

# Top tips for climate and public health messaging to internal audiences

## Influencing public health employers

- Understand employer's perspective **find right lever** to engage with them
- **Find and build power within organisation** using professionals as advocates (trusted voices) – embedding a group within organisational structures meant that it could act via direct development as well as critiquing and advocacy
- It can be **ok to start narrow** – **you can build broader** public health approach over time
- Draw on assets and partners, using usual public health stakeholder engagement approaches

*Marc Davies, Public Health Wales*



## Influencing policy makers

- Make your research/reporting **relevant and readable**
- Understand policy processes, contacts and key actors
- Be **accessible to policy makers** - engage routinely, flexibly and humbly
- Decide if you want to be an issue **advocate or an honest broker**
- **Reflect** continuously - who should you talk to, what's working and what isn't?
- **Framing** is really important - what do they care about?

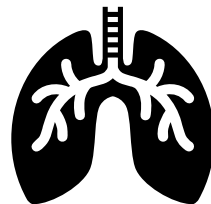
*Phil Mackie, NHS Grampian*



## Influencing on air quality issues

- Be emotive and use **plain language**, avoiding complex statistics
- Politicians perceive **public opinion trumps everything** – don't always want to know what works, they want to know what's popular
- People don't trust politicians however they **do believe that people will be protected from harm** – they think if things were really harmful why would we be allowed to continue with them

*Eleanor Roaf, FPH*



## Influencing local action

- Climate change is an **emotional** topic
- Legacy really matters, before we start, it's important to take **time to think things through**
- **Weave climate** into work that matters to organisation
- Climate is now the context – use your skills to **bring it into everything**
- Get traction by highlighting the connection to whatever the **hot button topics**
- Make it seem '**right, normal and doable**' by action at all levels

*Caroline Tomes, UKHSA*



[Watch the full session here](#)

