



MESSAGE FRAMEWORK

April 2022

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INTRODUCTION

Introduction

The Kresge Foundation—in partnership with Metropolitan Group—developed the following message framework to respond to needs expressed by their Climate Change, Health & Equity (CCH) initiative grantee partners for suggested messaging to advance racial justice, social justice and health equity in climate change policies and practices. Grantees also expressed a desire for messaging that clarifies the nexus of climate change and health as well as climate change and racial justice, which this framework is also designed to address.

The framework described in these pages is grounded in four core values drivers that came up time and again throughout the collaborative process of researching, developing and testing the messaging with CCH initiative grantee partners, advisors and external stakeholders. These core values are: **health, equity, prosperity and safety**. You will see these core values reflected throughout the message framework and in supporting messaging specifically designed around each.

This message framework is designed to appeal to everyone, regardless of political ideology, and to advance short-term, sustainable change as well as to support the longer-term movement for climate justice. It also recognizes the current context in which the messaging will be delivered, acknowledging that some decision-makers are more ready than others to have an explicit conversation about systemic racism in the United States.

This message framework therefore references the disproportionate climate impacts associated with race and ethnicity in the core message. And it references racism as the driver in two ways:

- Early in the conversation for those who are ready to discuss racism.
- Later in the conversation (after we have demonstrated how systemic racism plays out via real-world examples in the supporting messages) and tacitly—in the context of people “unfairly put at risk based on race, ethnicity or economic status”—for those who have been less receptive to this messaging in the past.

Our rationale for this is that deep context setting may open some hearts and minds to what we mean when we refer to systemic racism; and that those who are still unreceptive to this terminology might be unpersuadable at this time.

This approach might mean that the message framework’s content is seen as going too far by some stakeholders and not nearly far enough for others. This is the delicate balance we all face, given the ways that climate change and race are currently politicized in our nation.

As advocates and champions for social justice and health equity, we must always be true to ourselves. The Kresge Foundation is not mandating or prescribing messaging for its grantees and partners. Rather, the Foundation is responding to interest from across the CCH network for messaging strategy and opportunities for enhanced alignment in messaging across the network—to accelerate climate solutions that center racial justice, social justice and health equity. We offer this guide as a distillation of what we learned (from exemplar materials shared by CCH initiative grantee partners, engagement within the initiative, and message testing with external stakeholders) about the framing most likely to be effective across the political spectrum.

You are, therefore, encouraged to think of this message framework as a guide. These messages will be more powerful when they come from your heart, are conveyed in your own words, and are coupled with stories from your community.

To this end, this guide is designed as a workbook with sample prompts throughout and with a worksheet at the end, to help you prepare for a particular conversation, presentation, interview or testimony. As with all advocacy, the key is to frame the conversation in ways that speak to the priorities and values of the decision-makers you engage.

Stakeholders

In response to needs expressed by CCHE grantees in 2020, this messaging is designed specifically for engaging the following stakeholder groups, recognizing that its utility likely extends beyond them:

Priority Audiences

- Policymakers and decision-makers across the political spectrum who are open to advancing climate legislation at local, state and federal levels, spanning elected officials and those in non-elected roles (e.g., local public safety task forces, community and economic development, planning and zoning, public works and infrastructure) and their influencers (e.g., committee staff, community-based organizations, and the general public). This includes conservatives who believe climate change is real but might differ on whether people cause it or whether public policy can effectively address it. While conservatives who do not believe in climate change are not a primary audience, this message frame can nonetheless inspire how we talk about pro-climate policies through the context of other values drivers, like health, economic prosperity and safety.

Secondary Audiences

These are groups or individuals that—while they do not play a direct role in decision-making—can influence those in decision-making positions. Advancing climate policies is core to their work’s mission.

- Public health systems (e.g., local public health departments, health and human service agencies, schools of public health).
- Leaders of health institutions (e.g., hospitals, medical and public health schools, hospital community benefits departments) and health systems.
- Funders, including individual and corporate donors, and public and private philanthropies.

How to Use this Guide

There are two sets of prompts—one in this guide, the other in Appendix 1—designed to help you contextualize this message framework. The first set of prompts appear throughout the guide (Pages 13–21), which are meant to help you connect the messages with stories and examples from the communities you represent and serve. The worksheet in Appendix 2 is designed to help you prepare for a particular meeting or testimony; these prompts are meant to help you select the stories and examples (like those that you’ve noted on Pages 13–21) that are most likely to be resonant with a particular individual or group that you are preparing to meet with. In both cases, the prompts are meant to help inspire (and not constrain) your thinking.

A Note on Co-Creation

This message framework is the result of an iterative process that included interviews with 26 individuals representing primary and secondary audiences, two work sessions with the CCHE Advisory Committee, two “all welcome” findings sessions attended by many across the CCHE network, several calls among CCHE partners and more. For a non-exhaustive list of those engaged in this process, please see the acknowledgements in Appendix 2.

MESSAGE FRAMEWORK

The Importance of Values-based Messaging

The purpose of any message framework is to be persuasive.

To be persuasive, you have to consider the manner in which people process new information. What captures their attention? And what determines the extent to which they consider, retain and choose to act (or not) based on that new information?

Renowned neuroscientist and author Jill Bolte Taylor famously wrote, “Although many of us think of ourselves as thinking creatures that feel, biologically we are feeling creatures that think.”¹

Taylor was referring to the fact that the part of our brains responsible for all human behavior and decision-making, our limbic system, actually works 200 times faster than our cognitive brain. Simply put, when exposed to new information, our first response is how we feel about it before we consider what we think about it.

It is especially important to understand this in today’s world, considering the overwhelming amount of information to which we are exposed on a daily basis. Some studies have estimated that the average person is exposed to 74GB of new information every day.² That’s the equivalent of what a well-educated person 500 years ago would have consumed in their entire lifetime. And this amount of data is growing at about five percent every year.

This constant bombardment has heightened our selective attention, enabling us to very quickly determine whether the new information we are receiving is worthy of our attention or not. So, it is essential that messaging first triggers an emotional response that sets the stage for consideration of the information being shared.

To effectively trigger this response, messaging is designed to do three things, in this order:

1. Frame the issue in the context of a deeply held core value(s) shared by those for whom the message is intended.
2. Define the problem and solution in a way that makes sense, backed by enough facts and/or powerful stories to establish the credibility of the message.
3. Deliver a call to action, so people know what you are asking them to do.

This order is critical. Too many issue advocates believe “the facts are on their side,” and they use communication primarily to broadcast those facts without establishing a values-based frame for consideration of those facts. As a result, they essentially “preach to the choir” and fail to convince those who were not already predisposed to believe what they are saying.

By framing messaging through a lens of core values, issue advocates increase the likelihood of attention, retention and action.

¹ Bolte Taylor, Jill. *My Stroke of Insight: A Brain Scientist’s Personal Journey*. New York: Viking, 2008.
² <https://kids.frontiersin.org/articles/10.3389/frym.2017.00023>

Message Framework At-a-Glance

Core Message

Working together, we can address the significant harm caused by our increasingly unstable climate so everyone can thrive.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

Problem Statement Part 1: Climate Instability

Our opportunity and ability to thrive—as individuals, families, communities and as a country—is in danger because of the increasing instability of our climate. This impact is being felt everywhere: in rural areas and small towns, and in suburbs and cities across our nation. Worsening air pollution and diminishing access to safe drinking water are making people sick and shortening their lives, while damaging the soil's ability to grow the food needed to sustain life. Extreme weather events—like storms, floods, droughts and wildfires—destroy farms, homes and communities, making it harder to find healthy food and safe shelter. Climate instability further threatens our economy and national security by causing scarcity that can lead to conflict, and by damaging the natural resources on which we all depend.

Problem Statement Part 2: Disproportionate Impacts

All of this hurts some of us much more than others. Many people and communities struggle not just to thrive, but to survive. This is because of policies and practices put in place over generations—and choices still being made today—that put some of us at greater risk while providing fewer opportunities to prepare, protect and recover.

For those ready to talk about racism:

This is systemic racism.

Supporting Messages

(tailor to specific stakeholders)

Health and Equity

The evidence is clear. Our worsening climate is bad for our health—it's linked to asthma, heart disease and poor mental health, and it causes injuries and death. This impacts all of us, but not in the same ways. Risks are compounded for people and communities of color who have experienced generations of policies and practices that unfairly expose *us/them* to air and water pollution, compromising *our/their* health and shortening *our/their* life expectancy.

Prosperity

The increasingly unstable climate threatens our lands, homes, communities, infrastructure, economy, power grid and national security. It also presents opportunities for our nation and our [city, town, county, state, Tribal Nation, community] to act in ways that will lessen the impacts of climate change while creating millions of homegrown jobs and speeding our transition to a clean energy future.

Along the way, we must intentionally design solutions that promote prosperity for all and drive investment in the communities experiencing the greatest climate change impacts.

Safety

Race-based land use and zoning—and other discriminatory practices—have forced many people and communities of color into areas that are more vulnerable to flooding, sea level rise, extreme heat, drought and other weather-related disasters. These climate emergencies uproot and displace people and families, deter or prevent them from returning, and devastate homes, services and industries, businesses, community infrastructure and more. In some instances, entire communities are destroyed and displaced.

Solution Statement

Working together, we can and must protect every community's safety and ensure that all of us—no matter who we are or where we live—have the opportunity to be healthy and to thrive. This includes safeguarding the air we breathe and the water we drink, as well as the places we spend time—like schools, hospitals, churches and places of worship, parks, community centers, supermarkets and stores—and the forests, grasslands and natural areas on which we all depend.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

Benefits

By doing so together, we will:

- Strengthen our national security and the security of our energy sources and grid.
- Make our communities safer and less vulnerable to climate change.
- Provide more opportunities for everyone to thrive.
- Keep us competitive globally, grow our economy, increase our shared prosperity through innovation and entrepreneurship, and create home-grown clean energy jobs in rural areas, small towns and cities across the nation.
- Leave our children and grandchildren with communities that are more resilient in the face of the climate crisis.
- Steward the Earth, its natural resources and its inhabitants—for the benefit of people today, and our children and grandchildren.

Call to action Framing

You have the legislative/administrative power to correct past injustices by prioritizing the lives of those most in danger.

Sample call to action for decision-makers (elected and non-elected):

Join us in making our communities safer, healthier, stronger and less vulnerable to the effects of our changing climate so everyone has the opportunity to thrive.

Sample call to action for health system and funder audiences:

All of us—members of this community, businesses, hospitals, nonprofits, faith-based organizations and more—must work together to adapt and respond to the growing dangers around us due to the climate crisis.

Core Message

The core message is the key idea you wish to express and reinforce through storytelling, imagery and the messengers you marshal to support outreach. For those with whom you only have a brief moment to make your case, this is the tee-up to your specific call to action.

The CCHE core message is designed to emphasize the following:

- The core values drivers of health, equity, prosperity and safety.
- The importance of working together.
- Addressing climate change is possible.
- Communities hold keys to opportunity and broadening prosperity, and should be included in co-creating local climate solutions.
- Systemic racism drives disproportionate climate impacts differentiated by race and ethnicity, and we must redesign policy and practice to correct for this.

The CCHE core message is:

Working together, we can address the significant harm caused by our increasingly unstable climate so everyone can thrive.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

Problem Statements

This message framework has a two-part problem statement. First, we make the case that climate change impacts all of us; and second, that it impacts some of us much worse than others due to structural racism.

As with all facets of this message framework, the messaging will be more powerful when it is coupled with real stories and examples from the communities served by the stakeholders you are engaging. Below are prompts to help you customize these statements in ways that will make the problems more relevant, tangible and urgent for your stakeholders.

For context on the prompts below and how they differ from those in Appendix 2, please see “How to Use this Guide” on Page 4.

Problem Statement Part 1: Climate Instability

Our opportunity and ability to thrive—as individuals, families, communities and as a country—is in danger because of the increasing instability of our climate. This impact is being felt everywhere: in rural areas and small towns, and in suburbs and cities across our nation. Worsening air pollution and diminishing access to safe drinking water are making people sick and shortening their lives, while damaging the soil’s ability to grow the food needed to sustain life. Extreme weather events—like storms, floods, droughts and wildfires—destroy farms, homes and communities, making it harder to find healthy food and safe shelter. Climate instability further threatens our economy and national security by causing scarcity that can lead to conflict, and by damaging the natural resources on which we all depend.

Sample prompts for applying this messaging to your context:

- What extreme weather events have occurred in your region, and how have they impacted local homes, farms, infrastructure and more? How have these events led to more hospitalizations or health concerns in the community?
- What data is there that speaks to how asthma rates have increased in your county in recent decades?
- How else would you describe the impacts of climate change in the communities where you live and work (e.g., is it affecting the drinking water; are people able to afford housing; are local businesses or farms profitable)?

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Sample proof point: *Climate change is making the state of Texas hotter, threatening the health of the agricultural workers. Persistent higher temperatures are correlated with the rise in heat stroke, and a reduction in the number of days and hours each year when it’s safe to work outdoors. In the last decade, the number of workers that have died from heat stroke has doubled. Also, persistent droughts have also placed an unprecedented stress on the local rivers and lakes we rely on to sustain the growing population.*

Supporting Messages

Every decision-maker believes in a set of core values that drive the policy and funding choices they make. As noted above, four values drivers surfaced in message testing as resonating across the ideological spectrum. Those are: **health, equity, prosperity and safety**. We have therefore prioritized these values for this message framework.

Advocates will want to familiarize themselves with the particular stakeholders they wish to engage to understand whether one or all of these are of equal or greater importance in driving their choices for policy, practice and public funding. You can then tailor your messaging to emphasize the supporting message(s) that will be most relevant to your stakeholders, and de-emphasize (or perhaps skip altogether) any others.

Health and Equity

The evidence is clear. Our worsening climate is bad for our health—it’s linked to asthma, heart disease and poor mental health, and it causes injuries and death. This impacts all of us, but not in the same ways. Risks are compounded for people and communities of color who have experienced generations of policies and practices that unfairly expose *us/them* to air and water pollution, compromising *our/their* health and shortening *our/their* life expectancy.

Sample prompts for applying this messaging to your context:

- What specific sources of air and water pollution, or other types of climate events, affect the community your stakeholder serves?
- What are examples of how this is experienced at the individual and/or community level?

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Sample proof point: *Extreme heat will affect all of us, no matter where we live. It causes dehydration, heat stroke and cardiac events. Communities of color who live near an industry that worsens air pollution and who don't have access to air conditioning often suffer a disproportionate burden of extreme heat coupled with poor outdoor air quality, leading to more hospitalizations or deaths. In our community alone, we have seen [insert local data points].*

Prosperity

The increasingly unstable climate threatens our lands, homes, communities, infrastructure, economy, power grid and national security. It also presents opportunities for our nation and our *[city, town, county, state, Tribal Nation, community]* to act in ways that will lessen the impacts of climate change while creating millions of homegrown jobs and speeding our transition to a clean energy future.

Along the way, we must intentionally design solutions that promote prosperity for all and drive investment in the communities experiencing the greatest climate change impacts.

Sample prompts for applying this messaging to your context:

- What specific examples, if any, are there about ways that climate change has impacted local infrastructure, businesses and access to energy?
- How can businesses lead a transition to a decarbonized economy and thrive?
- What opportunities are there to boost homegrown jobs in your community through the transition to clean energy in order to make our country cleaner and our loved ones safer and healthier?

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Sample proof point: Addressing needs like access to education and housing affordability can also improve local economies. Thriving local economies mean more reinvestments into infrastructure to improve clean drinking water and safer roads and bridges that will also help communities become more resilient in the face of increasing climate change-related events.

For example, according to the American Cities Climate Challenge, the City of Fayetteville, Arkansas, joined a coalition of nonprofits and businesses to remove regulatory barriers to solar photovoltaic cells in the state. The signed bill tripled the maximum solar size limit for businesses leading to cost saving measures for businesses and improved environmental and health conditions for the city.

Safety

Race-based land use and zoning—and other discriminatory practices—have forced many people and communities of color into areas that are more vulnerable to flooding, sea level rise, extreme heat, drought and other weather-related disasters. These climate emergencies uproot and displace people and families, deter or prevent them from returning, and devastate homes, services and industries, local economies, community infrastructure and more. In some instances, entire communities are destroyed and displaced.

Sample prompts for applying this messaging to your context:

- How have climate events impacted the safety of your community or neighborhood?
- What specific examples are there about ways that discriminatory practices have forced people/those you serve into areas that are more vulnerable to climate disasters? How has this impacted people’s lives, including uprooting and displacing people and families in the communities the stakeholder you’re engaging serves?

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Sample proof point: *New Orleans’ Lower Ninth Ward was hit the hardest during Hurricane Katrina (water rising 15 meters [49+ feet] in five minutes in some places), and where evacuation efforts lagged or were ignored. Many families fled the New Orleans region, but many were unable to escape. We have images seared into our memories of people standing on rooftops waiting for rescue. Whether they were evacuated before or were rescued after, people returned to damaged homes deemed unsafe for re-entry. Whole neighborhoods were displaced and dispersed across neighboring states, and families had to find a fresh start.*

Solution Statement

The solution statement contains key elements of the core message. Preceding messages have been building up to this moment, when we make the case for the kinds of change we propose—as a prelude to our specific calls to action detailed in the next sections.

Working together, we can and must protect every community’s safety and ensure that all of us—no matter who we are or where we live—have the opportunity to be healthy and to thrive. This includes safeguarding the air we breathe and the water we drink, as well as the places we spend time—like schools, hospitals, churches and places of worship, parks, community centers, supermarkets and stores—and the forests, grasslands and natural areas on which we all depend.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

Sample prompt for applying this messaging to your context:

- What examples are there of how your community holds keys to opportunity and prosperity that are core to co-creating climate solutions that will be effective and equitable?

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Sample proof point: *According to the America Cities Climate Challenge, the City of San Diego, California, partnered with three other municipalities to establish a community choice aggregation (CCA) program. The City, in partnership with communities, established the CCA in order to increase its control over its electricity supply, allowing it to purchase clean energy at a more competitive rate for residents. The move also made progress toward the City’s goal of reaching 100% renewable energy by 2035.*

Benefits

Policymakers and decision-makers will need a little more information to make the case that your solution is not only a good idea, but that it should guide policy, practice and/or funding.

The following benefits surfaced during message testing that you can layer into messaging as needed to strengthen the case for the particular stakeholder(s) you engage.

By doing so together, we will:

- Strengthen our national security and the security of our energy sources and grid.
- Make our communities safer and less vulnerable to climate change.
- Provide more opportunities for everyone to thrive.
- Keep us competitive globally, grow our economy and shared prosperity through innovation and entrepreneurship, and create home-grown clean energy jobs in rural areas, small towns and cities across the nation.
- Leave our children and grandchildren with communities that are more resilient in the face of the climate crisis.
- Steward the Earth, its natural resources and its inhabitants—for the benefit of people today, and our children and grandchildren.

Sample prompt for applying this messaging to your context:

- Which (if any) of these benefits will help strengthen the case that the solution you are advocating for is not only a good idea, but that it should guide policy, practice and/or funding?

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Call to Action Framing

The strongest calls to action are specific and urgent. For example, asking an elected official to support and/or fund a particular piece of legislation or to co-sponsor a model policy that has been introduced or is being considered; or to design a community-led process in a new and more transparent way than the local government has worked before. Only you can know the call to action that is right for the particular situation you are preparing for. The following framing tested well in the conversations that informed this message framework. We share them to help inspire how you craft your calls to action.

You have the legislative/administrative power to correct past injustices by prioritizing the lives of those most in danger.

Sample call to action for decision-makers (elected and non-elected):

Join us in making our communities safer, healthier, stronger and less vulnerable to the effects of our changing climate so everyone has the opportunity to thrive.

Sample call to action for health system and funder audiences:

All of us—members of this community, businesses, hospitals, nonprofits, faith-based organizations and more—must work together to adapt and respond to the growing dangers around us due to the climate crisis.

Sample prompts:

- Will you join us by supporting/voting in favor of or against legislation/funding to ...
- Can we count on you to help pass the ordinance that will save lives and boost our economy ...

APPENDICES

Appendix 1: Worksheet

Stakeholder Context

Name of the individual(s) or group(s) you are meeting with:

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Outcome you seek from this discussion:

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What do you already know—or need to learn—about the person (or people) you are meeting with or contacting?

What does this decision-maker(s) care about most in terms of values drivers for policy, practice and/or funding? How do these connect with this message framework’s values drivers of health, equity, prosperity and safety?

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What are their positions on racial justice, social justice, health equity and climate change? And what rationales do they articulate for those positions?

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What examples and stories should you share with them to demonstrate the relevance and urgency of this issue among their constituents?

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Whom will this decision-maker regard as the most credible messengers to help make the case for advancing climate solutions in ways that center racial justice, social justice and health equity? How can you engage these messengers to help reach out to this decision-maker?

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Applying the Message Framework

Core Message

Working together, we can address the significant harm caused by our increasingly unstable climate so everyone can thrive.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

What local context or stories illustrate this point?
What data can you share?

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Problem Statements

Problem Statement Part 1: Climate Instability

Our opportunity and ability to thrive—as individuals, families, communities and a country—are in danger because of the increasing instability of our climate. This impact is being felt everywhere: in rural areas and small towns, and in suburbs and cities across our nation. Worsening air pollution and diminishing access to safe drinking water are making people sick and shortening their lives, while damaging the soil’s ability to grow the food needed to sustain life. Extreme weather events—like storms, floods, droughts and wildfires—destroy farms, homes and communities, making it harder to find healthy food and safe shelter. Climate instability further threatens our economy and national security by causing scarcity that can lead to conflict, and by damaging the natural resources on which we all depend.

What local context or stories illustrate this point?
What data can you share?

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Problem Statement Part 2: Disproportionate Impacts

All of this hurts some of us much more than others. Many people and communities struggle not just to thrive, but to survive. This is because of policies and practices put in place over generations—and choices still being made today—that put some of us at greater risk, while providing fewer opportunities to prepare, protect and recover.

For those ready to talk about racism:
This is systemic racism.

What local context or stories illustrate this point?
What data can you share?

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Supporting Messages

Choose the supporting message(s) most likely to influence the decision-maker(s) you are engaging to support the outcome you seek from this conversation.

Health and Equity

The evidence is clear. Our worsening climate is bad for our health—it’s linked to asthma, heart disease and poor mental health, and it causes injuries and death. This impacts all of us, but not in the same ways. Risks are compounded for people and communities of color who have experienced generations of policies and practices that unfairly expose *us/them* to air and water pollution, compromising *our/their* health and shortening *our/their* life expectancy.

What local context or stories illustrate this point?

What data can you share?

Prosperity

The increasingly unstable climate threatens our lands, homes, communities, infrastructure, economy, power grid and national security. It also presents opportunities for our nation and our [city, town, county, state, Tribal Nation, community] to act in ways that will lessen the impacts of climate change while creating millions of homegrown jobs and speeding our transition to a clean energy future.

Along the way, we must intentionally design solutions that promote prosperity for all and drive investment in the communities experiencing the greatest climate change impacts.

What local context or stories illustrate this point?

What data can you share?

Safety

Race-based land use and zoning—and other discriminatory practices—have forced many people and communities of color into areas that are more vulnerable to flooding, sea level rise, extreme heat, drought and other weather-related disasters. These climate emergencies uproot and displace people and families, deter or prevent them from returning, and devastate homes, services and industries, local economies, community infrastructure and more. In some instances, entire communities are destroyed and displaced.

What local context or stories illustrate this point?

What data can you share?

Solution Statement

Working together, we can and must protect every community’s safety and ensure that all of us—no matter who we are or where we live—have the opportunity to be healthy and to thrive. This includes safeguarding the air we breathe and the water we drink, as well as the places we spend time—like schools, hospitals, churches and places of worship, parks, community centers, supermarkets and stores—and the forests, grasslands and natural areas on which we all depend.

To do this, we must start by focusing on—and working in partnership with—communities to address the policies and practices that unfairly put *us/them* and *our/their* health at greater risk based on race, ethnicity or economic status.

For those ready to talk about racism:

This is systemic racism in practice, and you can help stop it.

What local context or stories illustrate this point?

What data can you share?

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Benefits

By doing so together, we will:

- Strengthen our national security and the security of our energy sources and grid.
- Make our communities safer and less vulnerable to climate change.
- Provide more opportunities for everyone to thrive.
- Keep us competitive globally; grow our economy and shared prosperity through innovation and entrepreneurship; and create home-grown clean energy jobs in rural areas, small towns and cities across the nation.
- Leave our children and grandchildren with communities that are more resilient in the face of the climate crisis.
- Steward the Earth, its natural resources and its inhabitants—for the benefit of people today, and our children and grandchildren.

Identify which (if any) benefits would help to seal the deal with the decision-maker(s) you are engaging—as aligned with the specific ask you are about to make.

Your benefits message(s):

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Call to Action Framing

You have the legislative/administrative power to correct past injustices by prioritizing the lives of those most in danger.

Sample call to action for decision-makers (elected and non-elected):

Join us in making our communities safer, healthier, stronger and less vulnerable to the effects of our changing climate so everyone has the opportunity to thrive.

Sample call to action for health system and funder audiences:

All of us—as members of this community, businesses, hospitals, nonprofits, faith-based organizations and more—must work together to adapt and respond to the growing dangers around us due to the climate crisis.

What specific action do you most wish for this stakeholder to take as a result of this meeting?

Your call(s) to action:

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Appendix 2: List of Those Engaged

Ben Grumbles – R, Maryland’s Secretary of the Environment
Mayor Daniella Levine Cava – D, Miami-Dade, FL
Mayor David Kaptain – I, Elgin, IL
Mayor Derek Kawakami – D, Kauai, HI
Mayor James Brainard – R, Carmel, IN
Jeremy Slevin (Rep. Ilhan Omar’s office) – D-MN
Mayor Steve Patterson – D, Athens, OH
Ari Bernstein, Harvard C-Change
Ash-Lee Henderson, Highlander Research & Education Center
Brittany Zwierzchowski Tisler, Conservative Energy Network
Carolina Iraheta Gonzalez, Oregon Health Authority
Cheryl Holder, Herbert Wertheim College of Medicine, Florida International University
Ed Maibach, George Mason University Center for Climate Change Communication
Elizabeth Sawin, Ph.D., Multisolving Institute
Fred Krupp, EDF
Gary Cohen, Health Care Without Harm
Georges Benjamin, APHA
Jennie Day-Burget, RWJF
Joy Lewis, AHA
Katie Huffling, ANEH
Linda Bernbeaum, formally with NIEHS
Lynn Goldman, George Washington University
Makani Themba, Higher Ground Change Strategies
Michelle Hood, Institute for Diversity and Health Equity (IFDHE)
Nick Seaver, Burness
Seema Wadhwa, Kaiser Permanente

The Kresge Foundation

Alejandra M. Hernandez

Chris M. Kabel

Erica L. Browne

Lois R. DeBacker

Kaniqua Welch

Kate McLaughlin

Monica Valdes Lupi

Phyllis D. Meadows

Shamar A. Bibbins

Metropolitan Group

Chantelle Stewart

Debra Clark

Erica Ellis

Kevin Kirkpatrick

Nora Wedemeyer

Rob Sassor

Surili Patel

Tovar Cerulli

Vernice Miller-Travis

**Kresge CCHE Advisory Committee
through April 2022**

Ash-Lee Henderson, Highlander Center

Cheryl Holder, MD, Florida International
University

Denise Fairchild, Emerald Cities Coalition

Elizabeth Sawin, Ph.D., Multisolving Institute

Lorri Cameron, MPH, Ph.D., Michigan
Department of Health and Human Services

Paul Schramm, CDC

Paul Tarini, RWJF

Richard Moss, Ph.D., Princeton University

Sacoby Wilson, Ph.D., University of Maryland

Ross Strategic

Jennifer Major

Jessie B. Doody

Lissette Halle Palestro

Petra Vallila-Buchman

Samer Khan

Institute of Sustainable Communities

Asya Louis

Breanna Edwards

Carlos Claussell

Khilia Logan

Rashida Manuel

Sonia Joshi