementation plan
- Increased hospitalization of patients after extreme weather events like floods, wildfires, hurricanes etc.
- Hospital administrators discussing increase of patients from virus
- A patient's medicine isn't working as well because it isn't as effective in extreme heat
- Patients come in sooner with allergy issues because of shifting allergy seasons

Opportunities to integrate health into climate decisions

Ensure climate policies prioritize more than greenhouse gas reductions

Fossil fuels harm our health and safety now. We need creative solutions that end our reliance on fossil fuels sooner rather than later to protect us from the upfront and downwind hazards and exposures to pollutants.

Prioritize climate actions that protect health and the people most vulnerable to climate change: the communities and countries that have been systemically disinvested in for years who carry the largest health burdens.

Drive investments to gain the greatest health benefits today:

- Work with countries to **ensure health benefits are maximized in national climate plans**.
- **Improving the accounting metrics** on the full health costs of fossil fuels to demonstrate the need for more mitigation and adaptation spending.
- **Demanding investment in actions that drive down GHGs and criteria pollutants** from public and private partnerships.
- Encouraging countries to **commit to the Loss and Damage fund**.

Remember



Numbers Numb, Stories Stick

- Clear
- Concise
- No big words
- Not too complicated
- Relentlessly repeated

Effective messages **require** proof points

- Personal experiences
- Examples and analogies
- Independent third party comments/support
- Factual support through statistics, other research

Resources

Communications

[Stories stick](#)

[ClimateCommunication.org](#)

[Messaging Guide: Encouraging Public Officials to Lead on Climate and Health](#)

[10 Tips for Communicating about Climate & Health](#)

[Climate Visuals](#): A library of photographs to help communicate climate change more effectively.

[ClimateTalk: Science and Solutions](#): The importance of using language to drive change.

[Want people to care about climate change? Skip the jargon](#): Resources of better language to use when talking about climate change.

Climate & Health

[Harvard C-CHANGE](#): fact sheets, research, and faculty sources [Toolkit for Frontline Health Clinics](#)

[Medical Consortium on Climate Change](#): A coalition of local medical societies representing over half the physicians in America, also 29 aligned health and science-based associations affiliate members.

[American Academy of Pediatrics](#): Report on Climate Change and Children's Health

[Health Care Without Harm](#): Reducing the environmental footprint of healthcare organizations

[The Lancet Climate Change and Health](#): The Lancet Countdown: Tracking Progress on Health and Climate Change is an international, multi-disciplinary research collaboration between academic institutions

[GCAS Health & Climate Resource Guide](#): Developed for the Global Climate Action Summit, this guide provides key resources including articles, consensus documents, fact sheets, toolkits, and helpful infographics.

[U.S. Call to Action on Health](#) signed by 74+ health care organizations, including the American Medical Association, the American Academy of Pediatrics, and the American Academy of Nursing.

Stay Connected

lizpurchia@hsph.harvard.edu

@HarvardCCHANGE



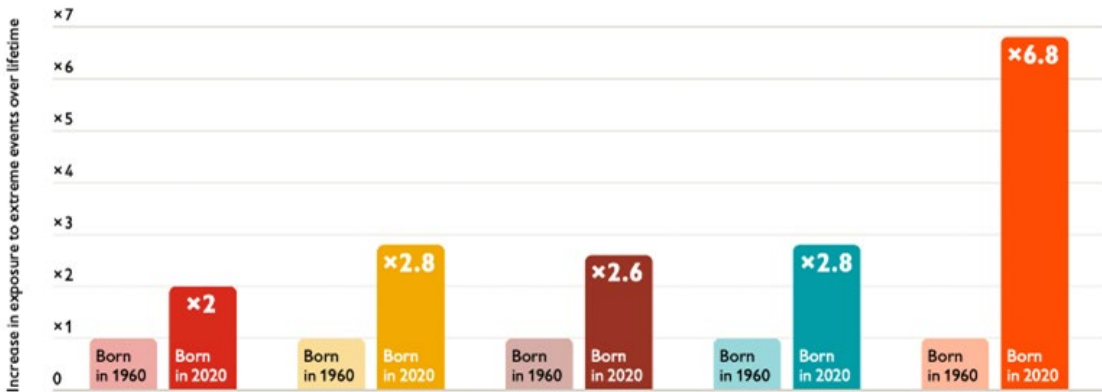
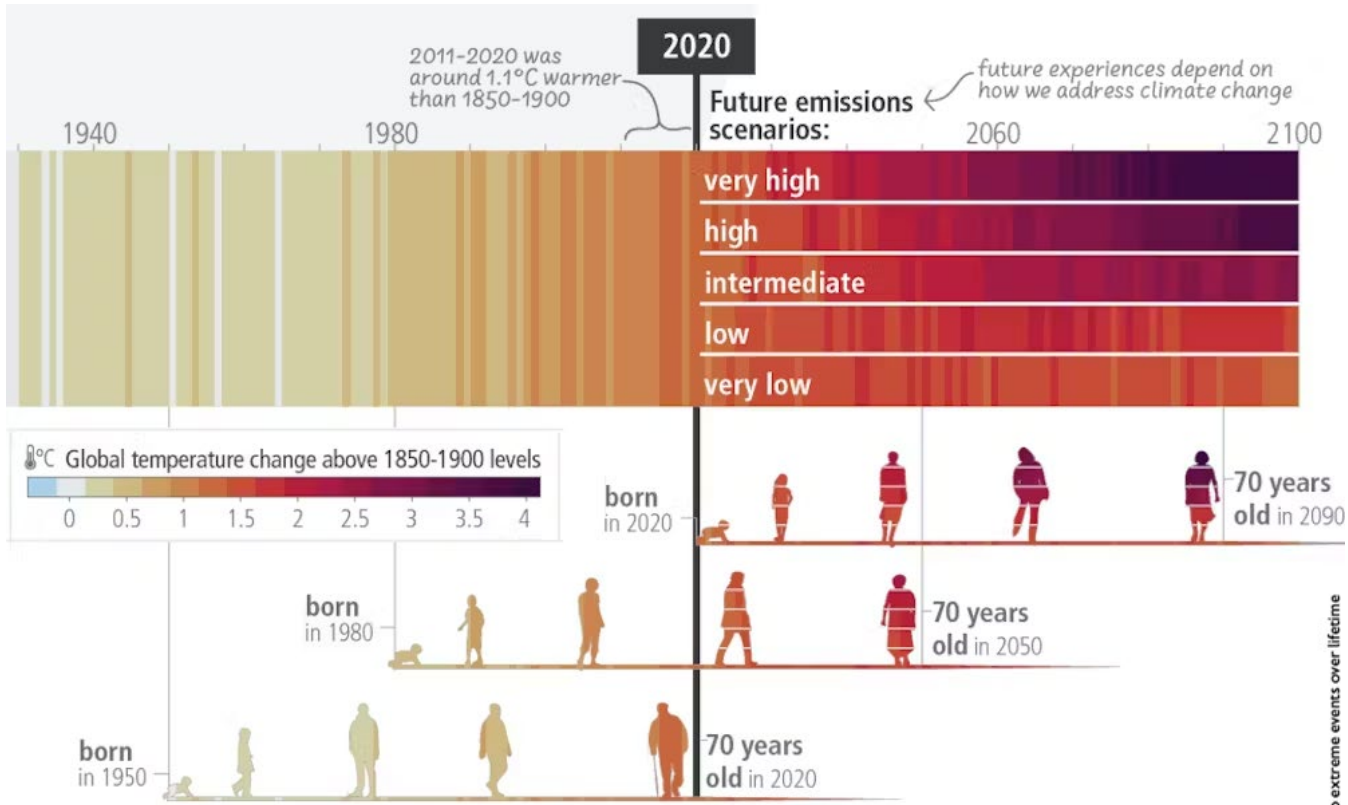
Climate & Health Communications: Community Engagement

Omnia El Omrani, MD

COP27 President Youth Envoy

Junior Policy Fellow at Imperial College London





On average and under Paris Agreement pledges, a child born in 2020 faces **2 times** the risk of **wildfires** than a person born in 1960.



Globally, under Paris Agreement pledges, children born in 2020 face an average **2.8 times** more **crop failures** than their elders.



Under Paris Agreement pledges children born in 2020 will face **2.6 times** more **droughts** on average than people born in 1960.

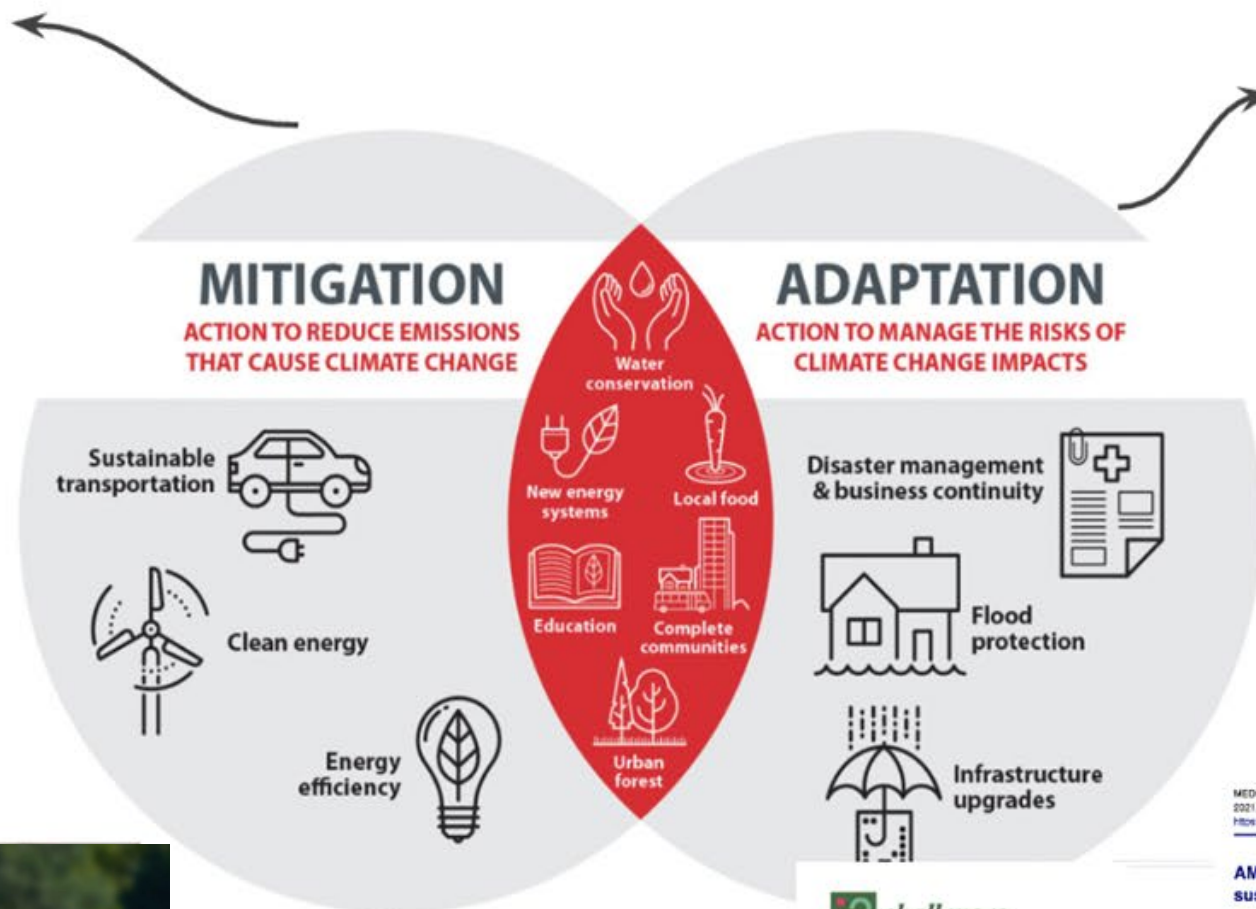


Globally, under Paris Agreement pledges, children born in 2020 are poised to face **2.8 times** more **river floods**, on average, than those born in 1960.



Under Paris Agreement pledges, children born in 2020 are projected to experience an average of **6.8 times** as many **heatwaves** in their lifetimes than a person born in 1960.





MEDICAL TEACHER
2021, VOL. 43, NO. 3, 272-286
<https://doi.org/10.1080/0142198X.2020.1862297>



AMEE Consensus Statement: Planetary health and education for sustainable healthcare

Emily Shaw^a, Sarah Waipole^{a, b, c}, Michelle McLean^{c, d}, Carmen Alvarez-Nieto^{e, *}, Steffi Barna^e, Kate Bazin^f, Georgia Behrens^g, Hannah Chase^h, Brett Duaneⁱ, Omnia El

? challenges

Virospoint

The Medical Education Planetary Health Journey: Advancing the Agenda in the Health Professions Requires Eco-Ethical Leadership and Inclusive Collaboration

Michelle McLean^{1, a}, Georgia Behrens², Hannah Chase³, Omnia El Omrani⁴, Finola Hackett⁵, Karly Hampshire⁶, Nuzhat Islam⁷, Sarah Hsu⁸ and Natasha Sood⁹

¹ Faculty of Health Sciences & Medicine, Bond University
² MSc Public Health Candidate, London School of Hygiene & Tropical Medicine, Keppel Street, London WC1E 7HT, UK
³ Oxford University Hospital Trust, Headley Way, Headingly, Leeds LS1 6BE, UK
⁴ Ry Hospital, Cairo 11511, Egypt
⁵ 110 Columbia Blvd—Westchester Medical Center, University of California San Francisco, University of California San Francisco, USA
⁶ 110 Columbia Blvd—Westchester Medical Center, University of California San Francisco, USA
⁷ College of Medicine, 700 HMC Circle, Houston, Texas 77030, USA
⁸ ImcLean@bond.edu.au

MEDICAL TEACHER
2020, VOL. 42, NO. 10, 1167-1181
<https://doi.org/10.1080/0142198X.2020.1795949>



Envisioning planetary health in every medical curriculum: An international medical student organization's perspective

Omnia El Omrani^a, Alaa Dafallah^b, Bianca Paniello Castillo^c, Bianca Quintella Ribeiro Corrêa Amaro^d, Sanjana Taneja^e, Marouane Amzil^f, Md. Refat Uz-Zaman Sajib^g, and Tarek Ezzine^h

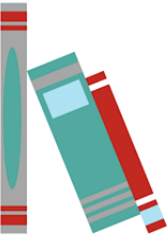
International Federation of Medical Students' Association, Copenhagen, Denmark; Faculty of Medicine, University of

Global Status of **Climate Change** in Medical Curriculum

MEDICAL TEACHER SPECIAL ISSUE | SHE

IFMSA conducted a global survey that spanned 112 countries

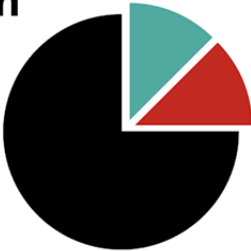
2817 medical schools worldwide/



15% of medical schools had a mention of climate change in the curriculum.



Type of Education



Formal
Non-formal

12% of medical schools had at least one student-led activity on climate change.



APPLY.EITFOOD.EU
Introduction to Nutrition for Health and Sustainability
EIT Food, Introduction to Nutrition for Health and Sustainability,

COMMENT | VOLUME 4, ISSUE 8, E309-E311, AUGUST 01, 2020

COVID-19 and the future of food systems at the UNFCCC

Sylvia Gralak Luke Spajic Iris Blom Omnia El Omrani Jacqueline Bredhauer Saad Uakkas et al.

Show all authors

Open Access • Published: August, 2020 • DOI: [https://doi.org/10.1016/S2542-5196\(20\)30163-7](https://doi.org/10.1016/S2542-5196(20)30163-7)

Check for updates

IFMSA
International Federation of Medical Students' Associations

Press Release

A new survey shows that climate change is poorly taught in medical schools worldwide !

YES, IT'S NOT THERE!
As IFMSA, we voice the opinion of the medical student.

GENDER AND CLIMATE CHANGE

BACKGROUND

IFMSA is a non-partisan, nonprofit student organization currently composed of 136 member organizations from 126 different countries across the world, representing more than 1.3 million medical students.

We call for the attention of stakeholders to react on the effects of climate change in relation to gender. One of the most cost-effective ways of tackling the climate crisis is by educating women and giving them access to family planning.

CALL TO ACTION

1- Address the gender dimensions of responses to climate change in particular to **healthcare** (including mental and reproductive health services) provided and implement **gender representation** of women in all change processes.

4- Ensure **equal representation** of genders in leadership roles as well as gender balance in decision-making of the climate crisis.

thebmj

Opinion

Adolescents and youth are prioritising human rights in the climate change agenda

BMJ 2022 ; 379 doi: <https://doi.org/10.1136/bmj.o2401>
(Published 11 October 2022)

Cite this as: BMJ 2022;379:o2401

Decision -/CP.27

Sharm el-Sheikh Implementation Plan

The Conference of the Parties,

Recalling decisions 1/CP.19, 1/CP.20, 1/CP.21, 1/CP.22, 1/CP.23, 1/CP.24, 1/CP.25 and 1/CP.26,

Noting decision -/CMA.4,¹

Guided by science and principles,

Reaffirming the outcomes of all previous Conferences of the Parties, Conferences of the Parties serving as the meeting of the Parties to the Kyoto Protocol and Conferences of the Parties serving as the meeting of the Parties to the Paris Agreement, including decisions 1/CP.26, 1/CMP.17 and 1/CMA.3 (the Glasgow Climate Pact),

Also reaffirming the critical role of multilateralism based on United Nations values and principles, including in the context of the implementation of the Convention and the Paris Agreement, and the importance of international cooperation for addressing global issues, including climate change, in the context of sustainable development and efforts to eradicate poverty,

Noting the importance of transition to sustainable lifestyles and sustainable patterns of consumption and production for efforts to address climate change,

Also noting the importance of pursuing an approach to education that promotes a shift in lifestyles while fostering patterns of development and sustainability based on care, community and cooperation,

Acknowledging that climate change is a common concern of humankind, Parties should, when taking action to address climate change, respect, promote and consider their respective obligations on human rights, **the right to a clean, healthy and sustainable environment, the right to health**, the rights of indigenous peoples, local communities, migrants, children, persons with disabilities and people in vulnerable situations and the right to development, as well as gender equality, empowerment of women and intergenerational equity,

Noting the importance of ensuring the integrity of all ecosystems, including in forests, the ocean and the cryosphere, and the protection of biodiversity, recognized by some cultures as Mother Earth, and also noting the importance of 'climate justice', when taking action to address climate change,

Emphasizing that enhanced effective climate action should be implemented in a manner that is just and inclusive while minimizing negative social or economic impacts that may arise from climate action,

Recognizing the fundamental priority of safeguarding food security and ending hunger, and the particular vulnerabilities of food production systems to the adverse impacts of climate change,




The Initiative on Climate Action and Nutrition



Collection of resources can be found on our events page

Resource Pack for Protecting Children from Heat Stress

The panelists of the heat stress webinars and the facilitators together developed a short but helpful list of key selected resources as part of a [Heat Stress Resource Pack](#) that can help you quickly read up on the impact of heat stress on maternal, infant, and child populations and also see examples of plans and guidelines currently being implemented in healthcare settings across countries.

 [Resource Pack for Protecting Children from Heat Stress](#)

Series webpage:

<https://www.childhealthtaskforce.org/events/2022/11/adapting-health-systems-protect-children-impact-climate-change-series>



Climate Change and Child Health Discussion Series



Engage with the moderators:

- Cara Endyke Doran: cendykedoran@globalcommunities.org
- Swathi Manchikanti: smanchikanti@unicef.org

Thanks to Sita Strother and Janie Morency (JSI) for support!

Reach out to the Child Health Task Force Secretariat: childhealthtaskforce@jsi.com

Healthy Environment Healthy Children Framework:

<https://www.unicef.org/media/91631/file/Healthy-Environments-for-Healthy-Children-Global-Programme-Framework-Summary.pdf>

CCRI:

<https://www.unicef.org/reports/climate-crisis-child-rights-crisis>

Subgroup information, recordings and presentations from previous webinars are available on the subgroup page of the Child Health Task Force website:
www.childhealthtaskforce.org/subgroups/expansion



The Child Health Task Force is managed by JSI Research & Training Institute, Inc. through the USAID Advancing Nutrition project and funded by USAID and the Bill & Melinda Gates Foundation.

This presentation was made possible by the generous support of the American people through the United States Agency for International Development (USAID), under the terms of the Contract 7200AA18C00070 awarded to JSI Research & Training Institute, Inc. The contents are the responsibility of JSI and do not necessarily reflect the views of USAID or the U.S. Government.