



## Faculty of Public Health COP 30 Strategy

### Vision

The Faculty of Public Health:

- adds a health voice to the COP discussions, and wider COP events/communications

### Mission

As the professional membership body for public health, we will work to promote and protect health in the COP process by:

- advocating, alongside national and international partners, and acknowledging that the climate emergency, and its mitigation and adaptation components, has a direct impact on people's health, with a just transition an essential element to limit this impact.
- advocating, alongside national and international partners, for the COP process to be unhindered by commercial influences, particularly the fossil fuel industry, helping to frame fossil fuel harms as a commercial determinant of health.
- build capacity and engagement within the UK's public health body and national partners to mobilise against the climate emergency, and implement effective actions to protect population health



## Purpose of this strategy

This strategy outlines what the Faculty of Public Health will seek to achieve in the build up to, and during the negotiations of, the COP30 negotiations, as well as the aftermath of COP30, adding a health voice to COP30 and reiterating the express health harms of climate change and fossil fuels. It describes:

- What the FPH can add in an international context
- The role of the FPH at a national UK level
- How to build momentum and a spotlight for FPH's key COP30 priorities in and around COP30 taking place
- Methods to increase national and local awareness and visibility of key FPH outputs relating to addressing the health harms of fossil fuels

## Summary of proposed actions

Priority Area	Action	Lead
<b>Key Area 1: International Action</b>		
Support GCHA's work on challenging the social license of the fossil fuel industry as a health priority	Promote GCHA's public health strategy to challenge the social license of the fossil fuel industry	
Counter health washing (the use of health messaging to mask potentially harmful activities)	Support any initiatives from climate and/or health advocacy groups (e.g. RINGO, climate action network, GCHA) to reduce the influence of the fossil fuel industry and the continued use of fossil fuels in the COP30 space, particularly related to health washing	
<b>Key Area 2: National Action</b>		
Advocate for the reduced influence of the fossil fuel industry in COP events (and policy making)	Advocate for the UK government to sign up to recommendations outlined in the letter and lead by example in transparency, e.g. exclusion of industry from state delegations and adoption of conflict of interest framework for COP participants; and public declaration of affiliations of UK COP participants	*Likely same person or joint lead for these two actions
Advocate the extent of fossil fuel harms as a health priority, and the case for prioritising a Just Transition, including co-benefits.	Advocate for the UK government to strengthen its position in its negotiations against fossil fuels and to be a leader by example, e.g. by making steps towards regulatory frameworks against fossil fuel industry and reducing fossil fuel subsidies.	



## Key Area 3: Events around COP (National/Local)

Work with partners to promote the MPOWER+ framework and highlighting/showcasing this as an avenue into a Just Transition	Coordinate and deliver an FPH-led launch webinar event, potentially with a 'share and learn' component, leading up to COP relating to the MPOWER+ framework, raising its profile and promoting its use, embedding a commercial determinants of health approach to fossil fuels.	
	Co-ordinate and deliver MPOWER+ being showcased at a pavilion in COP or side event, including lessons learned from MPOWER+ pilots in the UK	
	Co-ordinate FPH members attending COP virtually, and colleagues in partner organisations attending COP in person, to increase awareness of MPOWER+, and what it means, and how it can be used to combat fossil fuel health harms. Including contributions and promotion not just at health events, but particularly at non-health events, linking in how MPOWER+ can be useful for a systems approach to fossil fuel harms	
	Increase visibility and awareness of both COP and MPOWER+ during and after COP through social media and other communication channels, aiming at climate and health partners, local authorities and health boards, e.g. using FPH comms team. Aiming to increase awareness of the climate and health agenda, and how COP is relevant at a local level, and particularly relevant if MPOWER is launched at one of the pavilions of COP.	

## Key Area 4: Riding the COP Wave (Local)

Priority Area	Action	Lead
Hold COP debrief event: hub and spokes model	Hold a COP debrief event to generate learning and promote action, using the debrief event like a conference to build networks and partnerships for our next year's priorities, including promoting MPOWER+	Joint UKHSA  *Likely 2-3 co-leads required
Use the momentum from COP to build interest and momentum in adaptation, and also as a route into non-climate work areas, emphasising co-benefits	Hold a webinar session through the Sustainable Development SIG's adaptation working group on adaptation and how it can be used to support health and promote action on climate and health in non-health and non-climate related areas. Adaptation	



and also prospects of mitigation.	acting as an enabler of climate related action without necessarily focussing on climate change	
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## Development of the strategy

This strategy is informed through critical relationships and engagement with partners working in the climate and health arena, including:

- Members of the FPH's Sustainable Development special interest group
- Global Climate and Health Alliance (GCHA)
- UK Health and Climate alliance
- Four nations

The recommendations in this strategy have considered actions that can be implemented by the FPH in COP30 within a lens of challenging the fossil fuel industry. This is within the context of a vote by members of the Sustainable Development Special Interest Group to focus on fossil fuels within the FPH's climate and health agenda, and the FPH's recent position statement on Fossil Fuels, the Fossil Fuel industry and Public Health: the case for ending extraction and exploration to protect public health. Further to this, the strategy was initially based on a level of interventions framework (supra-national, national, local, community) in context of the possible levers of action in the COP process that range from an international context to a local context, and based on learning from previous years. Additionally, consideration of the FPH's circle of influence was considered, and in particular how to expand it. A PESTLE analysis helped frame the strategy, particularly in context of the increasing climate crisis with insufficient political momentum to counter it, the continued unfettered influence of the fossil fuel industry acting as a commercial determinant of health, and the guarded steps to adaptation and loss and damage mechanisms from recent COPs that warrant renewed prioritisation. A SWOT analysis of the FPH and Sustainable Development SIG also helped inform areas and achievements to build up further, and weaker spots that warranted rejuvenation in context of the areas highlighted by the PESTLE analysis.

Finally, a COP working group consisting of members from the above partner organisations was convened on a monthly basis in the lead up to COP to refine the ideas in the strategy and iterate on its development, acknowledging the essential value of stakeholder input. SMART objectives were used to maintain feasibility of the strategy.



## Key areas of the Strategy

### 1) International action

#### Objectives

- Sharing technical expertise with GCHA to enhance their work and inputs to UNFCCC processes

#### Our priorities and actions for COP 30

- a) Support GCHA's work on challenging the social license of the fossil fuel industry as a health priority

##### Actions

- Promote GCHA's public health strategy to challenge the social license of the fossil fuel industry, specifically:
  - Reframing fossil fuels as a health-harming product and public health crisis, and supporting messaging of this, i.e. fossil fuel harms are a health issue with the impacts highlighted and brought to the fore. See [Appendix 1](#) for more information.
  - Implemented by joining campaigns and initiatives supporting this issue, as well as incorporating such messaging into FPH work e.g. MPOWER+

- b) Counter health washing (the use of health messaging to mask potentially harmful activities)

##### Actions

- Support any initiatives from climate and/or health advocacy groups (e.g. RINGO, climate action network, GCHA) to reduce the influence of the fossil fuel industry and the continued use of fossil fuels in the COP30 space, particularly related to health washing e.g. the potential focus of the COP30 negotiations to be heavily focussed on adaptation, but neglecting loss and damage and mitigation discussions.





- If these discussions are siloed from the wider context there is a risk of health washing where continuing fossil fuel expansion is accepted provided adaptation work is prioritised in the health sector. FPH has a credible voice in addressing this and highlighting the inequalities.
- Implemented by joining campaigns and initiatives supporting this issue

## 2) National action

### Objectives

- Align 4 nation objectives for COP30 and advocate together to the UK government's department of health and social care to negotiate on these issues in COP30

### Our priorities and actions for COP 30

- a) Advocate for the reduced influence of the fossil fuel industry in COP events (and policy making) (as per the open letter by Transparency International)

#### Actions

- i. Advocate for the UK government to sign up to recommendations outlined in the letter and lead by example in transparency, e.g. exclusion of industry from state delegations and adoption of conflict of interest framework for COP participants; and public declaration of affiliations of UK COP participants
- to consider link with Climate Action Network (CAN) chaired UNFCCC reform and transparency group and their recommendations
  - Implemented by meeting with, or passing information to, the health colleagues who have links with UK government COP negotiators.
- b) Advocate the extent of fossil fuel harms as a health priority, and the case for prioritising a Just Transition, including the co-benefits.

#### Actions

- i. Advocate the UK government (by using the health arguments outlined in Section 1A) to strengthen the position of the UK government in its



negotiations against fossil fuels and to be a leader by example, e.g. by making steps towards regulatory frameworks against fossil fuel industry and reducing fossil fuel subsidies.

- May include collaboration with UKHACC relating to and promoting their just transition work, and call for no new oil and gas, and to end fossil fuel dependency (A just energy transition for the good of health call – a policy report).
- Implemented by meeting with, or passing information to, the health colleagues who have links with UK government COP negotiators.

### 3) Events around COP (National/Local action)

#### Objectives

- Highlight the following key messages relating to fossil fuels and the fossil fuel industry, using MPOWER+ as a tool to communicate and convey these:
  - The harming impact of the fossil fuel industry and fossil fuels on health at a local, national and international level, and the associated public health emergency
  - The health harming influence of the fossil fuel industry in the COP process, necessitating strict transparency and conflict of interest agreements.
  - The actions required at a local, national and international level to hold the fossil fuel industry to account and improve regulatory frameworks to challenge its influence and impact and prioritise a Just Transition

#### Our priorities and actions for COP 30

- a) Work with partners to promote the MPOWER+ framework and highlighting/showcasing this as an avenue into a Just Transition

#### Actions

- i. Coordinate and deliver an FPH-led launch webinar event, potentially with a 'share and learn' component, leading up to COP relating to the MPOWER+ framework, raising its profile and promoting its use, embedding a commercial determinants of health approach to fossil fuels.



- Invitations to FPH members, but also capturing wider public health colleagues in local authorities and health boards working on climate and health
  - Implemented by planning and delivering the webinar with presenters
- ii. Co-ordinate and deliver MPOWER+ being showcased at a pavilion in COP or side event. The Bristol pilot may be incorporated in this as a demo project of this
- WHO pavilion aimed as first choice
  - SDG pavilion may be second choice
  - Official side event (SEORS) may be second option with reasonable space and tech
  - Partners who are attending COP may be able to present this for FPH e.g. LSHTM, WHO, GCHA
  - Implemented by planning, registering and co-ordinating with partners to set up space in pavilion

Through the MPOWER+ framework and linking to Section 1A:

- highlight the influence of the fossil fuel industry on policy and the COP process, advocating for a reduction in the influence of the fossil fuel industry in COP events (potentially highlighting areas/countries of good practice if there are any)
  - endorse restrictions on fossil fuel industry advertising and influence at the micro and macro level, e.g. through the low carbon advertising and sponsorship policy recommendations; incorporating international interventions at this level e.g. [CAPE](#).
  - raise awareness about fossil fuels industry practices and ways to counter them, linking to GCHA's public health strategy to challenge the social license of the fossil fuel industry
  - other FPH actions on the area that are linked to MPOWER e.g. fossil fuel position statement and low carbon advertising and sponsorship policy brief.
- iii. Co-ordinate FPH members attending COP virtually, and colleagues in partner organisations attending COP in person, to promote the climate emergency as a health emergency and increase awareness of MPOWER+, and what it means, and how it can be used to combat fossil fuel health harms. Including contributions and promotion not just





at health events, but particularly at non-health events, linking in how MPOWER+ can be useful for a systems approach to fossil fuel harms

- Implemented by collaborating with climate and health partners
- iv. Increase visibility and awareness of both COP and MPOWER+ during and after COP through social media and other communication channels, aiming at climate and health partners, local authorities and health boards, e.g. using FPH comms team. Aiming to increase awareness of the climate and health agenda, and how COP is relevant at a local level, and particularly relevant if MPOWER is launched at one of the pavilions of COP.
- May include media work at time of COP if links/capacity available e.g. with NEON.
  - Implemented by planning and delivering a communications plan linked with UKHSA, PHS, FPH, Public Health Wales and Public Health Agency in Northern Ireland e.g. by creating a social media 'pack' with a few pre-written tweets or Instagram posts, which FPH comms teams can then post

## 4) Riding the COP wave (Local action)

### Objectives

- Working alongside the four nations and national agencies to increase awareness and visibility of key messages relating to COP30 requiring specific action. These include:
  - The requirement for specific, appropriate adaptation funding in the UK
  - The urgent need to phase out fossil fuel subsidies, highlighting the false economics of continuing subsidies (including the opportunity costs of subsidies (bearing in mind ensuring energy access) of not financing a just transition and the significant health benefits associated with this, including long term reliable and cheaper energy access) and the multiple benefits of ceasing them to release funding for climate mitigation and adaptation strategies.
  - The urgency of implementing regulations to re-address the social license and influence of the fossil fuel industry due to its extensive health harming impacts, e.g. by expanding low carbon advertising and



sponsorship policies, encouraging a 'polluter pays principal', and restricting the influence of the fossil fuel industry on policy development and decisions.

## Our priorities and actions for COP 30

### a) Hold COP debrief event: hub and spokes model

#### Actions

- i. Hold a COP debrief event to generate learning and promote action, using the debrief event like a conference to build networks and partnerships for our next year's priorities, including promoting MPOWER+
  - Harnessing links with ADPHs: How can they act and what is their thinking post COP, alongside what FPH can do to help and support ADPH.
  - Similarly, to consider what FPH can pick up and offer post COP to public health and government structures (e.g. PHS, UKHSA and government structures) to contribute to locally delivery of climate and health after COP discussions.
  - Discuss learning and propagate the potential uses of the MPOWER+ framework to wider public health network and particularly via improved via the ADPHs
  - Consider what government strategies can be influenced in the wake of COP, using the reality of the climate emergency on health to challenge the hostility to climate change in general.
    - E.g. Build on NHS 10 year plan and Greener NHS
  - Implemented by planning and delivering the event with presenters and partners e.g. UKHSA, PHS, GCHA

- b) Use the momentum from COP to build interest and action in adaptation: both as a necessity to reduce health impacts and as a route into non-climate related work areas, emphasising the co-benefits of adaptation, and also prospects for mitigation.

#### Actions



- i. Hold a webinar session through the Sustainable Development SIG's adaptation working group on adaptation and how it can be used to support health and promote action on climate and health in non-health and non-climate related areas. Adaptation acting as an enabler of climate related action without necessarily focussing on climate change
  - Linking to the Global Goal on Adaptation
  - Implemented by planning and delivering the webinar with presenters at time of COP or shortly after COP.

## Resources

- SMART action points developed for each priority and commitment to be gained for each action point from Sustainable development SIG members and the COP working group.
  - CDOH SIG and Transport SIG members to be invited for input, as well as SIG members under Global health committee

*September 2025*



## Appendix 1

### *Further details of GCHA's public health strategy to challenge the social license of the fossil fuel industry:*

- Promoting the right to a healthy environment
- Exposing disinformation and revealing industry tactics by working with environmental and health partners (e.g. tactics such as fossil fuel industries being socially responsible and 'pivoting' to renewables, or the normalising of fossil fuels and the use of health washing)
- Adopting clear, consistent, sustained, targeted messaging with the focus on the health impacts of fossil fuel pollution, connecting fossil fuels to everyday health risks (respiratory disease, heart disease, young/old) and changing the narrative from fossil fuels as only an environmental issue, but also direct threat to human health.
- Countering the fossil fuel industry's economic arguments – the argument for the true cost of fossil fuels should be highlighted (i.e. on health, productivity, climate impacts) to put these 'economic gains' into perspective
- Supporting strong conflict-of-interest regulations to prevent FF industry using corporate social responsibility (and associated financial power) to influence public policy, public support and public health initiatives.
- Supporting strict regulatory frameworks e.g. fossil fuel advertising and interference in climate and public health policies.
- Advocating for the phase out of fossil fuel subsidies (and fossil fuel extraction/use), freeing up funds for a Just Transition, climate adaptation, mitigation and healthcare.