

**tips for
communicating
climate change
as a health issue**



keep it simple and repeat it

The strongest messages are clear and consistent. You don't need to be a climate scientist to speak with authority. A simple message such as "Climate change is a health issue, but solutions are also health solutions"—repeated often—helps audiences absorb and remember the link.



focus on human health, not just the planet

Instead of abstract talk about melting ice or endangered species, connect climate change to people's well-being. For example: "Cleaner transport doesn't just cut emissions—it prevents asthma and heart disease." Health-centered framing makes climate change feel close to home.



connect to the local context

Every community experiences climate impacts differently. Farmers may face crop losses; coastal residents may face floods; children and the elderly may struggle with heat. Tailoring messages to local realities builds trust and relevance.



use stories, not jargon

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Facts are essential, but stories are memorable. A brief anecdote about a patient affected by extreme heat or air pollution can have more impact than statistics alone. Avoid jargon—both medical and scientific—that can alienate audiences.



empower, don't alarm

While urgency is vital, messages of doom can paralyze. Instead, highlight solutions: renewable energy means cleaner air; urban greening cools cities; cycling and walking improve fitness. Hope and agency encourage people to act, while fear alone may leave them disengaged.





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