

Top tips for climate and public health messaging to external audiences

In the UK the majority of people accept climate change is a problem, but don't see how it can be fixed, so:

Make it doable (balance urgency with storytelling that points to solutions)



Normalise action not inaction (acknowledge what has already changed, and that 8/10 people are concerned, while calling for further action)



Connect the planet's health with our health (use concrete examples and metaphor where relevant)



Keep it down to earth (use accessible language, bringing everyone in, avoid jargon and beware that net zero is not well understood)



- Kate Llewellyn, Head of Training and Engagement at Heard

Climate change is often considered an environmental issue, but connecting it to health can boost understanding + engagement if you:

Use simple, clear messages, delivered by trusted voices (e.g. health workers) and **repeat them often**



Show health impacts (air pollution, extreme weather, which can see local results quickly)



Identify policy solutions (e.g. clean energy, improved community design/resilience)



Affirm helpful social norms (e.g. that caring about climate change puts you in the majority)



Call out opponents (e.g. fossil fuel companies)



Make the problem personal

- Professor Ed Maibach, Director of Climate Change Communications

When talking to the media, use your expertise and the common desire for accuracy and professionalism, and be sure to:

Speak from the heart – don't be afraid to acknowledge your own fears, use the heart and the head in your storytelling



Lead with a personal angle – 'I'm a health professional and this is why I care'



Use a concrete example of how health is harmed – one person's story may be more powerful than numbers, 'numbers numb, stories sell'



When discussing health harms/ greenwashing, take the opportunity to also showcase solutions (for example, talk about true solution, then debunk, then reiterate the fact)



- Matthew Green, journalist and global investigations editor at DeSmog.com

[Watch the full session here](#)

