



Folkhälsoverket

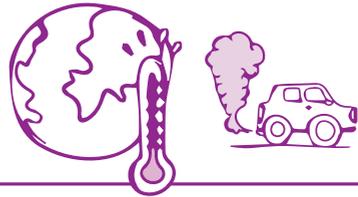
PUBLIC HEALTH AUTHORITY OF SWEDEN

Acting to Protect Health

Communicating on Climate Change and Health



The Science is Clear

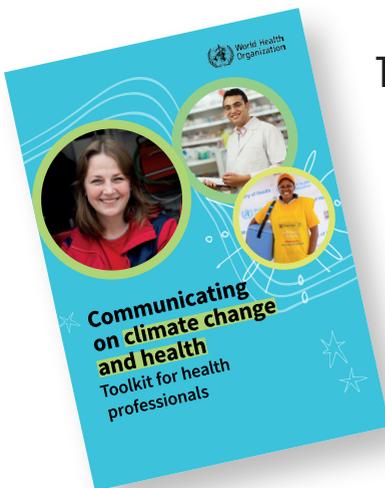


Over the last four decades, tens of thousands of peer-reviewed scientific articles have been published on climate change.

The Intergovernmental Panel on Climate Change (IPCC) confirms these five points again and again.

- ☑ It's warming
- ☑ It's us
- ☑ We're sure
- ☑ It's bad for health
- ☑ We can fix it

If you understand these five points, you know enough climate science to be an effective climate communicator.



The **New** Public Health Authority of Sweden encourages everyone to use these tips from the World Health Organization regarding climate-health communication.



For more top tips and other helpful information, please see: **Communicating on climate change and health: toolkit for health professionals**. World Health Organization; 2024. Licence: CC BY-NC-SA 3.0 IGO.

WHO top tips of climate-health communication

01



Keep your message simple, and repeat it often

By virtue of being a health professional, you're a trusted source on health. So, pick a simple message, and find ways of repeating it frequently in the conversation. If you're getting tired of saying it, you're doing it right.

03



Tell stories to connect with people

People connect to stories. If you have personal experience witnessing the health effects of climate change, share the story in a respectful way. Many people won't remember scientific facts or statistics – they're more likely to remember stories.

05



Talk about the health benefits of climate action

Let people know that climate action is good for our health. The solutions to climate action include renewable energy, active transport, local plant-rich diets, and protecting green spaces. All these things are also good for our health and wellbeing.

07



Talk about climate change during extreme weather events

When appropriate, talk about these “teachable moments”. At these moments, climate change is likely to feel more tangible to your audience, and become more personally salient and meaningful.

02



Focus on human health

Talk about climate change as a health problem rather than as an environmental one. This helps your audience to see climate change as a local, concrete problem rather than an abstract, future problem.

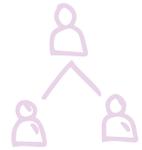
04



Understand your local context

Explain how climate change will affect your own region to help your audience see it as a local, concrete problem.

06



Empower people to make good decisions about their health

Let people know how they can protect themselves from the impacts of climate change. This empowers them and may reduce feelings of apathy or anxiety about climate change.

08



Don't debate the science

Don't get caught up in conversations that question climate science. It's not up for debate. If conversation veers into this territory, redirect it back to your professional expertise and the links between climate change and health.

”Those who have
the privilege to know
– have **the duty to act ...**”



Albert Einstein

Climate change affects us physically, physiologically, socially and economically – directly and indirectly already today. But it is the youngest, oldest, people with chronic illnesses and living in vulnerability that are hit first and hardest, globally as well as in the Nordic Countries. The situation is urgent – we must tell the truth and act now.

The Public Health Authority of Sweden is an activist-initiated "mock agency" where humor and direct-action is used to communicate the urgency of acting now in the face of climate change. Initiated by Extinction Rebellion.

Extinction Rebellion is a peaceful climate movement pushing for systemic changes in order to prevent the worst effects of climate change.

Welcome – we need you! We can help you to find your unique way to contribute in Extinction Rebellion! More information about XR's ethical principles and demands on the website: xrsv.se or contact us: myndighetsupproret@proton.me

Above all we need your time – you are welcome to get involved! If you cannot spare any time at the moment, consider supporting us with a donation. Donate via Swish: 123 642 18 53



Folkhälsoverket

PUBLIC HEALTH AUTHORITY OF SWEDEN

The Public Health Authority of Sweden is an activist-initiated "mock agency" where humor and direct-action is used to communicate the urgency of acting now in the face of climate change. Email: myndighetsupproret@proton.me. Website: folkhalsoverket.se