



# SPEAKING TO THE MEDIA ABOUT CLIMATE AND HEALTH

# WHY SPEAK TO THE MEDIA?

- Important channel to raise awareness about the health impacts of climate change
- The healthcare sector is responsible for 4.4% of global net emissions
- Climate change is already impacting your patients



# WHAT IS NEWS?

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- New information
- Conflict and controversy
- Change
- Unexpected stories
- Human impact
- Proximity



# WHAT ISN'T?

- Internal processes
- Weak messages
- Jargon





A person wearing a surgical cap and mask is shown adjusting the mask. The image is overlaid with a solid blue color. The text 'MEDIA INTERVIEWS' is centered in white, bold, uppercase letters.

# MEDIA INTERVIEWS

# INTERVIEW PREPARATION

- Make sure you feel ready and prepared
- Tailor your messages
- Take control
- Focus on a few, clear messages
- Bring data and evidence (but ensure it is user friendly)
- Bring a new angle to the story/news peg

# DURING THE INTERVIEW

- Keep calm
- Engage - show you care
- Avoid rambling
- Use clear, simple language
- Be quotable
- Be honest/admit mistakes





A person wearing a surgical cap and a face mask is shown from the chest up, adjusting the mask with both hands. The image is overlaid with a semi-transparent blue filter. The text 'ADDITIONAL TIPS' is centered over the person's face.

# ADDITIONAL TIPS

# RULES OF ATTRIBUTION

- On the record – Direct quote
- Off the record – Quoted indirectly
- Background



# DIFFICULT QUESTIONS

- ABC – Answer the question, bridge to a more comfortable area, and conclude
- Zoom out or Zoom in
- Revert to core message
- Simple answers



# MASTERING MEDIA INTERVIEWS

- Introduction to basic interview techniques and how to speak to the media
- Aimed at health professionals
- Includes key messages on climate change and health



# HELP US PROMOTE CLIMATE ACTION!

- Become a spokesperson on climate change and health
- We offer support to health professionals looking to speak to the media







# NO HARM

## CONTACT

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