

Engaging your Audience

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Central Challenge: Create the **Healthiest Nation** in **One Generation**

APHA Strategic Map

OUR MISSION

For what purpose does APHA exist?

- Improve the health of the public and achieve equity in health status

OUR UNIQUE VALUE

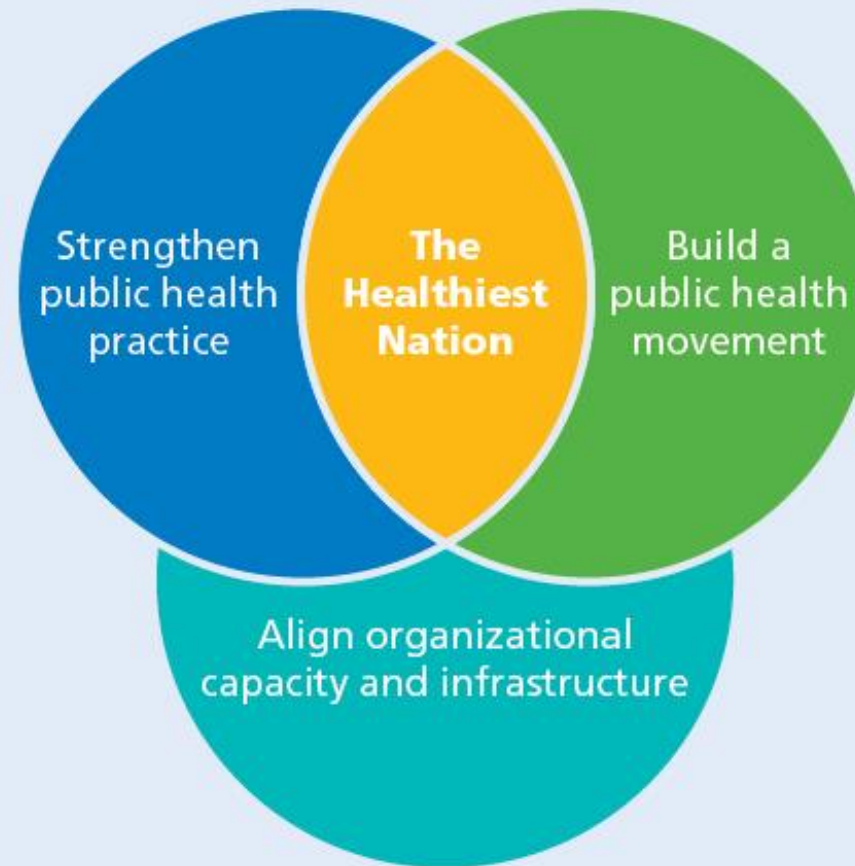
What unique role does APHA play in meeting this mission?

- Community of public health professionals and collective voice advocating for the public's health
- History and broad constituency give us unique perspective

OUR GUIDING PRIORITIES

What must be accomplished for APHA to achieve its mission?

- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care



APHA has a Long History of Championing for Climate & Health

REPORT OF COMMITTEE ON PUBLIC HEALTH CLIMATOLOGY

[E. W. Kopf](#), [John S. Fulton](#), [George T. Palmer](#)

[American Journal of Public Health](#): July 1923, Vol. 13, No. 7,
pp. 575-577

PUBLIC HEALTH CLIMATOLOGY

[E. W. Kopf](#), [John S. Fulton](#), [Kenneth Allen](#)

[American Journal of Public Health](#): April 1926, Vol. 16, No. 4,
pp. 384-385

Civilization and Climate

[M. P. Ravenel](#)

[American Journal of Public Health](#): February 1926, Vol. 16, No.
2, pp. 172-172

Knowing your Audience Matters

How informed are they on the topic?

What do you want them to do with the information presented?

What we do Upstream will Impact our Health Downstream



<http://frameworksinstitute.org/toolkits/environmentalhealth/>


How APHA engages their Audience



Members

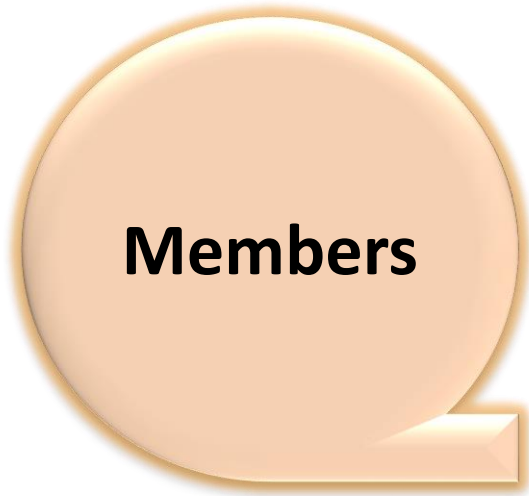


**General
Public**



**Decision
Makers**

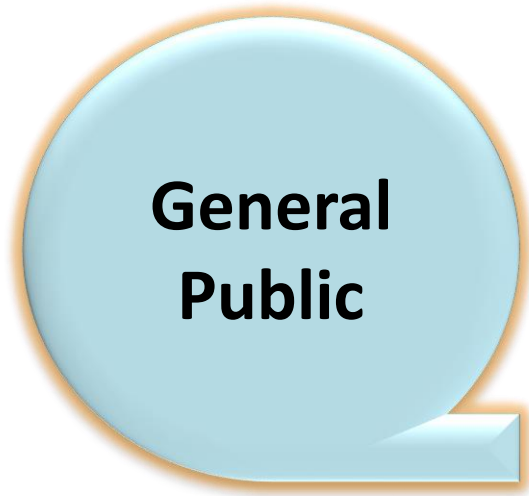
How APHA engages their Audience



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How APHA engages their Audience



How APHA engages their Audience

**Decision
Makers**



Shaping the National Policy Discussion



U.S. Global Change Research Program
**National Climate
Assessment**



**National Center for
Environmental Health,
CDC**

Resources and Activities

CLIMATE CHANGE: Mastering the Public Health Role
A PRACTICAL GUIDEBOOK
APRIL 2011
American Public Health Association

CLIMATE CHANGE THREATENS HUMAN HEALTH AND WELL-BEING
We can act now to prevent disease and death

CLIMATE CHANGE THREATENS HUMAN HEALTH

Extreme Heat	More frequent heatwaves	Dehydration, heatstroke; aggravated respiratory and cardiovascular illnesses
Increased Frequency of Wildfires	More wildfire smoke; reduced air quality	Increased respiratory illness and hospitalizations
Poor Air Quality	Increased allergens; increased ground-level ozone and particulate matter air pollution	Increased allergy-related illnesses; respiratory and asthma complications
Vector-borne Disease	Expanded geographic range for pathogen-carrying insects	Increased risk of Lyme disease, dengue fever, West Nile virus
More Intense Storms and Flooding	Infrastructure damage; property loss; water contamination	Injury and death; displacement-related mental health problems; waterborne illness

EXISTING HEALTH THREATS WORSEN

VULNERABLE POPULATIONS ARE MOST AT RISK

Greater health risks to children, seniors, the poor, some communities of color and people with chronic illnesses

Environmental justice problems are growing

Northwest: Increased wildfire risk, water supplies reduced by earlier snowmelt

Midwest: Increased heat wave intensity and frequency, degraded air and water quality

Northeast: Increased heat waves, coastal flooding and sea level rise

Southwest: Increased temperatures and decreased rainfall

Great Plains: Increased intensity and frequency of floods, droughts and heat waves

Southeast and the Caribbean: Increased heat waves and flooding from coastal storms

Alaska: Increased temperatures and wildfire risk

Hawaii and U.S. affiliated Pacific Islands: Increased temperatures, decreased rainfall and increased drought

PREVENTION AND PREPAREDNESS PROVIDE PROTECTION

U.S. EPA CLEAN POWER PLAN

IMMEDIATE PUBLIC HEALTH BENEFITS

- Slows climate
- Cut power sector's heat
- Up to \$93 billion saved

ADAPTATION IN ACTION: Grantee Success Stories from CDC's Climate and Health Program
MARCH 2015
APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
FOR CLIMATE BY LARRY BERTHOUD

<https://www.apha.org/topics-and-issues/climate-change>

Thank You!

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