



USING YOUR VOICE TO DRIVE CLIMATE ACTION

The ability to distil complex ideas into clear, relatable messages is a powerful tool that healthcare professionals can use to promote climate action. This guide is designed to assist you in honing your skills in communications, enabling you to leverage your voice effectively and help create change.

The climate crisis is also a health crisis, and healthcare workers are among the most trusted professional groups in society. Those working in healthcare are therefore in a strong position to advocate climate action, both within the healthcare sector and society at large.

Whether through social media, video, podcasts, or media interviews, the core messaging guidance is the same – communicate clearly, concisely, and passionately to inspire engagement and drive change.



FINDING YOUR VOICE

Grow your confidence

The best communicators are confident about their subjects and can discuss them seemingly unrehearsed. That takes practice, so experiment and practise your messaging until you are comfortable with the tone and content.

Figure out your communication style

What persona do you want to project? How can you leverage your credibility? Are you going to speak out against certain practices, focus on the science, give insights into your personal life, motivate specific forms of action, or take a more creative approach?

Identify your intended audience

It could be the wider public, your peers, senior management, or policymakers. Target your messaging to appeal to their interests, which may include climate impact, patient safety, cost-savings, or all of the above!

Get clear on your boundaries

Get acquainted with any media guidance relating to your place of work, professional body, or your employment contract, and be clear about legal risks. Consider including “all views expressed are my own”, or “retweet ≠ endorsement” in your profile description.



MAKING YOUR POINT

Prepare clear and to-the-point messaging

Many people have a lot on their minds and a lot on the go, so it is important to seize attention from the start, and keep messaging concise and simple. Concentrate on a few core points you want to make – the fewer, the better. Provide straightforward explanations and use relatable examples that resonate with a broad audience.

Do not assume your audience shares your knowledge

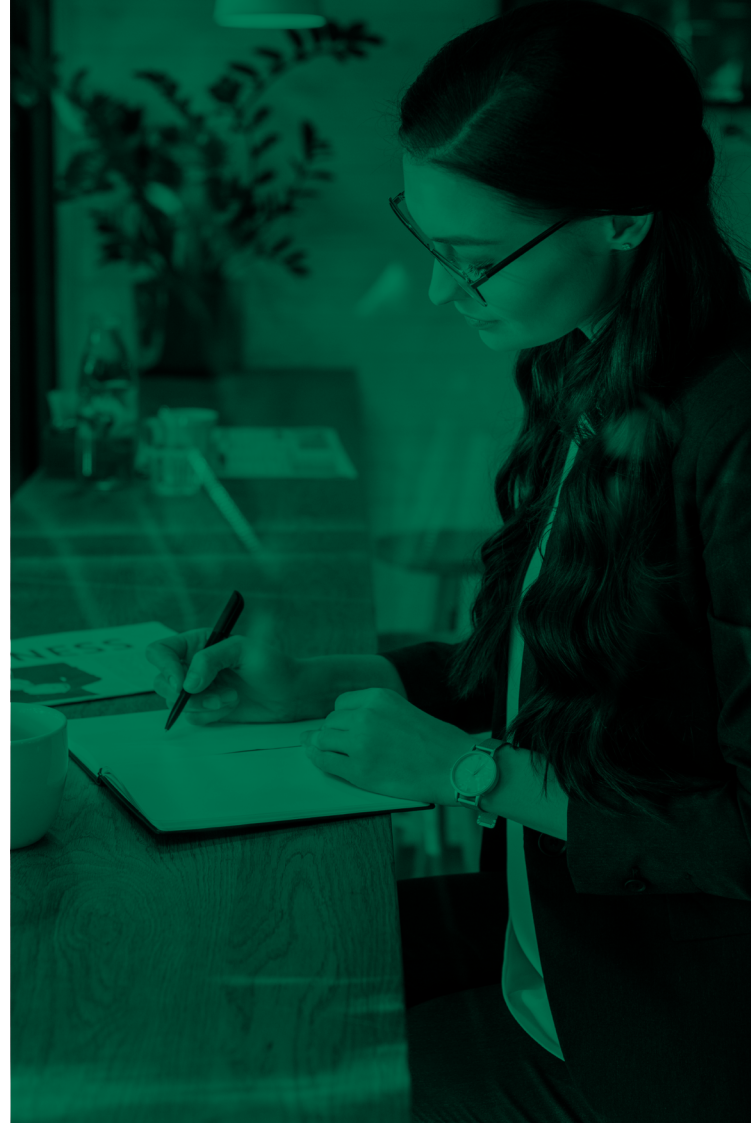
Avoid jargon and acronyms, use high-impact statistics sparingly, and be prepared to explain any terms and concepts simply. For those interested in delving deeper, offer links to additional background information.

Be creative with your message

Try presenting your ideas in novel, surprising, or entertaining ways.

Encourage empathy

American academic Dr Brené Brown describes personal stories as data with soul. Personalise your messaging, using anecdotes and storytelling to engage interest. For inspiration, you can [watch Dr Eckart Von Hirschhausen, doctor and comedian, tell the attendees of CleanMed Europe 2023 why stories matter.](#)



USING SOCIAL MEDIA

Establish your online presence

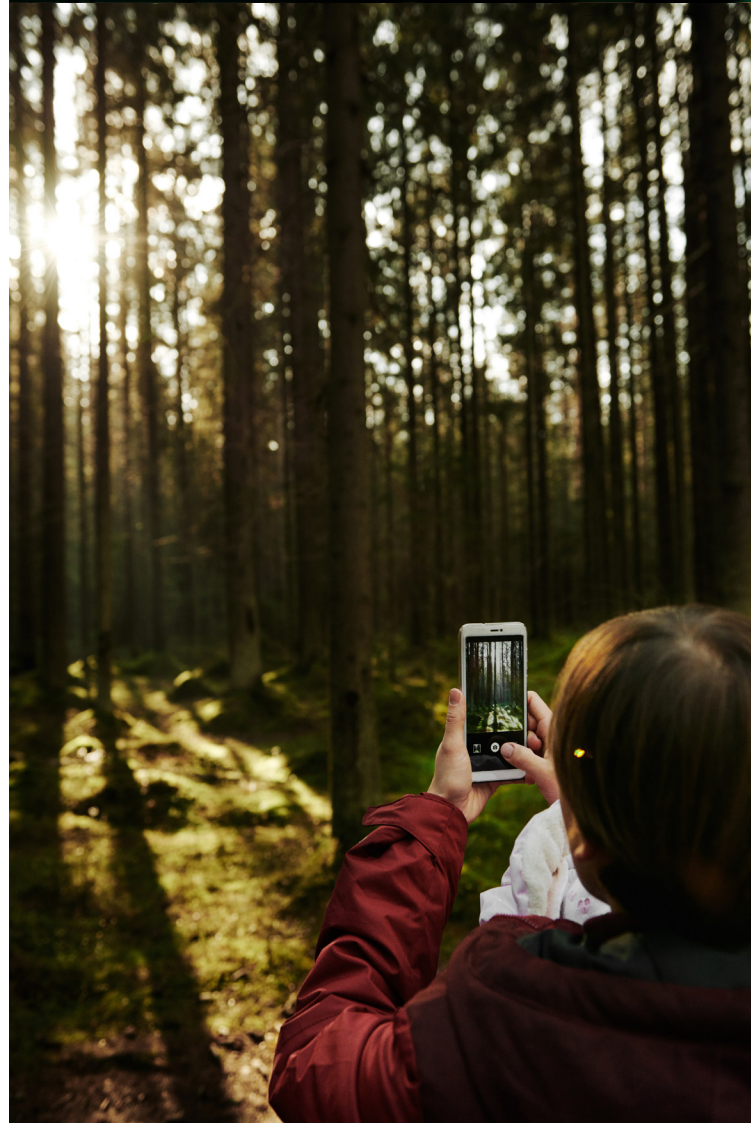
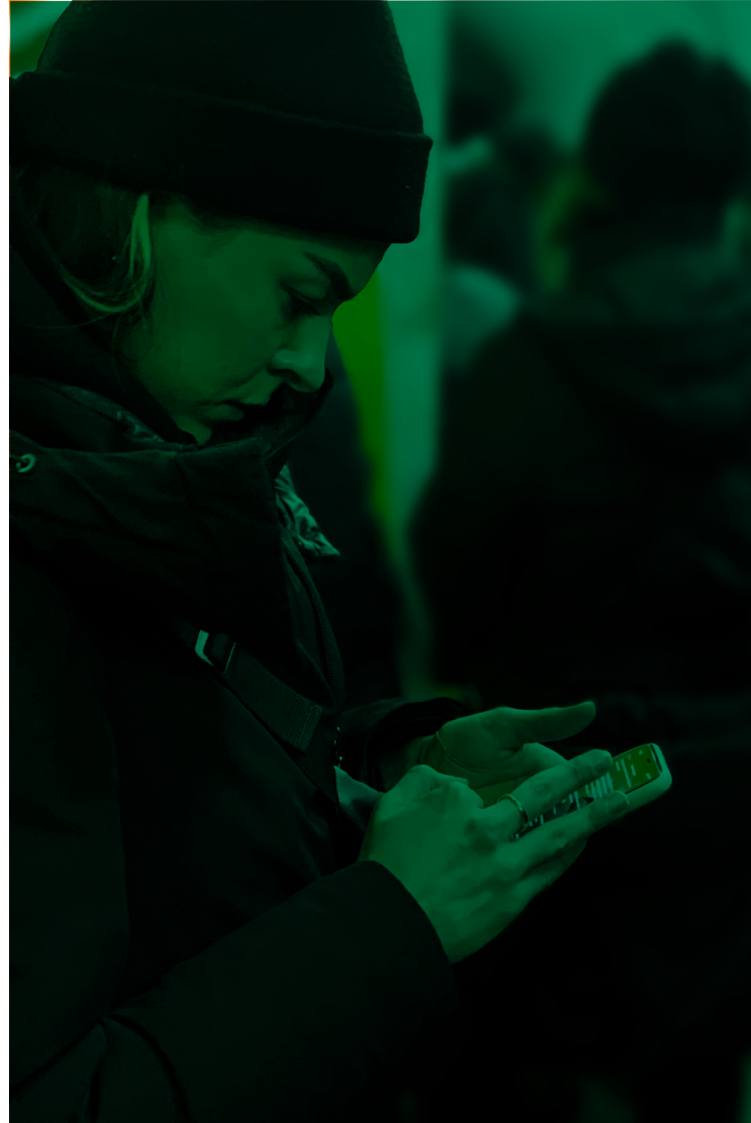
If you do not already have a presence on popular social media sites, consider setting up profiles. Add any links to organisations, people, or projects that can help spread the word. Tag [@HCWHEurope](#) and use relevant hashtags like [#HealthCareClimateAction](#).

Ensure your messaging is accurate and transparent

Social media posts can also attract the interest of climate change deniers and lobbyists who may be keen to discredit your claims. It is important to ensure that all information you share is accurate. Double-check all your claims and link to evidence where possible.

Engage in dialogue

If you receive replies disagreeing with your points on social media, engage only if you feel comfortable, and ensure you are responding respectfully to other perspectives while also continuing to back up your points with evidence.



STRENGTHENING YOUR SKILL SET

Learn from the community

It is important to follow, read, watch, and listen carefully to fellow climate activists. Analyse what it is about their messaging that works – or does not work – for you, and apply it to your own communication.

Get comfortable on video

Draft short social media messages in writing and practise delivering them to camera, on your smartphone or computer. Don't be afraid to express your personality, such as if you naturally gesticulate while talking. Share these videos with trusted people and use their feedback to refine your style.

Work on countering doubts

As you use your voice to drive climate action in healthcare, remember that advocacy comes with its challenges. In our companion guide, we address how to navigate tough conversations and counter objections or doubts surrounding healthcare climate action in Europe.



YOUR VOICE MATTERS

Every effort you make to advocate climate action is important, and your voice is part of a growing movement in the healthcare sector worldwide. Reach out to us if you need support, and join our networks to meet and collaborate with others in healthcare committed to tackling climate change.

JOIN OUR NETWORKS & SUBSCRIBE

- [Doctors for Greener Healthcare](#) - bringing together doctors from across Europe to collaborate, share best practices, and advocate for a healthy future by reducing the environmental impact of healthcare.
- [Nurses Climate Challenge Europe](#) - empowering nurses from across Europe to take action against the health impacts of climate change in clinical settings.
- [Pharmacists for Greener Healthcare](#) - uniting pharmacists from across Europe to share their best practices to tackle pharmaceutical pollution and its contribution to antimicrobial resistance (AMR).
- [Global Green & Healthy Hospitals](#) (hospitals, health systems, and health centres only) - giving your institution free access to a range of exclusive tools and resources, including our Healthcare decarbonisation toolkit.

[Subscribe to our newsletter](#) to be kept up to date with the latest developments from our Climate-smart Healthcare programme.



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