

2023 Strategic Plan: Center for Climate, Health and Equity

American Public Health Association



Mission and Vision

APHA Mission: Improve the health of the public and achieve equity in health status.

APHA Vision: Create the healthiest nation in one generation.

CCHE Vision: Our nation will address climate change in ways that improve public health and health equity, creating the healthiest nation in one generation.

Guiding Principles

Health Equity

Communities that face health disparities stemming from institutional racism, sexism, ableism, or discrimination of any kind, and/or those who experience an unequal distribution of investment, wealth and power are prioritized in all aspects of our work.

Climate and Environmental Justice

Communities experiencing and expected to suffer disproportionately from climate change and negative environmental impacts are prioritized, supported and empowered through our work, and equitable health outcomes are achieved.

Antiracism

We will actively identify and oppose racism throughout the course of our work, aiming to change policies, behaviors and beliefs that perpetuate racist ideas and actions.

Collaboration

Strategies, solutions and outcomes are designed and promoted responsibly, with leadership and meaningful engagement from key stakeholders impacted by our work.

Cultural Humility

We will lead and communicate in a way that is respectful, compassionate, curious and open to cultural, religious and societal differences among colleagues, partners and community members.

Accountability

Actions outlined in our strategic plan are implemented, measured and reported on.

Sustainability

Any climate solutions we promote not only reduce greenhouse gas emissions, but also are sustainable and protect and improve the health of disproportionately affected communities.

Community

Our actions are centered in the knowledge that we have greater potential for impact when we create community to solve problems, share new ideas and explore different perspectives.

Science- and Evidence-Based Decisionmaking

Recommendations we make are based on research, with evidence that demonstrates effectiveness and/or a commitment to test new approaches.

Progress

Our efforts result in forward movement towards reduced emissions, climate justice and equitable health outcomes.

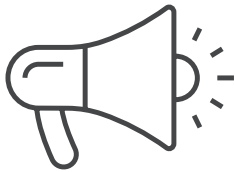
Problem

Climate change is the most existential threat to human health that our world is facing today. The far-reaching health and equity effects resulting from this global crisis are not well understood by the public, or by many of those in the public health profession that are perhaps most well-positioned to solve them. Swift, ambitious action to mitigate and adapt to climate change while reducing health disparities is necessary to reduce future suffering and avoid complete climate catastrophe, but this will be difficult to achieve without a coordinated, powerful push from the public health sector and broad communications about exactly what stakes we are facing.

Solutions



Promote policies and practices that address climate change, environmental justice and health equity.



Spur climate action among APHA members, partners and members of the public who are motivated by the impacts of climate change on health and equity.



Support science that clarifies the health and equity impacts of climate change.



Translate science and highlight emerging and best practices in addressing the health and equity impacts of climate change.



Raise awareness so everyone in the U.S., beginning with the public health field, recognizes the disproportionate impacts of climate change and the urgency of practices, policies and individual choices that address climate change and improve public health.

Goals

- Strong climate policy that centers health equity in a process that meaningfully engages marginalized communities is advanced at the local, state, regional and federal levels.
- The public health workforce has the skills and resources it needs to implement and demonstrate the success of climate and health (both physical and mental health) interventions.
- Environmental justice partners have access to the tools and resources they need to successfully advocate for climate justice in their communities.
- Key resources and pieces of research on climate, health and equity are broadly distributed with context that allows people to understand and utilize this critical information in their work.
- Gaps in climate and health research, policy, programming, training and education are identified and addressed by APHA members, partners, or other key stakeholders, particularly through strategies that more thoughtfully reflect justice, equity, diversity and inclusion.
- APHA's comprehensive communications strategy increases awareness of the disproportionate impacts of climate change and the urgent need for climate action that centers health equity and solidifies its role as a leader in the climate and health space.

Outcomes

- The movement for climate justice and equitable health outcomes is better coordinated, resourced and effective.
- The public health workforce gains an increased awareness and expertise to act against climate change to protect the public's health and improve health equity.
- The next generation of climate, health and equity advocates is galvanized.
- Investments in climate justice and frontline community organizations are increased.
- Target audiences and decisionmakers more thoughtfully reflect and act on diversity, equity, inclusion, and justice.
- New developments in climate and health research and programming center equity and are used to move solutions forward.
- Partners recognize APHA as a leader in the climate and health space.

Key Audiences

Public Health Professionals

Community Health Workers

Frontline Communities

Students (of all ages)

Youth Climate Advocates

Educators & Schools

Cross-Sectoral Partners

International Partners

Workers/Labor Organizers

Universities & Other Research Institutions

Faith-Based Organizations

Government Agencies

Policymakers

Media

Corporations

Strategy Pillars

Advocacy

Promote climate-smart and equitable solutions while elevating the work of frontline partners.

Capacity

Equip the public health workforce, climate and health advocates, and partners with the skills and resources they need to communicate about and work to address the climate crisis.

Education

Ensure that climate change and equity are included in education at all levels, for current and potential future public health leaders and professionals.

Research

Identify and coordinate the filling of research and programming needs at the intersection of climate, health and equity.

2023 Projects: Center for Climate, Health and Equity

- Push for increased funding for CDC's Climate and Health Program
Metrics: action alert submissions, achieved budget increase
- Federal advocacy for the Community Mental Wellness and Resilience Act – and other climate policy priorities that arise
Metrics: emails sent, social media engagement, op-eds/media quotes
- Congressional briefing on climate, health and equity
Metrics: briefing(s) held, attendance
- Providing technical assistance and strategic support to Affiliates and partners for state and local advocacy efforts promoting equitable climate and health solutions, including smart surfaces
Metrics: convenings, trainings, and check-ins held; new partnerships created; project participants
- Serve as co-lead of the North American hub for the international Care of People and Planet (COP2) initiative to raise the global profile of climate change's impacts on mental health (w/Social Climate Leadership Group)
Metrics: NA hub members, meetings held
- Climate and health Hill Day (in-person and virtual) for those who completed the Climate Communications Bootcamp
Metrics: participants, meetings attended



Advocacy

2023 Projects: Center for Climate, Health and Equity

- APHA-specific Climate for Health Ambassadors training (w/ecoAmerica)
Metrics: individuals trained
- Training: Climate Communications Bootcamp
Metrics: attendees, feedback collected, training content created
- Virtual Workshop: Building Community-Level Resilience to the Mental Health Effects of Climate Change
Metrics: attendees, interventions collected
- Roundtable: Equitable Grantmaking for Environmental Justice
Metrics: participants, needs/next steps identified and published
- Support the revision of the CDC's Building Resilience Against Climate Effects (BRACE) Framework
Metrics: meetings attended, draft materials contributed to
- Support a virtual community of practice for professionals engaged in community-level mental health and wellness solutions (with ITRC)
Metrics: participants, CE credits awarded
- Help build capacity for the environmental justice movement by promoting the Science and Community Action Network
Metrics: social media engagement, APHA member SciCAN engagement, events/media featuring APHA and SciCAN
- Create a formal process for community consultations during the planning/production process of relevant activities or products
Metrics: process designed and implemented



Capacity

2023 Projects: Center for Climate, Health and Equity

- Ongoing presentations, op-eds, social and other media on the connections between climate, health and equity
Metrics: events, media hits, social media engagement
- Promote the Climate and Health Youth Education Toolkit
Metrics: guest lectures given, students engaged
- Fund projects for campus awareness and facilitate leadership development through Student Champions for Climate Justice
Metrics: projects funded, student leaders engaged, students engaged
- Educate and inspire children through the ECO Bookworms Book Club
Metrics: social media engagement, stories featured
- Create a Climate and Health Student Ambassador Program for middle and high school students
Metrics: ambassadors recruited, students engaged through activities
- Work with teachers' unions and educational partners to help gather commitments from teachers to teach climate, health and equity
Metrics: commitments made, partners engaged
- Continue to convene the youth climate action roundtable
Metrics: youth leaders engaged, meetings held
- Promote climate & health literacy using innovative social media campaigns
Metrics: social media engagement, literacy data gathered and publicized



Education

2023 Projects: Center for Climate, Health and Equity

- Lancet Countdown on Climate and Health U.S. Policy Brief 2023
Metrics: pageviews/downloads, media/social media engagement
- Evaluate community climate and mental health interventions: What are the best strategies to build individual, community and societal resilience?
Metrics: pageviews/downloads, social media engagement
- Research product on the effects that climate action has on mental health and eco-anxiety
Metrics: surveys submitted, partners engaged, pageviews/downloads
- Technical advisory group: “Fostering U.S. adoption of efforts that intersect health equity and climate issues to advance transformative policy, systems, and environmental change” (Rutgers/FSU)
Metrics: meetings attended, guidance provided
- Fact sheet: Climate Change and Global Inequities, focusing on impacts in low-and middle-income countries, particularly those in the global south
Metrics: fact sheet published, webpage views/downloads
- Fact sheet: Climate Change and Disadvantaged Workers
Metrics: fact sheet published, webpage views/downloads
- Fact sheet on climate change, mental health, and BIPOC youth
Metrics: fact sheet published, webpage views/downloads
- Fact sheet on the long term health effects of climate-related disasters
Metrics: fact sheet published, webpage views/downloads



Research

2023 Projects: CCHE Advisory Board

Advocacy Working Group

- Publish/share guidance on how to leverage federal funding opportunities (Inflation Reduction Act, Justice40, etc.) for climate and health, with a specific focus on historically disadvantaged communities.
- Create a resource identifying those with jurisdiction over key federal, state, and local climate and health policies across sectors.

Capacity Working Group

- Develop talking points and a messaging framework for climate change and health.
- Create guidance for including community-led, participatory research in academic and agency practice.

Outreach Working Group

- Submit a manuscript to AJPH on CCHE's mission and vision for climate and health.
- Leverage storytelling and convene local leaders to share the lived experiences of those most impacted by climate change and related inequities, working with partners in the EJ and labor spaces.

Corporate Advocacy Working Group

- Develop a CCHE theory of change as it relates to corporate engagement and corporate accountability work, present this theory of change and any recommended projects to the board.

2023 Strategic Plan: Acknowledgements

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2023 Strategic Plan: Acknowledgements

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The Kresge Foundation, through their Climate Change, Health and Equity Initiative, is mobilizing equitable climate action by health care institutions, health practitioners and community advocates in ways that reflect the needs and priorities of low-wealth communities in America's cities. The investments they make grow from and reinforce their belief that climate change is a threat multiplier that affects everything in our lives, and they aim to build climate resilience and advance policies and practices to proactively tackle this public health threat. The Kresge Foundation is the primary supporter of the climate advocacy work at APHA's Center for Climate, Health and Equity.

The Centers for Disease Control and Prevention (CDC) Climate and Health Program supports state, tribal, local, and territorial public health agencies as they prepare for the health impacts of a changing climate. CDC's Climate and Health Program partners with APHA's Center for Climate, Health and Equity to help build the capacity of the public health system to address climate change and work towards equitable health outcomes.

Biogen, the primary supporter of APHA's climate education work, is partnering with the Center for Climate, Health and Equity as part of the company's long-term commitments to climate, health and equity. Our collaboration will help deliver educational programming to diverse students across the U.S. while furthering leadership development and continued learning through a brand-new student ambassador program. By collaborating with APHA and other stakeholders, Biogen hopes to inspire the next generation and create a healthier, more sustainable and equitable future.

The Waverly Street Foundation focuses on investing at the intersection of climate change and community priorities. They support climate solutions arising from local leaders and organizations at work in the places they call home. They fund initiatives that build on foundations of equity and justice, and that respond to the growing challenges of those living on the frontlines of climate change. The Waverly Street Foundation is partnering with APHA's Center for Climate, Health and Equity to address extreme heat and health inequities in metropolitan areas across the U.S. in collaboration with the Smart Surfaces Coalition.