

OPHA ACTION on CLIMATE CHANGE

Helen Doyle

OPHA Environmental Health Work Group Chair

Public Health & Climate Change – From Evidence to Action

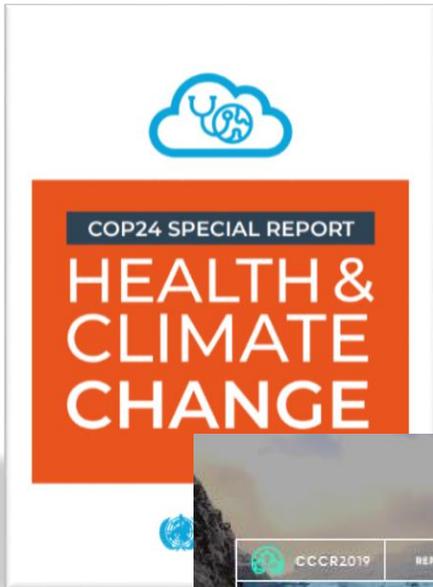
CPHA Conference, April 30, 2019

The Ontario Public Health Association

OPHA's mission is to provide leadership on issues affecting the public's health and to strengthen the impact of people who are active in public and community health throughout Ontario

Environmental Health WG areas of focus: **climate change**, air quality, water quality, ecohealth, healthy housing

Climate Change: A Concern for All – A Priority for Public Health



“Climate change is the greatest health challenge of the 21st century, and threatens all aspects of the society in which we live”

COP24 special report: health and climate change. Geneva: World Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO. Cataloguing-in-Publication (CIP) data. CIP data are available at <http://apps.who.int/iris>.



- ***“Canada’s climate has warmed and will warm further in the future, driven by human influence.”***
- ***“The effects of widespread warming are evident in many parts of Canada and are projected to intensify in the future.”***
- ***“The rate and magnitude of climate change under high versus low emission scenarios project two very different futures for Canada.”***

Canada’s Changing Climate Report 2019

<https://www.nrcan.gc.ca/environment/impacts-adaptation/21177>

OPHA Action on Climate Change

Advocating for Strong Climate Action

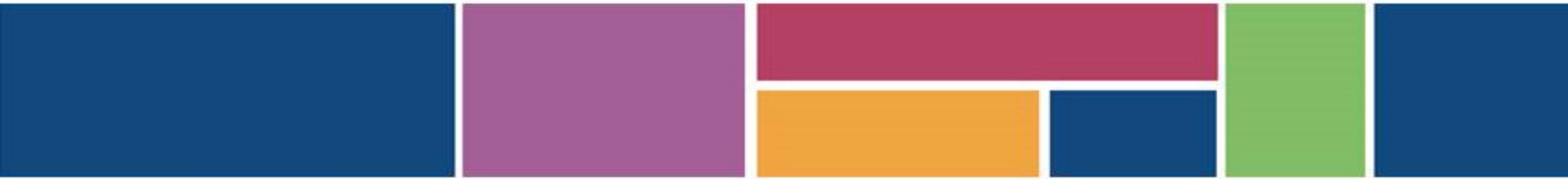
- Position paper, submissions, meetings with environment ministers

Building Capacity for Health Professionals

- Climate Change & Health Equity; Climate Change & Greenspace

Communicating Climate Change

- Health-focused Climate Communications Campaign



ADVOCACY

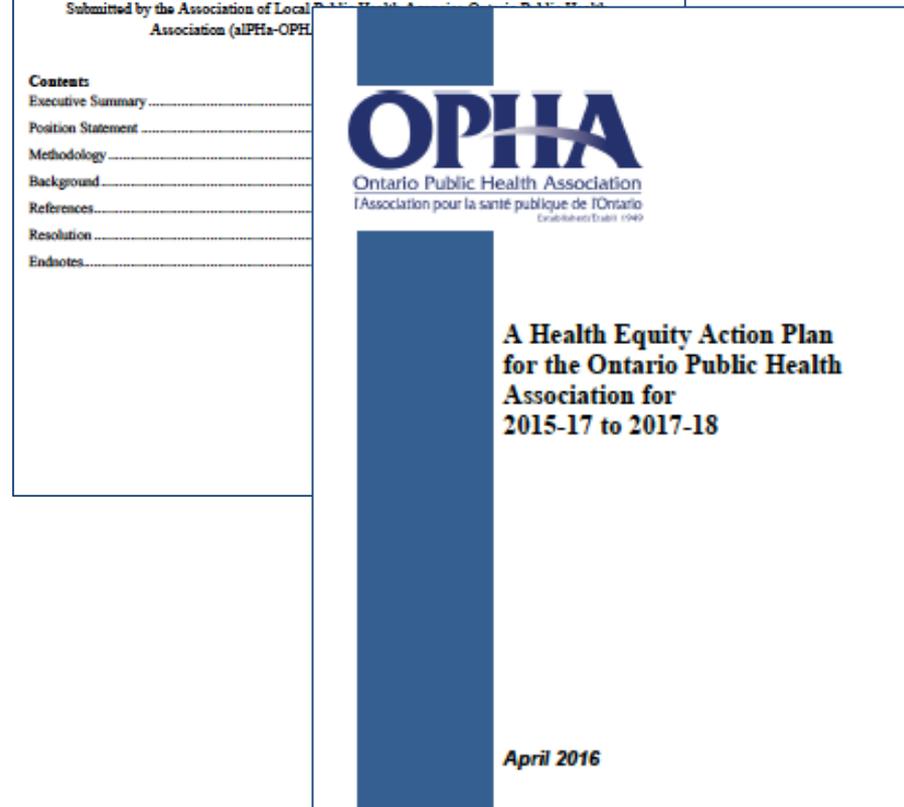
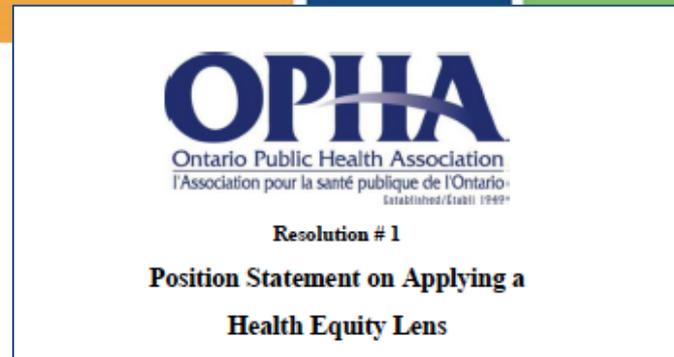
OPHA Advocacy on Health Equity

2014 Position Statement – Applying a Health Equity Lens

- *OPHA encourages the use of a Health in all Policies approach which considers the health impacts in all areas including finance, education, employment, housing, transportation, and **climate change***

2016 A Health Equity Action Plan

- *All people (individuals, groups and communities) have a fair chance to reach their full health potential and are not disadvantaged by social, economic and **environmental conditions**.*



Submitted by the Association of Local Public Health Associations (ALPHA-OPHA)

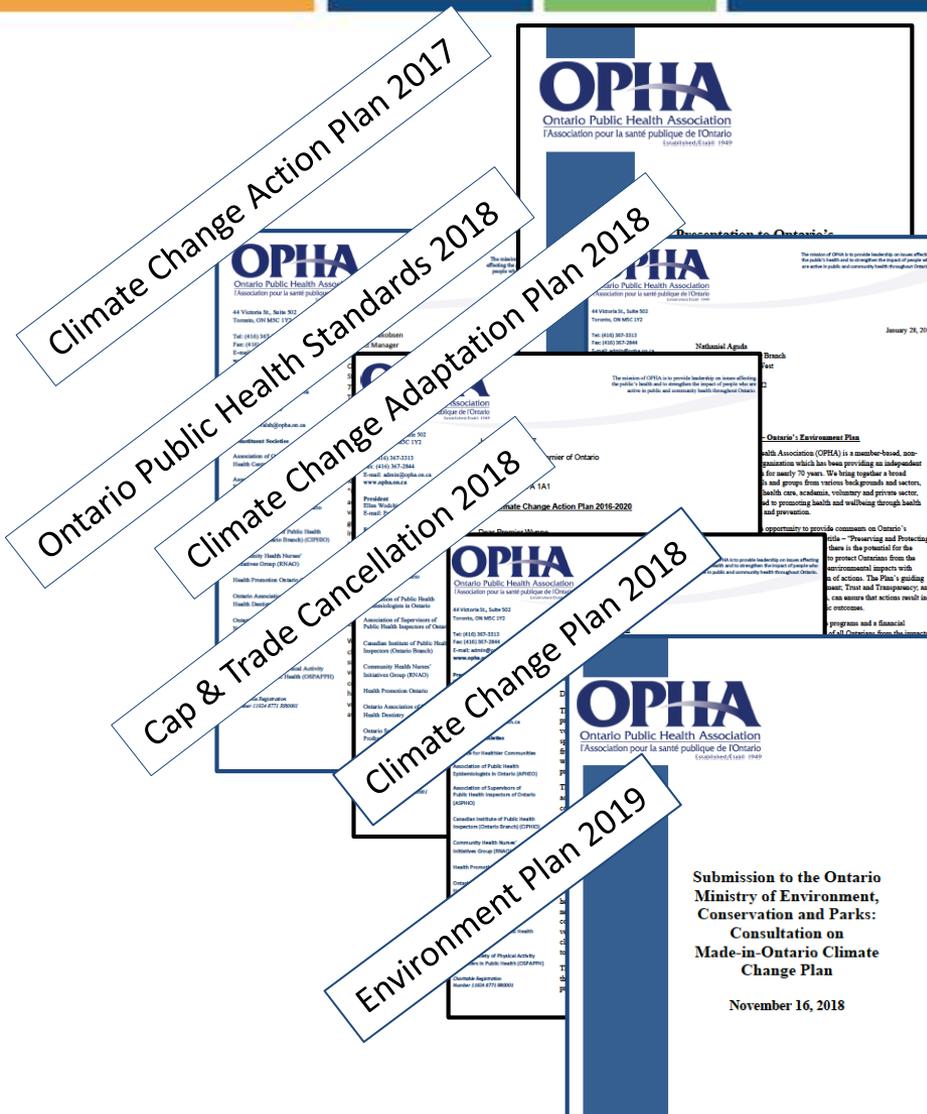
Contents:

Executive Summary
Position Statement
Methodology
Background
References
Resolution
Endnotes

Submissions to Province of Ontario Policies & Legislation

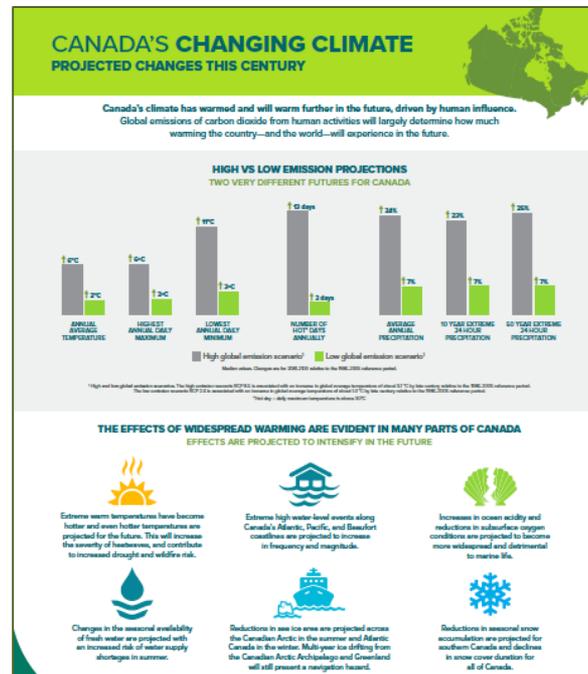
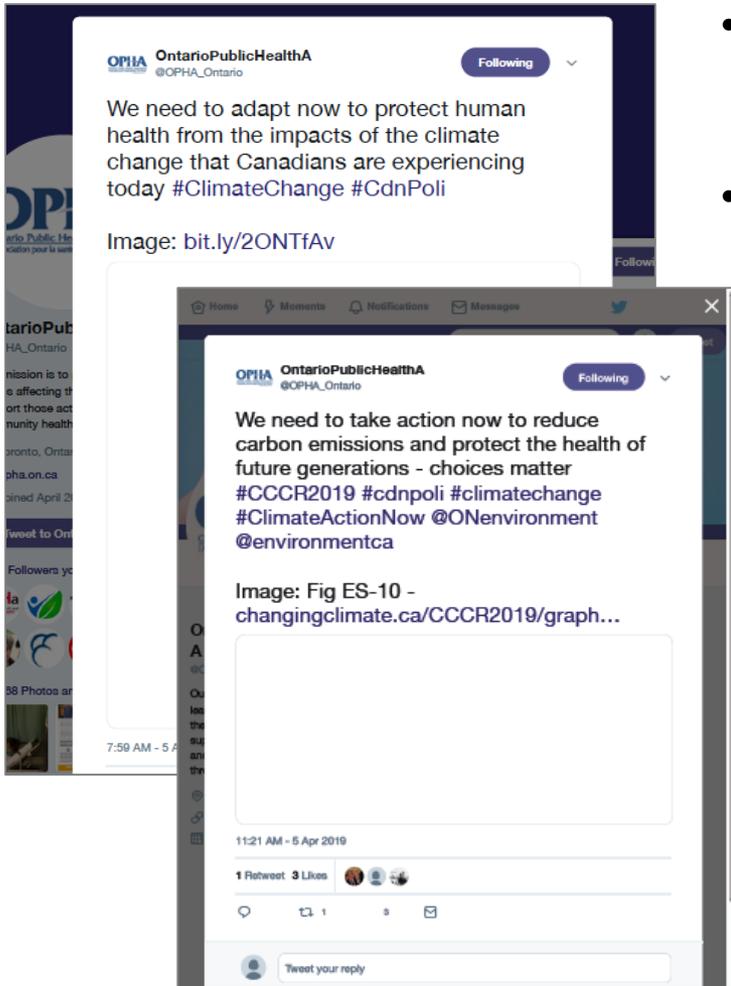
OPHA statements in advocacy letters:

- “strong policy, effective programs and a financial commitment [are needed] to protect the health of all Ontarians from the impacts of climate change, both today and in the future.”
- “more effort is needed to draw attention to the **human health impacts and health costs of climate change**”
- “climate change will disproportionately impact our most vulnerable populations”
- Guiding principles in climate adaptation plans must include “**health equity and the social determinants of health**”



Sharing Evidence thru Social Media

- “We need to **adapt now** to protect human health from the impacts of the climatic change that Canadians are experiencing today”
- “We need to **take action now** to reduce carbon emissions and protect the health of future generations – choices matter!”



OPHA Advocacy – Federal Level



Meeting with Federal Minister of Environment and Climate Change

Catherine McKenna  Verified account @catmckenna

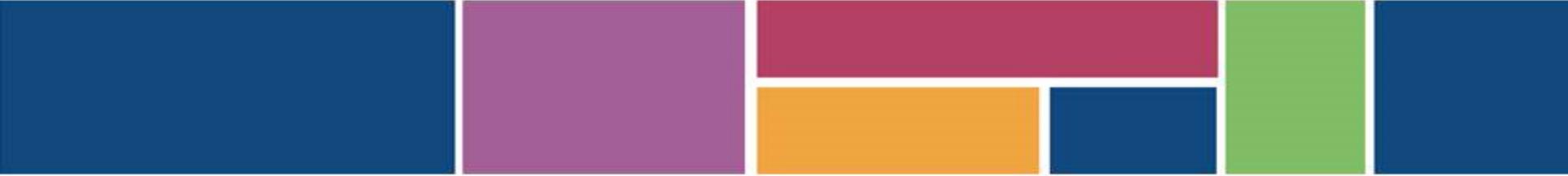
Doctors recognize that pricing pollution is an effective and efficient treatment for the current climate crisis. Appreciated the conversation with leaders from various health organizations today, discussing the very real impacts that climate change is having on people's health.



9:28 AM - 8 Dec 2018

Shared OPHA position on actions needed to address climate-related health impacts:

1. Reframe climate change as a health issue
2. Standardize surveillance & reporting
3. Support research
4. Hearing from health leaders
5. Engage the public through effective messaging
6. Communicate health co-benefits
7. Mobilize collective action



BUILDING CAPACITY FOR HEALTH PROFESSIONALS

Climate Change, Health & Health Equity

Webinar: Climate change, public health and equity:

- Co-hosted by the National Collaborating Centre for Determinants of Health, OPHA Environmental Health WG, and alpha/OPHA Health Equity WG
- Relationship between climate change and health inequities
- How Public Health can both identify and address climate-related health inequities

Climate change and health equity

This webinar is being recorded

Webinar

February 19, 2019
1:00 – 2:30 pm ET

If your computer audio is not working please dial:
1-866-830-9434
Use code: 630-8783#
Please mute your phone using *6

 National Collaborating Centre for Determinants of Health
Centre de collaboration nationale des déterminants de la santé

OPHA Environmental Health workgroup
alpha/OPHA Health Equity workgroup

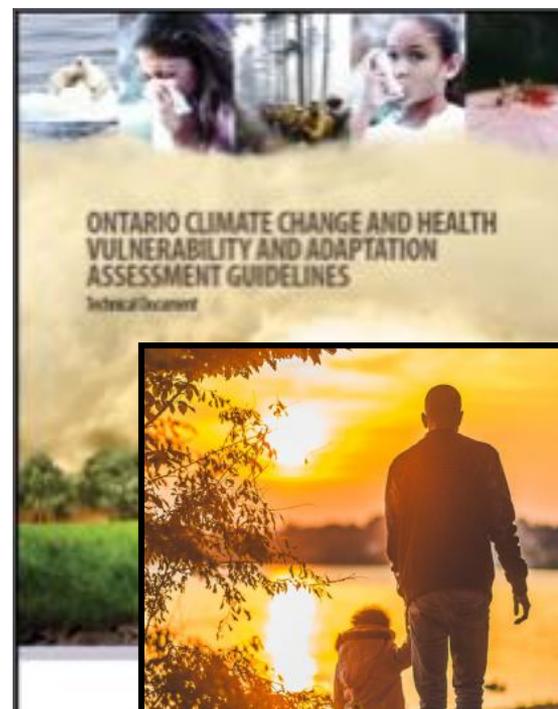
 **OPHA**
Ontario Public Health Association
l'Association pour la santé publique de l'Ontario
Established/Établi: 1989

<http://nccdh.ca/workshops-events/entry/webinar-climate-change-public-health-and-equity>

Using a Health Equity Lens to Assess Climate Change Impacts

Health units in Ontario are incorporating health equity in addressing climate change:

- Conducting vulnerability assessments
- Mapping vulnerabilities – developing vulnerability indexes (combination of exposure indices and sensitivity indices)
- Community and stakeholder engagement
- Targeting public health interventions to most vulnerable populations
- Targeting communication to most vulnerable e.g. multiple languages, support workers
- Developing and advocating for policies that address both climate change and health equity e.g. food security, poverty



Resources: Climate Change, Health & Greenspace



The Impact of Green Space on Heat and Air Pollution in Urban Communities: A meta narrative systematic review

- Urban green space provide significant benefits in terms of cooling effects & reducing air pollution

Source: David Suzuki Foundation - meta narrative systematic review



Conserving Biodiversity: A Public Health Imperative:

- Biodiversity can increase our resilience to both social change and climate change

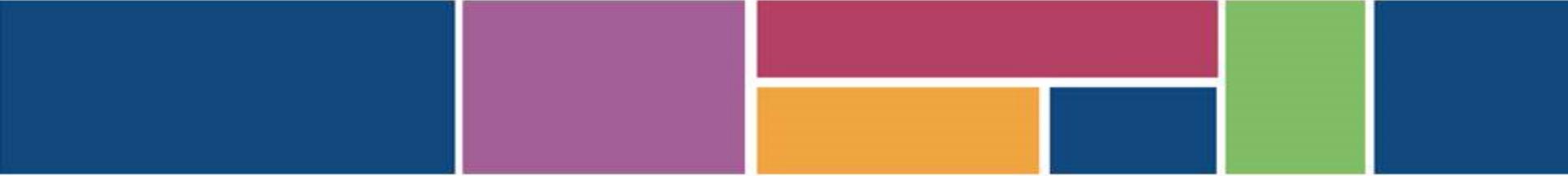


Green Space and EcoHealth Toolkit:

- Examples of where the ecohealth approach is applied through green space policies and programs

<http://www.ecohealth-ontario.ca/>





COMMUNICATING CLIMATE CHANGE

Health-Focused Climate Communication Strategy

Objective: convey to key audiences through health-focused messaging, the urgency for local and provincial strategies to address climate change.

Target groups: those interested in health messaging, but not currently talking about climate change.

Deliverable: a comprehensive communications strategy, informed by research, and including an evaluation framework, and implementation plan

<http://taf.ca/publications/health-focused-communication-strategy-climate/>



Developing the Strategy – Cross-sectoral Collaboration

Benefits of bringing together health and environmental organizations

- Opportunity for a diversity of expertise to come together under a common mission to increase public support for climate solutions.
- Environmental and health sector partners already tackling similar issues shared perspectives and strategies that have worked with their respective audiences.
- Together we could break down silos that have limited past approaches.

Advisory Committee



Literature around Climate Communication



- Promoting association between **environmental issues** and **health** – effective in encouraging people to adopt environmentally-friendly behaviours.
- Attitudes and opinions about climate change are sensitive to framing, socio-political acceptance, and local factors.
- Important to tailor and pre-test messages to better understand effects on respective audiences.
- Communications strategies must be careful not to increase harm and not contradict other health messaging.

Recent Canadian Research on Climate Communications

- Opportunity to better engage women, youth, and New Canadians.
- Speaking to values resonates well with Canadians (i.e. ideas of justice, fairness)
- Climate change needs to be linked to other issues: e.g. health, security and opportunity
- Core messages to engage Canadians: extreme weather events, transition and health.
- Framing as a health issue offers potential for broader across the spectrum support for policy solutions.



Imperatives for our Communications Strategy

Demonstrate a connection between climate change and health that:

- The public can understand and act on
- Is linked to an impact that the public can see and feel
- Includes a call to action that targets government decision-makers
- Builds a groundswell of support for climate policies
- Is inclusive and avoids triggering divisions
- Reaches groups that are not currently engaged

CAMPAIGN BRAND
#HASHTAG HERE | [Learn More](#) | [Take Action](#)

Melanie Caught Lyme Disease During Her Backyard Play Date.

In just 6 years, cases of Lyme Disease in Ontario increased from around 30 cases per year, to more than 300. Children between 5 and 9 are particularly vulnerable and, if not treated early, the disease can last years, leading to arthritis, paralysis and, in rare cases, death.

Climate change is directly responsible for increases of Lyme Disease. Warmer seasons mean disease-carrying tick populations can grow, spread, and survive the winter.

Protect your kids. Protect their future.

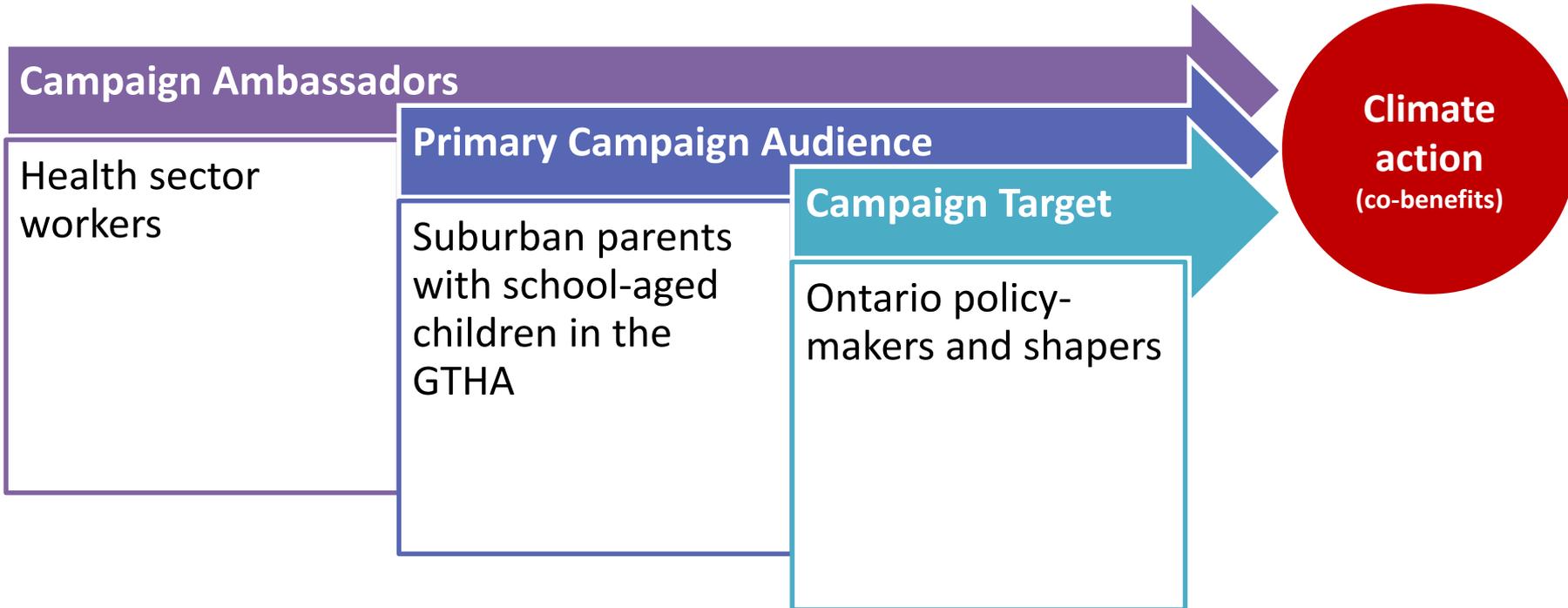
CAMPAIGN BRAND
HERE

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Campaign Built on 5 Key Insights

- **Health first:** Focus on “health first” messaging, and present as a public health (rather than environmental) campaign.
- **Multiple links:** Presents three climate and health links – Lyme disease, heat illness and asthma – but designed to grow and adapt. Each link brings people back to the same place: climate is a health issue.
- **Impact information:** Informs audience of the potential health impacts climate change can have on children.
- **Human stories:** Tells real, human stories about the impact of climate-health risks on Ontario kids and families.
- **Present solutions:** Presents local and actionable solutions – what people can do right now, what can be done at the community level, and the local government level

Audiences & How We Will Reach Them



Audience Journey

1. Provocation	2. Interrogation	3. Information	4. Action
<p>Generate interest and concern by raising health risk</p>	<p>Inspire audience to ask questions – and give them resources</p>	<p>Make the link to climate change</p>	<p>Motivate them to action by providing tools they can use to affect change</p>
<p>Example Theme: Lyme Disease</p>			
<p>In just 6 years, cases of Lyme Disease in Ontario increased from around 30 cases per year, to more than 300.</p>	<p>Children between 5 and 9 are particularly vulnerable and, if not treated early, the disease can last years, leading to arthritis, paralysis and, in rare cases, death.</p>	<p>Climate change is directly responsible for increases of Lyme Disease. Warmer seasons mean disease-carrying tick populations can grow, spread, and survive the winter.</p>	<p>Protect your kids. Protect their future.</p>

Hierarchy of Actions



Lyme disease



Asthma



Heat Illness



Emerging issues
(e.g. mental health?)

Single website
with multiple
landing pages
(1 per theme,
1 for health
sector allies)

Visit
website

Sign the
pledge

Share the
pledge

Protect
your
children

Protect
the future

Audience Testing

In testing the messages and approach, we learned that climate change was a concern to our target audience, but not a top-of-mind issue. They however were more receptive to messaging about the impact on human health.



More specifically, they:

- Were genuinely concerned by the health impact information
- Feel safe from impacts that do not directly affect their family
- Were extremely surprised by the climate link
- Want to know more, right away
- Are open to learning and sharing information

Testimonials from Partners – The Need for this Campaign



*“Climate change has an impact on the health of all Canadians, but at the forefront of those affected are people with respiratory diseases like asthma, as poor air quality can render them unable to breathe or function normally. It also leads to longer allergy seasons as well as widespread and long-lasting wildfires, which adversely affect Canadians with asthma and respiratory allergies. This is why **Asthma Canada is passionate about educating Canadians about the intersection of health and climate change.**”*

-Asthma Canada



*“We know that **people are much more likely to change their behaviour, and support policy changes related to environmental issues, when they know that their health, or the health of their families, can be impacted** by that environmental issue. For that reason, it is essential that we educate people about the many ways in which climate change can, and is, affecting the health of **Canadians.**”*

Canadian Association of Physicians for the Environment (CAPE)

*“**Climate change is having an impact on health** and will continue to be of concern in the City of Toronto. Communicating about the relationships between climate, health, and equity is important to increase awareness of the effects of climate change on families, communities and infrastructure.”*

Toronto Public Health

*“The OPHA Health-focused Climate Communication Campaign can be a **valuable resource for public health units** to achieve [their] mandate — protecting residents from climate change impacts and increasing awareness of the need for collective action to mitigate climate change.”*

Helen Doyle, Chair, OPHA Environmental Health Workgroup

How You Can Get Involved

The first phase of the campaign is to reach out to health partners.

To make this campaign successful we need your help to:

1. Let us know what information, support and material is useful
2. Lend your name, and your organization's, to the campaign
3. Share information on the health impact of climate change through your networks
4. Provide us with data, insight and ideas (have you seen the impact of climate change on health in your work? Do you have more data and information to support the campaign?)
5. Provide us with access to more resources (tools, channels, funding, or collaboration where there are synergies with other initiatives)



Thank you



Helen Doyle

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Environmental Health Work Group Chair

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www.opha.on.ca



Save-the-Date



OPHA Fall Forum Health and Climate Change

November 13th, 2019

Chestnut Conference Centre, Toronto

www.opha.on.ca



Part 2: Table Discussion



How can we ensure effective communication and broaden community engagement?