

# ***Voices for Planetary Health – II***

Driving Change:  
Communications Strategy Playbooks for Planetary Health

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## ***Communications are the first link in a longer chain of change.***

They can shift awareness, spark conversations, and inspire action, but their full power is realised only when connected to broader interventions — policies, programmes, financing, and community initiatives that turn intent into practice.

Without strong communications, even the best-designed interventions risk stalling for lack of public support, political will, or shared understanding. But without follow-through, communications alone cannot deliver the systemic shifts planetary health demands.

By being clear on this upfront, we avoid overpromising. The role of these playbooks is to equip advocates with sharper tools for the *communications stage of change* — to mobilise, persuade, and set the agenda. Beyond that, success depends on linking these efforts to the wider ecosystem of governance, investment, and collective action.

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# Seven Key Findings From the Study

1

## Make it real and relevant

Connect planetary health to everyday life through food, health, farming, and cultural practices.

2

## Tell value-driven stories

Focus on shared values like clean water, good health, food security, and love for place, using stories and metaphors rather than statistics alone.

3

## Localise the message

Link global issues to local realities, culture, and community pride, while avoiding partisan framing.

4

## Lift up trusted voices

Use credible, diverse messengers such as farmers, Indigenous leaders, youth, and community figures.

5

## Build trust through networks

Work with schools, youth groups, and health organisations, sharing and adapting existing resources.

6

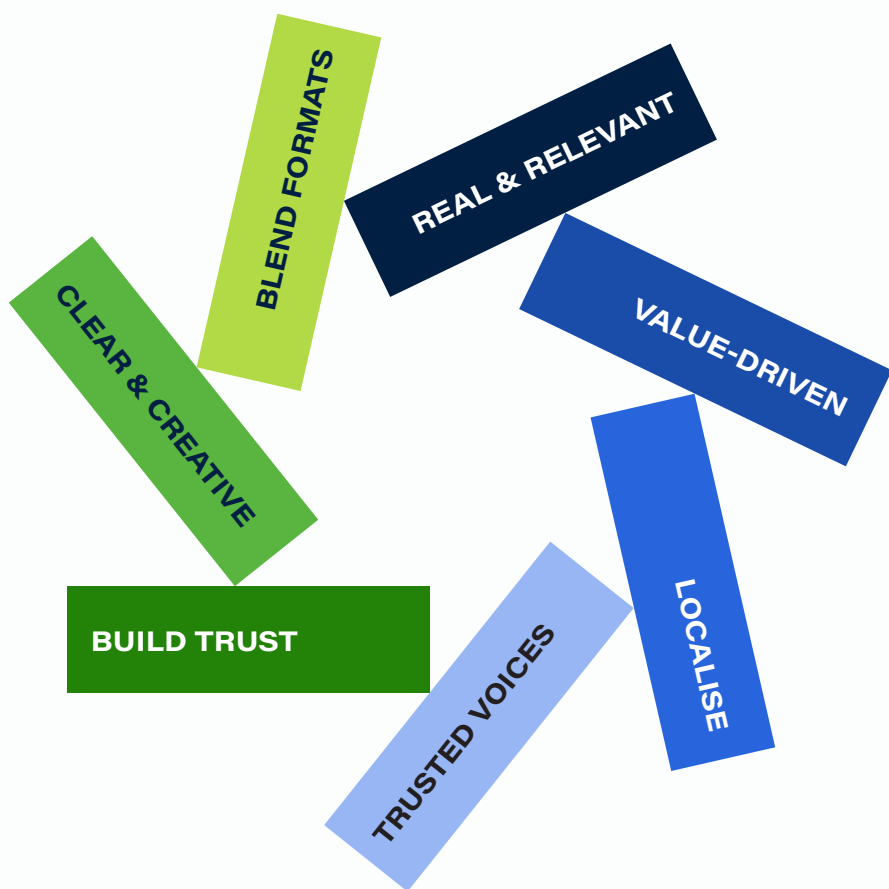
## Balance clarity with creativity

Keep messages clear and accurate, while using arts, activities, and lived experiences to make them engaging.

7

## Blend formats thoughtfully

Pair online outreach with in-person, accessible, and low-cost approaches to reach wider audiences.



# Introduction to the Stakeholder Engagement Playbooks

Based on the findings of the stakeholder and communications mapping and analysis, these playbooks propose engagement strategies tailored to each stakeholder group. Together, they provide practical tools to help the planetary health community communicate more effectively and act with greater coherence.

## Why Communication Matters

Planetary health communications are the first step to build awareness and increase the chances of informing and inspiring transformative change across systems such as science, education, health, environment, faith, economy, justice, and governance. Communications should aim to raise awareness, shift mindsets and behaviours, influence policy, attract resources, and build solidarity across these diverse sectors. However, awareness and knowledge need to be complemented by opportunity, means, cultural and political nudges, emotion, and beliefs to translate into outcomes. Embed communications strategies into a cogent set of actions to increase chances of success. Communication is a tool that powers interventions. The strategy incorporates two complementary approaches:

|  |  |   |  |
|--|--|---|--|
| <b>1</b>   | <b>Strategic communications (advocacy)</b> | <b>2</b>  | <b>Democratic communications (awareness-raising)</b> |
| To build public and stakeholder support for joint actions, such as policy decisions that protect both human health and planetary ecosystems. |  | To foster science-based public conversations that normalise planetary health thinking in everyday life, inviting broad public participation in informed debate and decision-making. |  |

Through these playbooks, the planetary health community aims to:

- Disseminate timely, accurate, and transparent information to encourage meaningful engagement.
- Shape communications to serve the needs of specific stakeholder groups.
- Dispel misinformation and fatalistic narratives about planetary health.
- Build hope, trust, and confidence that evidence-backed multi-sectoral interventions can protect health by safeguarding ecosystems.

## Principles to Guide All Engagement

While each playbook is tailored, several cross-cutting principles need to be considered:

- **Equity and Power:** Engagement must go beyond consultation to co-leadership, especially with groups historically marginalised from decision-making. Ask who sets the agenda, whose knowledge counts, and how benefits are distributed.
- **Narrative Coherence:** Different audiences need different frames, but a unifying message should run through all efforts: planetary health protects what people value most — health, livelihoods, community, and justice. Tailor the story but keep its spine intact.
- **Integration Across Groups:** Stakeholders influence each other: journalists amplify clinicians; influencers pressure policymakers; Indigenous and faith leaders shape grassroots perspectives. Seek synergies across playbooks to magnify impact.
- **Risks and Resistance:** Not all engagement will be positive. Some actors may greenwash, spread misinformation, or polarise debate. Anticipate these risks and prepare countermeasures, such as pre-bunking misleading claims or diversifying messengers.
- **Context Sensitivity:** Policy systems, traditions, media cultures, and governance vary widely. These playbooks are frameworks, not templates. Ground all strategies in local research, dialogue, and respectful partnership.
- **Measuring What Matters:** Outputs (events, op-eds, meetings) are useful, but real success lies in impact: policy change, behavioural shifts, strengthened trust, and reduced inequities. Evaluate both tangible results and lived experience.

## Using These Playbooks

Each playbook follows a common set of guiding questions, tailored to the realities of a specific stakeholder group:

|                                    |  |
|------------------------------------|--|
| <b>Communication Objectives</b>    | What we want to achieve, and how planetary health can be framed to resonate.                             |
| <b>Policy Context</b>              | What we know about decision-making processes, gaps in our understanding, and where opposition may arise. |
| <b>Partners to Maximise Impact</b> | Who to coordinate with to amplify efforts.   |
| <b>Selection of Key Targets</b>    | Which actors within the group are most strategic to reach.   |

|   |  |
|---|--|
| <b>Building Relationships and Choosing Messengers</b>   | How to build trust, and who are the most effective voices to carry planetary health messages.  |
| <b>Optimal Channels and Communication Opportunities</b> | Which forums, media, or moments provide the best routes for influence.   |
| <b>Suggested Frames, Content and Style</b>              | How to tell the story so that it aligns with values and motivates action.  |
| <b>Timing</b>   | When and how often to communicate, recognising cycles of attention, crisis or opportunity.   |
| <b>Measuring Success</b>                                | How to evaluate whether engagement is working, not only by outputs but by outcomes such as policy change, behaviour shifts or stronger partnerships. |

These playbooks are not recipes but adaptable tools. They should help the planetary health community act with unity of purpose, while respecting the diversity of voices, contexts and pathways needed to build a healthier, fairer and more sustainable future.

Before reaching the playbooks themselves, readers will find three context notes that set the stage:

- Context Note

1

**Promoting Information Integrity in Planetary Health Communications** explains why protecting against mis- and disinformation is foundational. It defines the threats, introduces a practical framework for strengthening information ecosystems, and shows how advocates can counter harmful narratives while amplifying credible ones.
  
- Context Note

2

**Turning Evidence into Advocacy** describes how data becomes meaningful information, and how information becomes messages that persuade. It introduces the SOCO (Single Overriding Communication Objective) as the anchor for effective advocacy, explains the difference between informing and persuading, and provides a worked example (plastic pollution) that demonstrates how to tailor SOCO-driven messages for different audiences.
  
- Context Note

3

**Building Systems Thinking into Planetary Health Communications** shows how to frame messages that link human and ecosystem health. Using examples, it highlights solutions that connect sectors and encourage systemic change.
  
- Context Note

4

**AI in Planetary Health Communications** sets out guiding principles for shaping artificial intelligence as a force that protects—rather than undermines—human and planetary health. It describes the concept of ProSocial AI, a human-centred, planet-balanced approach to designing and deploying AI so that it maximises social benefit and ecological resilience and offers a simple, practical set of principles—usable by anyone—to inform communications that ensure AI serves the bigger goal of protecting the common good, not weakening it.

Together, these notes provide the foundation: trustworthy information, clear, actionable advocacy building on thinking across systems. The playbooks that follow build on them to provide practical guidance for engaging specific stakeholders in planetary health.

# Context Notes

# Promoting Information Integrity in Planetary Health Communications

## Why Information Integrity Matters

Disinformation, misinformation, and hate speech undermine evidence-based conversations. Falsehoods spread quickly when they spark strong emotion or match identity and are often shared for reasons other than belief – to show loyalty, attack opponents, or gain approval.

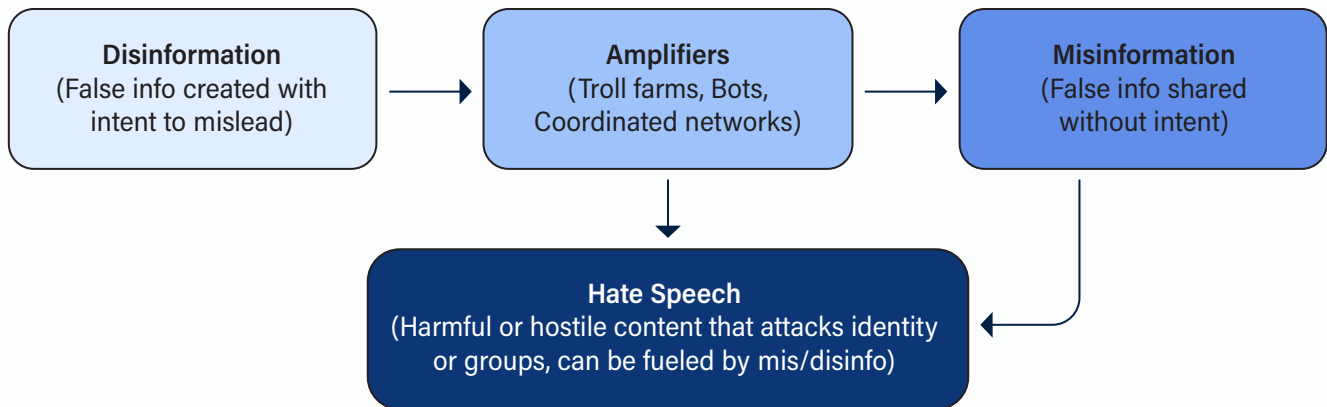
When harmful narratives dominate, they weaken trust in science, polarise communities, and obstruct cooperation. Protecting information integrity – ensuring information is trustworthy, accurate, and safe – is essential for planetary health advocacy. It requires strengthening both the supply side (how information is produced and amplified) and the demand side (how people access and interpret it).

## Key Definitions

- **Misinformation:** False or inaccurate information shared without intent to harm.  
*Example: An Instagram post sharing outdated health advice.*
- **Disinformation:** False information deliberately created to deceive or cause harm.  
*Examples: Campaigns branding natural gas as “green”; claims that climate change is only natural cycles.*
- **Hate Speech:** Communication that demeans people based on identity (e.g., ethnicity, religion, gender).  
*Example: Social media posts blaming an ethnic group for environmental destruction.*
- **Manipulation:** Shaping people’s beliefs or attitudes in ways that are inappropriate for the context, often driven by economic, political, or social interests in how climate change is perceived.  
*Example: Deepfake videos and memes featuring scientists, falsely suggesting they admit climate change is a hoax. Memes and deepfakes exploit humour, satire, and visual cues to manipulate emotions, spread rapidly, and undermine trust in credible voices.*

Together, these create hostile information environments that can derail planetary health advocacy.

## How Disinformation Becomes Misinformation — and Fuels Hate Speech



## Strengthening Information Integrity

The [Information Integrity Framework](#), developed by Internews, is a practical tool to analyse threats and design interventions. It highlights two main goals on the demand side and two on the supply side.

### DEMAND SIDE

#### Objective 1: Increase engagement with quality information

- Collaborate with communities to understand drivers of harmful narratives.
- Co-develop trusted, evidence-based local content.
- Support community media, citizen journalism, and youth-led initiatives.

#### Objective 2: Decrease vulnerability to harmful information

- Promote media and digital literacy through campaigns, schools, and civic groups.
- Provide context to help people understand *why* falsehoods are spread.
- Offer digital security and resilience training for journalists, civil society, and vulnerable groups.

### SUPPLY SIDE

#### Objective 1: Increase production and reach of quality information

- Support strong journalistic standards and viable media models.
- Invest in fact-checking and verification.
- Build specialist skills in science and environmental reporting.
- Encourage “disinformation journalism” that exposes harmful campaigns and actors.

#### Objective 2: Decrease production and reach of harmful information

- Monitor, document, and analyse disinformation narratives.
- Advocate for accountability of platforms and regulators.
- Work with tech companies to reduce amplification of harmful content.
- Deplatform malicious actors when necessary.

## Tracking Success

Progress can be measured by tracking both harmful narratives and the strength of reliable information.

- **Misinformation prevalence:** Fewer false or misleading stories detected.
- **Reach of credible content:** Growth in engagement with fact-based material.
- **Behavioural change:** Faster correction of falsehoods; more audiences adopting sustainable practices.
- **Trust and credibility:** Rising confidence in scientists, health professionals, and other reliable messengers.
- **Ecosystem strength:** More partnerships between media, researchers, and civil society; adoption of policies supporting information integrity.

Information integrity is not an optional add-on. It is the foundation for all planetary health communications. By building resilient information ecosystems, we can defend against harmful narratives and ensure advocacy is trusted, credible, and effective.

*The challenge for planetary health communication is not a lack of evidence, but the distance between that evidence and people's lived realities. Bridging this gap with relatable narratives and inclusive dialogue that dispel misinformation makes action supporting planetary health feel both personal and possible.*

— **Tina Purnat**, Vice President, Global Health, European Public Health Association and former Team Lead for Infodemic Management, WHO

# Turning Evidence into Advocacy

## Why This Matters

Effective messaging is essential to disseminate meaningful research, tackle misinformation, and share actionable information with decision makers at all levels. Evidence alone rarely speaks for itself; often it is lost in scientific jargon or buried in detail. By understanding why messaging matters, how it works, and what makes a good story, stakeholders and communities can co-create powerful narratives that empower people to make evidence-based choices about planetary health.

## From Data to Impact: The Three-Step Approach

The journey from scientific evidence to public advocacy involves three steps:

**1. Data** – raw units of measurement.

*Example: Air quality monitors record that fine particulate matter (PM<sub>2.5</sub>) in a city is 80 µg/m<sup>3</sup>.*

**2. Information** – context added to data.

*Example: This PM<sub>2.5</sub> level is eight times higher than the World Health Organization's safe limit and is linked to higher rates of asthma and heart disease.*

**3. Message** – information translated into something personally relevant and actionable.

*Example (to parents): The air you and your baby breathe matters for both of you. Reducing pollution and using clean energy keeps your lungs strong and gives your child the best chance at a healthy start in life.*

The clearer and sharper the message, the greater its chances of impact.

## IMRAD vs SOCO: Informing versus Persuading

Scientific publications are written to inform, usually following the IMRAD structure (Introduction, Methods, Results, Discussion). This builds evidence step by step towards a conclusion.

Advocacy requires a different approach: to persuade, you must lead with a clear Single Overriding Communication Objective (SOCO) and reinforce it with supporting evidence, examples, and repetition.

Advocacy, like media reportage, works better, by adopting the inverted pyramid structure to convey the message. Articles and stories stack the most important information at the top, followed by supporting evidence, case studies, and examples. This contrasts with the IMRAD model, which delays conclusions until the end.

Stories that aim to inform *and* persuade should repeat the SOCO throughout and reinforce it in different ways. This repetition, supported by contextual data and real-world examples that put a human face on the issue, helps ensure the audience understands the key message and remembers it.

## Anchoring with a SOCO

Every communication should be driven by a **Single Overriding Communication Objective (SOCO)** — one crisp, overarching statement that captures the essence of the evidence. The SOCO distills what is new, what works best, or what has changed, and expresses it in language your audience will understand.

A good SOCO is:

- Short, quotable, and memorable.
- Accurate to the evidence but stripped of jargon.
- Audience-specific, so it can be turned into a headline, a soundbite, or a campaign tagline.

*Example SOCO (plastic pollution): Plastic pollution is not just an environmental issue; it is a direct and urgent threat to human health. Reducing single-use plastics will protect families, safeguard food systems, and save lives.*

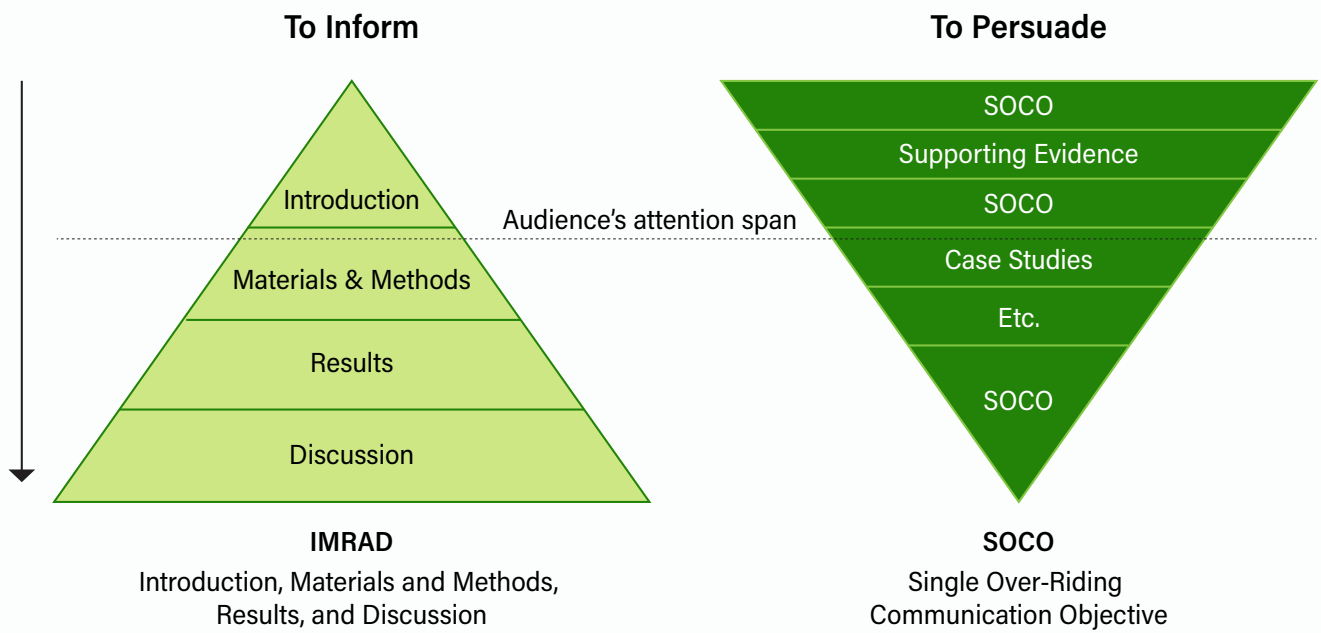
## Case Example: Plastic Pollution

Below is how one body of evidence can be turned into tailored SOCO-driven messages for different stakeholders.

| Data  | Information   | SOCO-Aligned Messages  | Stakeholder          |
|---|---|--|----------------------|
| <b>Plastic waste makes up over 80% of marine pollution worldwide.</b> | Plastic pollution harms sea turtles, fish, and other species that feed the blue economy. Microplastics are found in the water we drink and even in our blood. | Single-use plastics endanger human and planetary health.<br><br>Investment in sustainable packaging will directly improve human and planetary health.<br><br>Implementing the Plastics Ban Treaty is a public health imperative. | Policy makers        |
|   | Research links plastic exposure to respiratory problems, cancers, and hormone disruption.   | Educate your patients and communities that plastic pollution is a growing health risk.<br><br>Support reduced use of single-use plastics in healthcare.  | Health professionals |
|   | Plastics break down into tiny particles that may enter our bodies. Exposure can harm respiratory health and disrupt hormones.                                 | Choosing reusable bottles and containers helps protect you and your family.  | Families             |
|   | Plastic pollution is not just an environmental issue It is a public health crisis that raises healthcare costs and undermines resilience.                     | Reporting on these health impacts shows why stronger controls are urgent.  | Journalists          |
|   | Youth voices and creativity can accelerate change to reduce plastic pollution.  | The choices you make every day protect your health and the planet's future. Youth actions can push governments and companies to act faster.  | Youth                |

## Structuring Advocacy for Impact

- Advocacy, like good journalism, works best when following the inverted pyramid:
- Lead with your SOCO — the single most important message.
- Support with context and evidence — explain why it matters now.
- Add human stories and local examples — make the data personal.
- Repeat and reinforce — weave the SOCO throughout for maximum recall.



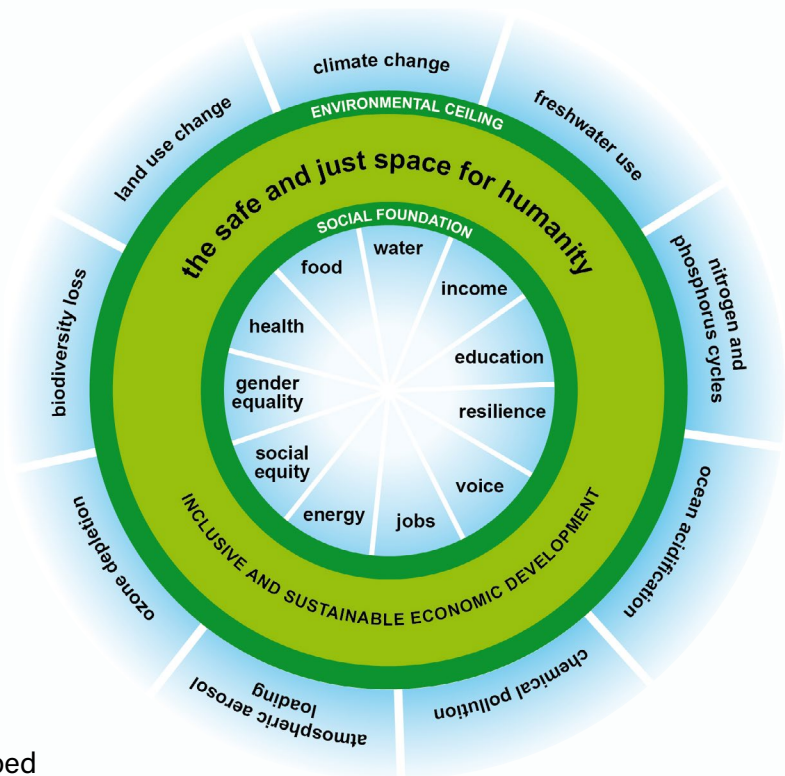
## Tips for Turning Evidence into Advocacy

- Know your audience's needs.
- Have a clear SOCO (Single Overriding Communication Objective).
- Be honest, open, and respectful.
- Avoid jargon; never assume prior knowledge.
- Use real-life examples and human stories.
- Stay positive about what can change.
- Do not exaggerate findings.

# Building Systems Thinking Into Planetary Health

## Why this matters

Planetary health shows how human well-being and the environment are deeply connected. Food, energy, healthcare, and other sectors interact to create feedback loops that shape long-term health. Systems thinking helps us frame risks, trade-offs, and co-benefits at the scale of the whole system, encouraging the systemic action needed to sustain people and ecological health.



The [Doughnut](#) of social and planetary boundaries.

## A Useful Tool

The Doughnut Economics Model, developed by economist [Kate Raworth](#) illustrates systems thinking.

- The dark green inner ring is the social foundation: basics everyone needs, like food, health, education, and equity. Falling short means people's needs are not met.
- The outer dark green ring is the ecological ceiling: limits of Earth's life-support systems, such as climate stability, biodiversity, and clean water. Overshooting damages the planet.
- The doughnut space in between is safe and just: where human needs are met without breaching planetary boundaries.

The Doughnut Model offers a clear framework for communicators to design messages that balance human wellbeing and sustainability.

## Connecting the dots: a [three-step approach](#)

To show audiences how seemingly unconnected actions come together to shape planetary health:

## Step 1: Map the System

Work with stakeholders and experts to map how issues are connected. This ensures that messages capture real experiences and highlight root causes — like food systems, infrastructure, or inequality — rather than only surface-level problems.

*Example: Rising asthma cases in children is identified as a pressing problem. Through a system mapping exercise with experts, the root causes are traced to traffic congestion, coal-based power, lack of green public transport, limited green spaces, and weak enforcement of emission standards.*

From this mapping we can link ecosystem health to asthma risk. The message becomes clear: cleaner energy, safer public transport and better walking and cycling infrastructure reduce asthma, improve overall health and cut carbon emissions. Cleaner air means healthier kids, safer streets, and a more sustainable future.

## Step 2: Use Scenarios and Visuals

Develop scenarios and show them through visual or audiovisual tools, based on system models. This can help audiences grasp complex risks without exaggerating certainty.

*Scenario 1: (Business as Usual) Continued reliance on coal power, and weak emission standards and heavy traffic worsen air quality. Childhood asthma cases rise and health-care costs soar.*

*Scenario 2: (Systemic Change) Investment in solar and wind energy, electric buses, and bike-friendly streets reduces air pollution. Fewer children develop asthma, families save on medical bills, and cities become healthier and more liveable.*

Visuals can reinforce this: a graph comparing asthma cases under both scenarios, or a split image showing a smog-filled city with kids wearing masks alongside a clean city with children playing outdoors, and solar panels on rooftops.

The message is simple: our choices today, whether we stick with coal and congestion or shift to cleaner energy and safe transport, will decide if our children grow up fighting for breath or thriving in healthy cities.

## Step 3: Focus on Co-benefits and Key Leverage Points

Highlight the multiple benefits that come from systemic action. This inspires hope and collective action instead of discouragement.

*Example 1: Green spaces cool cities and support mental health, showing how one intervention benefits both people and ecosystems.*

*Example 2: Diet and Food Systems — Today's global food system is driving climate change, deforestation, water waste and biodiversity loss. Choosing more plant-based diets helps bring us back within safe planetary boundaries. It:*

- *Cuts greenhouse gas emissions*
- *Protects forests and wildlife*
- *Saves precious water*
- *Nourishes our bodies with health and vitality*

Your plate can be a climate solution. Every meal is a chance to act. Small choices add up: more vegetables, pulses, fruits, and grains, fewer animal products. Eating for the planet also means eating for health.

### **Examples of Systems Oriented Key Messages**

**SOCO 1:** Protecting bees means protecting our food.

**Why it matters:** One in every three bites of food depends on pollinators like bees. Their decline threatens global nutrition and food supply.

**Call to Action:** Support pollinator-friendly farming and restrict harmful pesticides.

**SOCO 2:** Bee health is human health.

**Why it matters:** Without bees, crops like fruits, nuts, and vegetables will vanish from our plates, undermining diets and children's health.

**Call to Action:** Invest in pollinator habitats and sustainable agriculture.

**SOCO 3:** Bees are the frontline workers of food security.

**Why it matters:** Bees ensure crop yields, farmer livelihoods, and resilient food systems. Their loss drives hunger and rural poverty.

**Call to Action:** Enact policies that safeguard pollinators as essential to agriculture.

**SOCO 4:** No bees, no food.

**Why it matters:** Declining bee populations put staples and cash crops alike at risk, destabilising markets and raising food prices.

**Call to Action:** Governments must integrate pollinator protection into food security strategies.

**SOCO 5:** Saving bees is climate-smart food security.

**Why it matters:** Bees help crops adapt to climate change by supporting biodiversity and ecosystem resilience.

**Call to Action:** Expand pollinator corridors and climate-resilient farming practices.

In sum, systems thinking helps communicators to move beyond simple cause-and-effect stories. Tools like diagrams, maps, and models show how different parts of a system interact, reinforce each other, or balance out over time. They also reveal that quick fixes can sometimes create bigger problems later, while small but well-placed changes can lead to major benefits for both health and the environment.

## AI in Planetary Health Communications

### Why AI Matters

AI matters for planetary health communications because it can turn overwhelming scientific data into clear, timely information that people can act on, but only if humans stay in charge of the narrative. It can help journalists and communities spot patterns, explain risks, and show what solutions look like on the ground. Yet it can also amplify misinformation, deepen inequalities, and speed up environmental harm if left unchecked. Used wisely, AI can strengthen public understanding and collective action; used poorly, it can weaken both.

### Key Definitions

- **Artificial Intelligence (AI):** Technology designed to mimic how humans think and learn — spotting patterns, making decisions and improving with experience. It powers everything from your phone's voice assistant to tools that analyse huge health datasets.  
*Example: AI systems can analyse satellite images, weather patterns and traffic data to forecast where air pollution will spike in a city. Schools in the anticipated pollution hotspots can then decide whether to keep children indoors.*
- **Generative AI:** A fast-evolving branch of AI that doesn't just analyse information; it creates it. By learning from massive amounts of data, it can produce new text, images, audio or code within seconds. Because it needs enormous computing power and can easily be misused, it demands careful, transparent oversight.  
*Example: Generative AI can take weather data, pollution levels and local health records, then rapidly generate clear, tailored alerts such as "Air quality will be poor in North Chennai this afternoon. Children with asthma should avoid outdoor play."*
- **ProSocial AI:** AI-systems that are tailored, trained, tested and targeted to bring out the best in and for people and planet. Operated in a strategic, human-centric, planet-balanced framework to ensure that AI technologies are a genuine ally for the common good, maximising societal benefit and ecological resilience.  
*Example: A generative AI system that flags heat-risk for older adults living alone can scan real-time temperature data and send automatic alerts to community health workers when a heatwave is about to hit. It identifies older adults or people with chronic illnesses who may need help, so responders can check in, ensure they have water, or move them to a cooler place. The AI's purpose is to protect vulnerable people and strengthen community wellbeing.*

## Four Big Ideas

AI can be a catalyst for positive transformation, but only if humans remain in charge. Whether AI supports or supplants us depends less on the technology itself and more on how it is designed, deployed, and used. Preserving human decision-making, responsibility, and purpose is not an option; it is the condition for AI to serve society rather than shape it. Four ideas sit at the core of this approach — and they are mutually reinforcing.

### 1. ProSocial AI:

ProSocial AI refers to systems that are deliberately designed, trained, tested, and targeted to bring out the best in and for people and the planet. It shifts the question from what AI *can* do to what AI *should* do, anchoring technological development in human dignity, social cohesion, and planetary health. ProSocial AI is not an outcome by default; it is a design choice.

### 2. Double Literacy:

Double literacy combines human literacy and algorithmic literacy. Human literacy deepens our understanding of how people think and act—our values, biases, emotions, and vulnerabilities. Algorithmic literacy clarifies how AI systems function, what they optimise for, and how they influence decisions at scale. Together, these literacies enable people to engage with AI knowingly and critically, using it with intention rather than being shaped by it.

### 3. Hybrid Intelligence:

Hybrid intelligence emerges from the complementarity of natural and artificial intelligences. It recognises that humans and machines excel at different things, and that progress lies in combining those strengths rather than substituting one for the other. In hybrid systems, technology can amplify capacity and efficiency, but human values set the direction. Scale is useful; judgment remains essential.

### 4. Agency:

Agency is our capacity and willingness to act with intention, to pause, reflect, and choose. It is this human capability we cannot afford to outsource. Preserving agency means remaining aware of how AI influences behavior, choices, and social systems, including its implications for collective wellbeing and planetary health. ProSocial AI ultimately depends on this: without agency, responsibility dissolves.

***How they fit together:*** Double literacy enables agency. Agency makes hybrid intelligence possible. Hybrid intelligence operationalises ProSocial AI. Together, these four ideas form a coherent framework for ensuring that AI remains a tool for human and planetary flourishing—not a substitute for human judgment or responsibility.

## Applying ProSocial AI for Planetary Health Communications

ProSocial AI is an approach that can speed up planetary health solutions, and reshape the systems we depend on.

### 1. AI as a Tool for Planetary Health Solutions

Used responsibly, AI can help us respond faster to environmental and health threats by:

- **Speeding up science and communication:** Pulling together global climate and health data in seconds, making it easier for researchers and officials to act on evidence.
- **Tracking what's happening on the ground:** Monitoring deforestation, pollution, water stress and other pressures in real time.
- **Spotting hidden patterns:** Revealing links between environmental risks and health outcomes that are often too complex for humans to see alone.
- **Guiding everyday behaviour:** Offering small, personalised nudges that help people make choices that benefit both their communities and the planet.

### 2. AI can be used to reshape system, but there are risks to navigate:

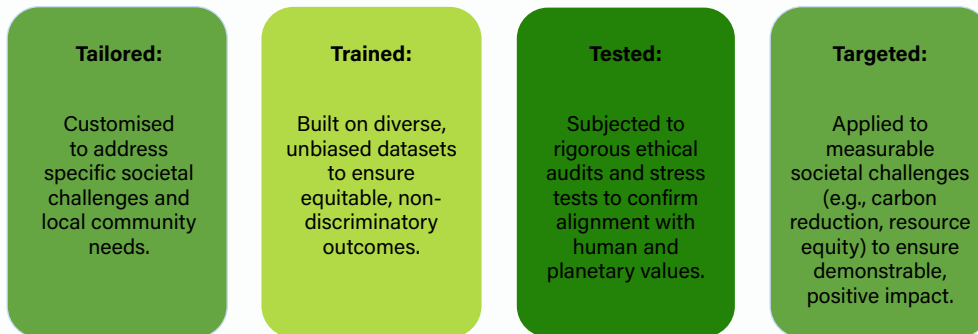
AI can worsen structural risks that can destabilise the very systems we're trying to protect:

- **A – Agency Decay:** When we let algorithms think for us, we lose the habit – and the ability – to question, reflect, and weigh difficult trade-offs.
- **B – Bond Erosion:** AI systems amplify polarising content, weakening social trust at a time when global cooperation is essential. Many people also start to prefer friction-free interactions with machines over the complexity of human relationships.
- **C – The Climate Conundrum:** Powerful AI systems consume enormous amounts of energy and water, adding pressure to an already stressed planet.
- **D – A Divided Society:** Billions of people still lack basic services. Their needs should guide how AI is used, even if they may never use the technology themselves. And unless AI systems are trained on diverse, representative data, they will reproduce bias and deepen existing inequalities.

## Tracking Success

Progress can be measured by tracking the extent to which AI is being developed and applied from a prosocial framework, as illustrated by these guiding principles:

### The 4 principles of ProSocial AI



AI is becoming one of our strongest tools for solving problems, but if it grows without guidance, it can also destabilise our social and ecological systems. That's why we need a clear, people-centred approach like ProSocial AI — to make sure the technology strengthens the common good instead of undermining it.

### Practical Takeaways for Stakeholders

AI use ought to support the bigger goal of protecting human and planetary health, rather than undermining it. The A-Frame below, offers a simple set of principles for how anyone—regardless of job, education, or technical expertise—should use artificial intelligence.



#### 1. Awareness: Your Choices Have Reach

Every time you use AI, the effects travel further than you think—beyond your screen, your work, or your immediate benefit.

Practical takeaway: Before using a new AI tool, especially generative AI, pause and ask two basic questions:

- What resources does this model consume to run?
- Whose data was used to train it?

Your prompts are not neutral. They shape how these systems evolve, how much energy they use, and whose knowledge and labour are being extracted. Awareness is the first step toward responsible use.

## 2. Appreciation: Know What Humans Do Better

AI is powerful, but it is not human—and that matters.

Practical takeaway:

- Use AI for what it does well: speed, pattern recognition, data crunching, and routine analysis. But keep human judgment front and centre when decisions require empathy, ethics, creativity, or an understanding of complex social systems.
- This is what Hybrid Intelligence looks like: machines doing the mechanical work, humans retaining moral and strategic control.

## 3. Acceptance: Limits Apply—To You and to AI

Both humans and machines have blind spots. Ignoring them is how harm creeps in.

Practical takeaway:

- Be alert to “agency decay”—the tendency to hand over thinking to a tool because it sounds confident. When AI gives you an answer, don’t treat it as a verdict. Stop. Check the evidence. Ask where the information came from. Decide for yourself.
- AI outputs are drafts, not decisions.

## 4. Accountability: You Own the Consequences

Using AI does not shift responsibility away from you.

Practical takeaway:

- Be deliberate about what you feed into AI systems and how you use what comes out. If AI helps you write, analyse, design, or decide, the responsibility for accuracy, fairness, and harm still sits with you.
- Before sharing AI-generated content—especially in public spaces—ask whether it is truthful, ethical, and aligned with the broader goal of protecting people and the planet. Preventing erosion of trust is part of the job.
- The A-Frame isn’t about using less AI. It’s about using it with intention—so that technological progress strengthens, rather than weakens, human judgment, social trust, and planetary health.

## Practical Tips for Stakeholders

Here are some practical tips for various stakeholders on how to utilise AI and how to advocate for pro-social AI :

| Group                            | How AI should be used   | Pro-social responsibilities & safeguards  |
|----------------------------------|---|---|
| <b>Health professionals</b>      | Use AI where it adds real value, including early disease detection, outbreak prediction, and better health system planning such as staffing and bed allocation. Support prevention and healthier behaviour before illness occurs. | Insist that AI supports health creation, not just disease management. Technology must not replace human judgement. Clinicians, not algorithms, must remain accountable for decisions that affect lives.   |
| <b>Academics and researchers</b> | Use AI to connect climate science, public health, economics, and social science so solutions are faster, more integrated, and shaped with communities rather than imposed on them.  | Set ethical limits. Question high-energy, low-value models. Ensure publicly funded AI reduces harm, uses fewer resources, and centres justice, especially for Indigenous and vulnerable communities.  |
| <b>Faith representatives</b>     | Use AI to study complex texts across languages, manage community resources, and reach people more effectively where capacity is limited.  | Draw clear moral boundaries. Challenge technologies that reduce people to data points or deepen inequality. Reaffirm human dignity and insist that technology serves life, care, and justice.   |
| <b>Indigenous organisations</b>  | Use AI to support language revival, document oral histories, track biodiversity, and model climate impacts alongside deep, place-based knowledge.   | Defend data sovereignty. Require free, prior, and informed consent for any use of cultural, environmental, or genetic data. Be co-designers of technology so AI reflects community laws, values, and worldviews rather than external extraction.  |
| <b>Youth</b>                     | Use AI as a learning, creative, and organising tool to understand climate, health, and social challenges, build future-ready skills, and mobilise collective action at local and global levels.                                   | Demand transparency, fairness, and sustainability from the technologies shaping their futures. Reject extractive attention and data models. Insist on meaningful participation in AI design and governance, and hold institutions accountable for long-term social and planetary impacts. |
| <b>Journalists</b>               | Use AI for data analysis, trend detection, and rapid fact-checking, freeing time for investigation, field reporting, and explaining why issues matter.  | Report on AI itself, not only with it. Scrutinise environmental costs, power dynamics, and who benefits or is excluded. Make bias, energy use, and social impact part of everyday reporting.  |
| <b>Social media influencers</b>  | Use AI to understand audiences, visualise complex information, and turn climate and health issues into clear, actionable stories that drive real-world change.  | Be transparent about AI use. Do not outsource credibility to algorithms or chase engagement at the cost of truth. Refuse to spread AI-amplified misinformation and promote solutions that are fair, tested, and environmentally responsible.  |

**Core principle:** AI can be a powerful ally only if people, not systems, stay in charge. The real question is not whether we use AI, but whose interests it serves, and at what cost.

## Cornelia Walther

*“Our future is being shaped now, at the same time as Earth’s life-support systems are tipping. A hybrid future shaped by AI and ecological crisis is inevitable. What is not inevitable is whether it becomes extractive or regenerative, chaotic or purposeful. Technology will only be as good as the values we embed in it. Garbage in, garbage out still applies, but so does values in, values out. We face a choice, individually and collectively, to shape a hybrid era that gives every being a fair chance to fulfil its potential with planetary dignity. Prosocial AI offers no easy answers, but it makes one thing clear, our choices matter, transformation is possible, and the tools we build can support life in harmony with the planet.”*

### References for Further Reading

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# **Stakeholder Engagement Playbooks**

# Policy and Government Officials

## Why this matters

Policy makers hold the levers that can move planetary health from vision to national action. The right engagement can turn interest into legislative change, funding, and long-term national commitments. This playbook sets out how to identify, connect with, and inspire decision makers to champion planetary health.



## 1. Define the Mission

### Communication Objective

Convene a diverse panel of planetary health experts to agree clear, context-specific goals with tangible outcomes. Example: galvanising government support for a National Planetary Health Action Plan or Roadmap.

### Key Questions

- What do we already know about the policy landscape, processes, and political opposition?
- What are the gaps in our understanding, and how will we fill them?

### Actions

- Engage former government officials and policy veterans to map the real drivers of decision making.
- Review critiques from trusted journalists and technical experts for insights on opportunities and pitfalls.



## 2. Build the Network of Influence

### Purpose

Successful engagement depends on more than direct access to ministers. Influence flows through advisers, researchers, media, and trusted intermediaries.

### Priority Partners

- Political advisers, lobbyists, campaign funders
- Policy researchers and political scientists
- UN representatives, trusted scientists, health professionals
- Influential journalists and media outlets with access to decision makers

## Actions

- Map influence pathways and identify individuals with both formal authority and informal sway.
- Build coalitions that can amplify planetary health as a cross-cutting national priority.



## 3. Target the Right People

### Purpose

Not every policy maker is worth the same investment. Resources should be directed towards those most able or likely to act.

### How to Select Key Targets

- Policy makers already showing interest in planetary health through speeches, media appearances, or legislative initiatives.
- Champions signalling intent to legislate or push for environmental health planning.
- Younger or emerging leaders with potential for long-term alliances.

## Actions

- Monitor media, parliamentary debates, and insider intelligence for potential allies.
- Prioritise those positioned to deliver legislative, financial, or institutional change.



## 4. Open the Door and Keep it Open

### Purpose

Gaining access is only the first step. Relationships must be nurtured and maintained over time.

### Relationship-Building Tactics

- Start with appreciation — acknowledge their existing work linked to planetary health.
- Invite them to high-level events featuring internationally respected scientists.
- Offer value, not demands — technical expertise, community access, crisis-time support.
- Maintain regular contact with their advisers and their team, not just the principal.
- Seize opportunities and strategic moments — post-disaster briefings, campaign events, intersectoral workshops.



## 5. Choose the Right Messengers

### Purpose

The credibility of the messenger can be as important as the message itself.

- Use credible experts with proven impact (e.g., reduced hospital visits through heat-preparedness plans).
- Match messenger to objective:
  - ▶ Policy innovation requires technical credibility.
  - ▶ Public mobilisation needs relatable voices.



## 6. Deliver Messages That Land

### Purpose

Messages must land with clarity, authority, and political relevance.

### Optimal Channels

Sharp policy briefs, constituent emails, best-practice compendiums, short videos.

### Framing for Maximum Impact

- Ground every message in evidence.
- Align with political priorities: economic growth, public health security, national resilience.
- Position planetary health as national interest: a safeguard for health, stability, and prosperity.
- Connect to current agendas: pandemic preparedness, disaster resilience, food security.
- Provide data-driven, country-specific evidence: pollution's health costs, climate-linked productivity loss, migration risks.
- Always pair problems with clear, feasible solutions:
  - ▶ Incentives for renewables
  - ▶ Urban greening to reduce heat
  - ▶ Stronger pollution controls
  - ▶ Support for sustainable agriculture



## 7. Time It Right

### Purpose

Timing determines whether messages cut through or fall flat.

## Opportunities

- Election season: push for planetary health pledges in manifestos.
- Public opinion surges: share survey data showing citizen demand for environmental and health protections.
- Crisis events: use floods, wildfires, or heatwaves dominating headlines to offer rapid, expert solutions.
- Peer learning: invite them to launches of successful planetary health plans in other countries or states.



## 8. Track and Prove Success of Embedded Communications

### Purpose

To sustain credibility, we must show that communication efforts achieve change.

### Measure Impact By

- Number and scope of new policies, advisory bodies, or research commissions created.
- Frequency and tone of public statements by policy makers supporting planetary health.
- Inclusion of planetary health priorities in government budgets, plans, and inter-ministerial agendas.
- Invitations to contribute to official consultations, advisory boards, or commissions.
- Qualitative signs of influence, such as strengthened relationships or endorsements by influential actors.



## Case Study: Communicating Malaysia's National Planetary Health Action Plan (NPHAP)

### Challenge

By 2022, Malaysia faced mounting environmental and health risks. The country had slipped to 130th in the Environmental Performance Index, floods, and haze events were costing billions annually, and pollution-related deaths were rising. Covid-19 reinforced the links between ecosystem decline, zoonotic disease, and public health. Policymakers recognised the urgency but lacked a unifying narrative to integrate environment, health, and development priorities.

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## Process

In April 2022, the National Science Council mandated the Ministry of Science, Technology and Innovation (MOSTI) and the Academy of Sciences Malaysia (ASM) to develop a National Planetary Health Action Plan — the first in the world. From the outset, communication was central.

- **Framing the mission:** Rather than presenting planetary health as an abstract global concept, the plan was framed as “Healthy Planet, Healthy Me, Prosperous Malaysia” — directly linking ecological wellbeing with public health and national prosperity.
- **Choosing credible messengers:** ASM Fellows and academics provided technical authority, clinicians, and youth leaders made the issues relatable, while international partners like IIASA gave global legitimacy.
- **Building broad ownership:** The process brought together ministries, civil society, business, and youth through townhalls, workshops, and surveys. Policymakers were given clear, country-specific data on disaster costs and health impacts, paired with feasible policy options such as ecological fiscal transfers and renewable energy targets.

## Outcome

The NPHAP is both a policy blueprint and a communications achievement. It positions planetary health as a national interest by:

- **Reframing progress:** Introducing Return on Values (ROV) to integrate economic, social, and environmental goals, shifting away from short-term profit metrics.
- **Defining clear priorities:** Six Key Result Areas — governance, environment and health, sustainable food, research and education, energy transition, and values and behaviour change.
- **Creating memorable tools:** The “five systemic shifts” and “three strategic mechanisms” (leadership training, genomic database, impact tracking) give policymakers accessible hooks for complex reforms
- **Aligning with existing agendas:** The plan links directly to the 13th Malaysia Plan, SDGs, ESG commitments, and Malaysia MADANI, ensuring messages land in familiar policy spaces.

## Next Steps

Communications remain central as Malaysia prepares for implementation. The plan will be promoted not only as a technical framework but as a shared national narrative of resilience, fairness, and prosperity.

**The NPHAP will be formally launched in October 2025.**

# Private Sector

## Why this matters

The private sector directly shapes communities, policies, research, and investment agendas. Businesses can innovate and deploy solutions faster than governments and can influence consumer behaviour at scale. Harnessing this capacity is central to embedding planetary health into markets and society. Production and consumption systems driven by businesses impact ecologies, consumer lifestyles and health. By aligning incentives, the private sector becomes an ally in reorienting policy, funding, and consumer behaviour towards planetary health. Done well, engagement with business can accelerate solutions, shifts norms, and normalises sustainability as a core business value.

Consumers also need to be educated about the impacts of their consumption. Beyond awareness, their behaviour needs to be shifted through proactive well-designed nudges built into the industry ecosystem. In other words, communications for planetary health needs to integrate insights from behavioural economics if they are to achieve meaningful market impact.



## 1. Define the Mission

### Communication Objective

Position sustainability as both a business imperative and an opportunity for innovation and trust-building.

### Examples

- Inspire companies to measure and report their environmental impact.
- Foster partnerships between businesses, researchers, and policy makers.
- Co-create and adopt clean air policies at workplaces, framing health and sustainability as shared value.

### Key Questions

- Which companies or executives have already signalled intent to adopt sustainability agendas?
- What information or examples convinced them?
- How can we align incentives in a way that makes business sense?
- Which sustainability innovation resonate with different industries?
- Which researchers, innovators and policy makers can help align business incentives with sustainability?

- Which models (such as regenerative finance), do they trust and see as credible?

### **Actions**

- Convene business strategists from regenerative finance enterprises to understand why they embraced sustainability and co-create communications campaigns with them.



## **2. Build the Network of Influence**

### **Purpose**

Engagement gains traction when it is amplified through business leaders, innovators, investors, and media.

### **Priority Partners**

- Practitioners piloting new technologies such as blockchain
- Researchers generating evidence on sustainable business models and products
- Policy makers and governmental advisory body members driving sustainability incentives
- Investors and philanthropists scaling sustainable business practices
- Confederations of industries and business associations
- Business schools open to integrating planetary health into curricula
- Business journalists shaping narratives around corporate responsibility

### **Actions**

- Map industry alliances and identify trusted conveners
- Build partnerships across finance, research, and regulation to normalise pro-planetary practices



## **3. Target the Right Companies**

### **Purpose**

Not every business or industry is ready to lead. Prioritisation ensures resources are invested where momentum can be generated.

### **Selection Criteria**

- Companies already experimenting with or signalling interest in sustainability
- Businesses at reputational risk from environmental impacts (e.g. heavy polluters)
- Leaders seeking differentiation through innovation and market leadership
- Companies with strong consumer-facing brands motivated by trust and public perception

## Actions

- Monitor business news and industry publications for sustainability initiatives.
- Target both early adopters and high-impact sectors where shifts can cascade.



## 4. Open the Door and Keep it Open

### Relationship-Building Tactics

- Monitor business news of sustainability initiatives and reach out with appreciation.
- Create awards for sustainability innovations to provide recognition and reputational incentives.
- Engage factories and employers during moments when environmental health risks such as heat stress affect operations, offering evidence-based advisories, best practice visits and expert help.
- Be prepared to provide brief, visually appealing workplace safety and sustainability guides.
- Invite business leaders to webinars, health and sustainability expert briefings, and policy discussions.
- Convene conferences where sustainability practitioners share lessons and encourage peer engagement.
- Connect companies to researchers developing sustainable products.



## 5. Choose the Right Messengers

### Purpose

Messages gain credibility when delivered by trusted figures from within business and finance.

### Guidance

- Reputed industry leaders who are piloting or have instituted pro-planet initiatives
- Business leaders with practical success stories of cost savings, resilience, or market growth through sustainability
- Policy makers and funders offering incentives for corporate sustainability



## 6. Deliver Messages That Land

### Purpose

Messaging should align sustainability with business value, competitiveness, and reputation.

### Optimal Channels

- Business trade shows and industry conferences

- Sustainability and risk analysis fact sheets, regenerative finance toolkits
- Social media videos and infographics for rapid consumer reach
- Workplace environmental safety handbooks and demo videos for supervisors and management

### **Framing for Maximum Impact**

- Sustainable practices as a business value:
  - ▶ Reduces costs (energy, waste, resources).
  - ▶ Builds resilience and protects long-term profitability.
  - ▶ Manages risks (avoids supply chain disruptions, reputational damage, regulatory penalties).
- Sustainability as Market Leadership:
  - ▶ Drives innovation and efficiency.
  - ▶ Offers a competitive edge where eco-friendly companies outperform competitors.
  - ▶ Positions firms as trusted leaders with consumers and investors.



## **7. Time It Right**

### **Purpose**

Timing is crucial for influencing decision making and embedding practices.

### **Opportunities**

- Local environmental health crises (e.g. pollution spikes, extreme heat)
- National health policy consultations that include industry input
- Major medical or sustainability conferences with business participation
- Release of significant new research linking environment and health



## **8. Track and Prove Success**

### **Purpose**

Demonstrating tangible shifts in business practice builds legitimacy and momentum.

### **Indicators**

- Companies articulate clear sustainability goals and commitments.
- Adoption of sustainability certifications and environmental audits.
- Industry leaders making public statements linking business success with health and the environment.
- Business heads write op-eds and post social media content on sustainability.

- Formation of intersectoral business initiatives for pro-planetary products and practices
- Sponsorship of community initiatives, start-ups or innovation funds.
- Qualitative signals, such as strengthened partnerships, peer influence, and integration into investor expectations.
- Independent systematic assessment of environmental metrics (e.g. carbon emissions, marine ecosystem health, microplastics) attributed to sustainable business initiatives.
- Collection of data on downstream or lifecycle impacts, such as reductions in pollution linked to sustainable consumer products.
- Tracking of significant changes in consumer behaviour over time.



## Case Studies

### **'Effective communication must connect urgency with business feasibility, offering practical steps for businesses to create value.'**

The [RE100 initiative](#) framed renewable energy as a driver of competitiveness and investor confidence. It encouraged companies like [Apple](#) and [IKEA](#) to commit to 100% renewable, pressuring entire supply chains to follow suit.

Similarly, [Adidas's partnership with Parley for the Oceans](#) transformed plastic pollution into a performance innovation story. By reimagining waste as a resource, Adidas produced millions of products made from recycled materials.

These examples show that when planetary health is communicated as a source of market advantage and resilience, businesses don't just listen; they act at scale.

Planetary health advocates therefore need to shift from problem-centric messaging to opportunity-driven narratives that resonate with business language. Health, climate, and nature should be framed as core to competitiveness, resilience, and long-term value creation.

*'What's missing in the current information landscape is a clear translation of planetary health risks into sector-specific business risks and Return-on-Value pathways. Communications that drive meaningful action are those that connect urgency with feasibility, pairing evidence with practical levers businesses can act upon.'*

— **Prof. Pervaiz K Ahmed,**  
Director, Sunway Institute for Global Strategy and Competitiveness (IGSC)

# Health Professionals

## Why this matters

Health professionals enjoy high trust and credibility. When they link environmental health to patient wellbeing, they can humanise abstract issues like climate change or air pollution and translate them into immediate health concerns. Their authority can encourage protective behaviours, strengthen advocacy, and catalyse systemic change.



### 1. Define the Mission

#### Communication Objective

Equip health professionals to confidently integrate planetary health into their practice and advocacy, positioning them as trusted messengers for patients, peers, and the public.

#### Examples of Outcomes

- Educate patients and communities on links between environmental risks and clinical outcomes (e.g. air pollution and lung health).
- Encourage protective behaviours such as reducing exposure, supporting clean air initiatives, and engaging in advocacy for healthier environments.
- Align advocacy for planetary health with the ethical duty to protect patient wellbeing.

#### Key Questions

- Which planetary health issues most resonate with different medical specialties?
- What barriers limit health professionals' engagement?
- Which information sources do they find most credible and actionable?



### 2. Build the Network of Influence

#### Purpose

Health professionals amplify impact when connected to supportive institutions, peers, and cross-sector allies.

#### Partners to Maximise Impact

- Planetary health researchers and environmental advocates
- Hospital administrators, medical school leaders
- Health insurance executives and service providers

- Professional medical associations and licensing bodies
- Medical teaching institutions willing to integrate planetary health into training

### **Actions**

- Partner with associations to mainstream planetary health in standards and guidelines.
- Link clinicians with researchers and policy experts to expand their influence.



## **3. Target the Right People**

### **Purpose**

Engagement is most effective when directed at health professionals with reach and influence.

### **Selection of Key Targets**

- Presidents and board members of medical associations (high influence reach)
- Medical educators shaping future curricula
- Health professionals employed by large organisations with capacity to shift workplace policy
- Health professionals who are influencers on social media
- Health professionals who are often seen, heard and quoted in the mainstream media

### **Actions**

- Identify champions already signalling interest.
- Leverage networks of visible figures to normalise planetary health messages.



## **4. Open the Door and Keep it Open**

### **Purpose**

Engagement must be continuous, building trust and reinforcing the relevance of planetary health.

### **Relationship-Building Tactics**

- Reach out during periods when environmental health risks are top of mind (e.g., haze season, extreme heat).
- Be ready to provide ready-to-use patient communication guides and visual resources.
- Invite participation in webinars, expert briefings, and cross-sector policy discussions.
- Highlight and celebrate peer-led planetary health initiatives to showcase leadership and motivate others.
- Facilitate peer-to-peer connections for mutual learning and support.



## 5. Choose the Right Messengers

### Purpose

The messenger matters as much as the message, particularly in trusted professions.

- Highly respected clinicians who already champion planetary health
- Peer leaders with practical success stories of sustainable practice
- Policy makers and funders connecting environmental policy to improved health outcomes



## 6. Deliver Messages That Land

### Purpose

Messages must reinforce the ethical and clinical alignment of planetary health with medical practice.

### Optimal Channels

- Continuing Medical Education (CME) modules, specialty-specific fact sheets, and hospital sustainability toolkits
- Short social media videos and infographics for patient outreach
- Evidence-rich policy briefs tailored for medical and clinical audiences

### Framing for Maximum Impact

- **Ethical Duty:** Frame planetary health advocacy as intrinsic to medical care and professional responsibility.
- **Trusted Evidence:** Ground messages in peer-reviewed research, WHO data, and local health statistics.
- **Tailored Relevance:** Connect risks to clinical focus areas (e.g. cardiologists → heat stress, paediatricians → child asthma).



## 7. Time It Right

### Purpose

Engagement resonates most when planetary health issues are urgent and visible.

### Opportunities

- Environmental health crises affecting local populations
- National health policy consultations
- Major medical conferences and annual CME events
- Release of significant new health-environment research.

## 8. Track and Prove Success

### Purpose

Success is measured by both influence on the health profession and visible shifts in behaviour and advocacy.

### Indicators

- Health professionals making public statements linking health and environment.
- Increased media presence and authorship of op-eds or research articles
- Collaboration with policy makers advance pro-planet programmes
- Patient-reported awareness of environmental health risks and behaviours
- Engagement with community organisations and educational initiatives
- Qualitative signals of cultural change within professional networks



### Case Study: Health Professionals as Planetary Health Advocates in Wisconsin

The Wisconsin Health Professionals for Climate Action (WHPCA) shows how trusted clinicians can advance planetary health in politically divided contexts. As a non-partisan 501(c)(3), WHPCA avoids lobbying on specific bills and instead focuses on education about the health impacts of climate change and energy policy. Members are trained to write op-eds, meet legislators, and testify at hearings, with a clear Wisconsin-specific message: climate change already harms health, inaction will worsen impacts, and clean energy will improve health, reduce inequities, and strengthen the economy.

**Policy Impact:** WHPCA helped make health a core theme in the Governor's Task Force on Climate Change recommendations. By joining coalitions such as the Clean Power Coalition, they supported the early retirement of the Oak Creek coal plant and investment in renewables. Recognising limits in the legislature, WHPCA also targeted the Public Service Commission, where expert testimony influenced approval of major solar projects.

**Local Engagement:** At the community level, WHPCA partnered with environmental and social justice groups to pass clean energy resolutions, even in conservative municipalities. They also won endorsements from leading medical societies, embedding climate-health advocacy into professional practice.

### Communications Lessons from WHPCA

- Trusted messengers build credibility: health professionals shifted debates from partisanship to public health.

- Frame climate in local health terms: using concrete Wisconsin data on heat, air pollution, and respiratory disease.
- Find hidden policy levers: influencing decisions through the Public Service Commission when legislatures stalled.
- Work through coalitions: adding a health voice amplified environmental and justice campaigns.
- Normalise advocacy: training clinicians to speak out reframed advocacy as professional duty.
- Engage all governance levels: from commissions and councils to school boards and societies.
- Institutionalise advocacy: embedding climate-health into medical society resolutions for long-term impact.

Together, these strategies show how systems thinking in advocacy — linking health, environment, economy, and governance — can drive durable planetary health outcomes.

Source: *Joel Charles, Abby N. Lois, Chirantan Mukhopadhyay, Edward Maibach, Jonathan A. Patz (2021), Health professionals as advocates for climate solutions: A case study from Wisconsin, The Journal of Climate Change and Health, 4, 100052. <https://doi.org/10.1016/j.joclim.2021.100052>*

# Academics and Researchers

*'We in the science community have a responsibility to communicate science. We need to be very active in the science-policy interface, the science-business interface and the science-society interface. Now is the time for science to step up.'*<sup>1</sup>

— **Johan Rockstrom**

Co-director of the Potsdam Institute for Climate Impact Research

## Why this matters:

Researchers and academics are at the fulcrum of evidence generation. They give us rigorous, peer-reviewed knowledge that shapes global and local understanding of how planetary changes such as biodiversity loss, pollution, and climate change affect human health. Their influence reaches across students, policy makers, media, and the public, giving them power to shape discourse, direct research priorities, and legitimise planetary health as a recognised field.



## 1. Define the Mission

### Communication Objective

Position planetary health as a legitimate, evidence-based field that integrates human and ecological wellbeing, and ensure it is embedded in teaching, research, and institutional agendas.

### Examples of Outcomes

- Motivate researchers from diverse disciplines to collaborate on planetary health challenges.
- Encourage universities to integrate planetary health into curricula and research priorities.
- Develop communication strategies to address specific advocacy needs (e.g. local climate-health crises, national research priorities).

### Key Questions

- Do academics view planetary health as an attractive research field?
- What concerns or barriers might prevent their engagement?
- How does planetary health connect with their current work?
- What funding opportunities could support their research if reframed in a planetary health lens?



## 2. Build the Network of Influence

### Purpose

Amplify the role of planetary health research by linking academics to funders, publishers, and platforms that expand visibility and impact.

### Partners to Maximise Impact

- Research councils, academies of science, and funding bodies
- UN agencies and NGOs engaged with planetary health
- Think tanks connected to academic institutions
- Academic publishers and journal editors
- Digital science communication platforms
- Science journalists shaping public understanding
- Students, as future researchers and advocates

### Actions

- Build cross-sector collaborations that highlight planetary health as an interdisciplinary priority.
- Establish partnerships with publishers and media platforms to elevate planetary health findings.



## 3. Target the Right People

### Purpose

Influence depends on engaging both senior figures with authority and emerging scholars shaping future directions.

### Selection of Key Targets

- Academic directors and heads of research associations
- Young research scholars and students who can shape long-term research priorities
- Scientists and academicians who chair or advise government advisory bodies
- Scientists with high media visibility and/or active on social media
- Academicians and researchers whose work is interdisciplinary by nature



## 4. Open the Door and Keep it Open

### Purpose

Long-term engagement with researchers strengthens credibility and ensures planetary health remains embedded in academic agendas.

## Relationship-Building Tactics

- Invite researchers to planetary health conferences and expert meetings.
- Nominate/invite them to editorial boards, expert panels, and global coalitions.
- Recognise and award interdisciplinary research on planetary health.
- Convene interdisciplinary thinkers to brainstorm on specific planetary health challenges.
- Support translation of research into policy-relevant outputs such as presentations or briefs and media pieces.
- Offer training on science communication and media engagement.
- Leverage their integrity to counter denial, polarisation, and misinformation.



## 5. Choose the Right Messengers

### Purpose

Scientific authority depends on trusted voices with credibility across multiple audiences.

- Reputed interdisciplinary scientists and senior scholars in their field
- Authors of landmark papers and reports on planetary health topics
- Scholars bridging health, environment, and policy
- Editorial boards of leading peer-reviewed journals
- Grant making committees
- Representatives of global science-policy agencies such as the WHO and IPCC
- Members of government advisory committees with scientific expertise



## 6. Deliver Messages That Land

### Channels

- Peer-reviewed journals and academic conferences
- University seminars, guest lectures, and curricula
- Research briefs and white papers aimed at policy makers
- Media op-eds and digital platforms for broader visibility
- Collaborative online forums and research networks

### Framing for Impact

- **Research Frontier:** Present planetary health as an emerging, interdisciplinary field intersecting medicine, environment, economics, and social sciences.
- **Identify Gaps:** Highlight research opportunities in areas such as health impacts of biodiversity loss, climate-induced migration, and sustainable urban design.
- **Applied Relevance:** Show how planetary health research can directly influence policy, practice, and funding streams.



## 7. Time It Right

### Purpose

Timing engagement around academic and funding cycles maximises influence and uptake.

### Opportunities

- The start of the academic term when curricula, guest lectures and projects are being planned
- Some months ahead of major conferences, to shape research collaborations or propose speaking opportunities
- Ahead of calls for proposals for funding or grant applications
- Strategic reviews at universities, particularly when new leadership or vision-setting is underway



## 8. Track and Prove Success

### Purpose

Demonstrating outcomes strengthens legitimacy and attracts future support for planetary health research.

### Indicators

- Growth of interdisciplinary collaborations explicitly framed under planetary health
- Publications on planetary health in peer-reviewed, high impact, high circulation journals
- Launch of planetary health related programmes and courses at academic institutions
- Evidence translation into policy outputs that influence decisions or secure funding for programmes
- Increased media presence of academics communicating planetary health findings
- Engagement of researchers with communities, NGOs, and public-facing educational initiatives



## Case Study: Ahmedabad's Heat Action Plan

In 2010, a severe heatwave in Ahmedabad, India, caused a sharp rise in deaths and emergency room (ER) admissions. In response, local authorities partnered with the Indian Institute of Public Health and U.S. researchers to study heat impacts on health. Their findings informed India's first **Heat Action Plan** (2013).

The plan introduced:

- early warning systems
- public awareness campaigns
- training for health workers
- access to cool spaces

Evaluations showed significant improvements — with an estimated **1,190 fewer deaths per year** — in subsequent heatwaves.

This research-to-policy model is now being replicated in other Indian cities as a proven planetary health strategy.

Source: [Building Resilience to Climate Change: Pilot Evaluation of the Impact of India's First Heat Action Plan on All-Cause Mortality \(Hess et al., 2018\)](#)

# Faith Representatives

## Why this matters

Faith leaders command deep trust influence and moral authority, often shaping values and behaviour for entire communities. By aligning ecological responsibility with spiritual values and traditions, they can mobilise grassroots action, shape policy debates, and embed planetary health principles in daily life. Their authority allows planetary health to be framed as a moral duty and can inspire behaviour change in ways science or policy actors cannot.



### 1. Define the Mission

#### Communication Objective

Position planetary health as a moral and spiritual responsibility that aligns with faith traditions and local needs.

#### Examples of Outcomes

- Develop one or two priority advocacy messages that respond to community context (e.g. countering fatalism on climate change, promoting disaster resilience, addressing health threats to livelihoods).
- Build conviction that protecting ecosystems and health fulfils duties of stewardship, justice, and intergenerational care.
- Enable faith leaders to link sacred texts and traditions with ecological responsibility.

#### Key Questions

- Are faith leaders already active on planetary health, or silent?
- Do local policy and faith contexts support or resist engagement?
- Which sacred texts, teachings, or traditions support ecological responsibility?
- What knowledge gaps need formative research?



### 2. Build the Network of Influence

#### Purpose

Expand reach and credibility by connecting faith leaders with allies across sectors.

#### Partners to Maximise Impact

- Faith-based health and service organisations
-

- Intermediary alliances (e.g., Asia-Pacific Faith-Based Coalition for Sustainable Development)
- Inter-faith networks uniting diverse traditions (e.g., Sunway Charter signatories)
- NGOs and ministries willing to co-convene advisory groups with faith leaders



### 3. Target the Right People

#### **Purpose**

Focus engagement on leaders with visibility, legitimacy, and influence across constituencies.

#### **Selection of Key Targets**

- High-profile faith leaders with large followings or advisory influence
- Decision makers in faith governing bodies
- Religious leaders already active in climate or social justice
- International figures (e.g., Pope, senior imams, bishops, monks) who legitimise planetary health in global forums

#### **Actions**

- Identify respected champions across denominations and traditions.
- Prioritise leaders positioned to shift both community practice and institutional direction.



### 4. Open the Door and Keep it Open

#### **Purpose**

Engagement with faith leaders must be ongoing, rooted in mutual respect, and responsive to context.

#### **Relationship-Building Tactics**

- Invite faith leaders into planetary health advisory groups.
- Feature them as keynote speakers or panellists at major forums.
- Provide ready to use resources during high-relevance moments (disasters, festivals, crises).
- Share success stories of interfaith collaboration.
- Maintain regular dialogue to nurture trust and purpose.



### 5. Choose the Right Messengers

#### **Purpose**

Messages resonate most when delivered by respected faith figures and credible allies.

## Guidance

- Respected faith leaders who openly embrace science
- Inter-faith champions bridging across traditions
- Religious figures visible in planetary health debates (e.g., COP speakers)
- Scientists who collaborate with faith leaders to align evidence and values



## 6. Deliver Messages That Land

### Purpose

Translate planetary health into faith-based values and practices.

### Optimal Channels

- Sermon guides linking sacred texts with ecological responsibility
- Campaigns tied to religious observances (Ramadan, Diwali, Lent, harvest festivals)
- Storytelling guides using parables, traditions and faith-based models
- Community mobilisation: clean-ups, vigils, eco-campaigns
- Joint op-eds or interviews blending evidence and faith values

### Framing for Impact

- **Stewardship:** Caring for creation as a sacred duty.
- **Justice:** Highlight disproportionate impacts on the poor and vulnerable.
- **Intergenerational Responsibility:** Protecting the Earth for future generations.



## 7. Time It Right

### Purpose

Engagement is most powerful when linked to faith calendars and moments of moral urgency.

### Opportunities

- Religious festivals and rituals
- Crises such as floods, heatwaves, epidemics
- National climate consultations and policy summits
- International faith-based declarations or events on climate and sustainability



## 8. Track and Prove Success

### Purpose

Demonstrating influence strengthens credibility and motivates sustained action.

## Indicators

- Number and diversity of faith leaders engaged in planetary health advocacy
- Participation in advisory groups, campaigns, or public events
- Community-level actions (tree planting, food initiatives, renewable uptake)
- Congregation feedback via surveys or interviews
- Faith leaders producing eco-guides, sermons, or op-eds
- Growth of inter-faith collaborations on ecological campaigns



## Case Studies

### Save Soil Campaign

Launched in 2022 by India-based faith leader Sadhguru Jaggi Vasudev under *Conscious Planet*, the Save Soil campaign is the most high profile faith-based initiative for planetary health. It aimed to raise soil organic content to 3–6% to safeguard food security, biodiversity, and climate resilience.

The campaign drew global attention through Sadhguru's 30,000 km motorcycle journey across 27 countries, celebrity endorsements, and youth mobilisation. Supported by UNCCD (United Nations Convention to Combat Desertification), FAO (Food and Agriculture Organization), and WFP (World Food Programme), it secured support from 81 nations and 10 Indian states. Symbolic actions included tree planting in Nepal, and some MoUs integrated soil health into agricultural planning. The campaign featured at COP15, WEF, and COP28, and mobilised millions of youth through letters, rallies, and digital campaigns.

However, implementation has lagged. Few measurable impacts on soil carbon or large-scale programmes are evident. While it succeeded as a global communications strategy, its long-term legacy will depend on policy integration, delivery, and transparent monitoring.

Source: <https://consciousplanet.org/en/save-soil>

### Faith Communities in Climate Action — From Grassroots to the UN

The paper [From Grassroots to the UN: The Role of Faith in Climate Action](#) (Mash & Abumoghli, 2024) examines how faith groups contribute to environmental action locally and globally.

- In Southern Africa, the Green Anglicans Movement works with congregations on tree planting, land management, and water conservation)
- The UNEP *Faith for Earth* initiative brings together faith leaders from multiple religions to advocate climate justice and shape environmental policies at global fora.

Source: [World Scientific](#)

These efforts enhance awareness, promote eco-friendly practices, and influence policy dialogues, from local communities to UN negotiations. Faith networks also amplify messages, making sustainability more culturally resonant and morally framed.

## Communication lessons from faith leader led initiatives of impact:

- **Moral framing resonates:** Positioning environmental issues as stewardship, care, justice or duty strengthens engagement.
- **Dual levels of action matter:** Success comes when leaders mobilise locally while also influencing global policy spaces.
- **Cultural legitimacy is powerful:** Trusted faith figures bridge science and-policy, especially in communities where faith plays a central role.

# Indigenous Organisations

## Why this matters

Indigenous Peoples have safeguarded ecosystems for centuries through traditional knowledges, spiritual worldviews, and sustainable practices. They are often on the frontlines of planetary health challenges such as deforestation, extractive industries, and climate change. Engaging Indigenous Peoples and organisations means not imposing external agendas, but supporting sovereignty, community – defined priorities and amplification of their voices in both local and global advocacy.



### 1. Define the Mission

#### Communication Objective

Ground advocacy in Indigenous realities and values, ensuring planetary health is advanced through co-leadership and alignment with community priorities to elevate Indigenous Peoples' perspectives to the outside world – with free, prior, and informed consent (FPIC) as a first step.

#### Examples of Outcomes

- Protect sacred sites, secure food sovereignty, ensure water access, and enable climate adaptation for livelihoods.
- Frame planetary health in terms of reciprocity, stewardship, and interconnectedness.
- Support advocacy aims defined by Indigenous leaders and communities, not by external actors.

#### Key Questions

- What are the lived realities shaping Indigenous health and environment concerns?
- How do policy contexts support or undermine Indigenous sovereignty and land rights?
- What traditional practices already safeguard biodiversity and community health?
- What knowledge gaps remain, and how can formative research (via community led or participatory methods) close them?



### 2. Build the Network of Influence

#### Purpose

Strengthen Indigenous advocacy by connecting local voices to broader networks, without diluting autonomy.

## Partners to Maximise Impact

- Indigenous youth trained in advocacy and mobile journalism
- Elders, knowledge holders, and traditional councils
- Indigenous media outlets and community-based organisations
- Academic and NGO allies (e.g., community-based researchers) who work in co-leadership rather than extractive ways

## Actions

- Support Indigenous-led networks that amplify community priorities.
- Connect youth leaders with elders to ensure continuity of knowledge and advocacy.



## 3. Target the Right People

### Purpose

Focus engagement in partnership with Indigenous leaders and advocates with cultural legitimacy and influence.

### Selection of Key Targets

- Respected leaders, elders, and healers
- Local influencers and youth leaders within communities
- Representatives in national or regional Indigenous associations
- Indigenous advocates already active in climate, biodiversity, or land justice movements

### Actions

- Prioritise those who can bridge traditional authority with advocacy platforms.
- Ensure diversity across gender, age, and regional groups.



## 4. Open the Door and Keep it Open

### Purpose

Building trust with Indigenous organisations requires long-term commitment and reciprocity.

### Relationship-Building Tactics

- Engage through face-to-face dialogue, community visits, and participation in cultural events.
- Include Indigenous leaders in advisory groups and decision-making forums.
- Create youth clubs or advocacy circles on planetary health themes.
- Build long-term trust by aligning with community-defined priorities, not just external campaigns.



## 5. Choose the Right Messengers

### Purpose

Messages must be delivered by trusted Indigenous voices, supported but not overshadowed by allies.

### Effective Messengers

- Elders and knowledge keepers with deep cultural authority
- Youth advocates blending traditional wisdom with modern communication tools
- Indigenous artists, storytellers, and media creators
- Trusted allies who amplify but do not overshadow Indigenous voices



## 6. Deliver Messages That Land

### Purpose

Communicate planetary health in ways that honour Indigenous traditions, languages, and worldviews.

### Optimal Channels

- Indigenous media platforms: radio, podcasts, films, art, theatre, song, dance
- Community rituals and festivals that connect cultural identity with ecological care
- Legal and policy advocacy spaces that link land protection with health protection
- Bilingual or multilingual campaigns that prioritise Indigenous languages

### Framing for Maximum Impact

- **Reciprocity and Stewardship:** Nature as kin, caring for land as caring for community.
- **Justice and Sovereignty:** Protecting land rights as essential to health.
- **Traditional Knowledge:** Elevating sustainable farming, water management, and biodiversity practices.
- **Health as Land Security:** Deforestation, mining, and extractives framed as direct health threats.



## 7. Time It Right

### Purpose

Engagement is most powerful when aligned with Indigenous cultural calendars and moments of crisis.

### Opportunities:

- Indigenous festivals and cultural ceremonies

- Times of duress (wildfires, floods, forced migration) when advocacy is urgent
- National climate or biodiversity consultations where Indigenous representation is critical
- International Indigenous Peoples' Day or UN climate forums highlighting traditional knowledge



## 8. Track and Prove Success

### Purpose

Demonstrating change validates Indigenous leadership and sustains engagement.

### Indicators

- Number of Indigenous organisations and leaders directly engaged in planetary health advocacy
- Uptake of Indigenous-led advocacy tools (e.g., media productions, campaigns)
- Evidence of policy influence or strengthened land security
- Community-level outcomes (food sovereignty, biodiversity protection)
- Qualitative feedback through participatory surveys, interviews, or storytelling
- Visibility of Indigenous voices in national and international forums



## Case Studies

### Aotearoa / New Zealand — *Te Mana o te Wai* (freshwater policy principle)

Māori iwi and hapū engaged in sustained advocacy over decades, pressing government to recognise Māori rights, values, and responsibilities in freshwater governance. The eventual inclusion of *Te Mana o te Wai* into national freshwater policy (2014, strengthened in 2020) is widely regarded because of Indigenous advocacy combined with legal work, community mobilisation, and partnership-building. Māori values and legal concepts were embedded into the National Policy Statement for Freshwater Management (NPS-FM), shifting policy toward protecting the health of freshwater as integral to human and ecosystem wellbeing. This is widely documented in academic analyses of freshwater governance and in the NPS-FM guidance.

Source: Buelow, F. A., Delsault, L., & Brower, A. (2024). *How does collaborative freshwater governance affect legitimacy? Comparative analysis of 14 cases of collaboration in Aotearoa New Zealand between 2009 and 2017. Policy Studies, 46(3), 391–414. <https://doi.org/10.1080/01442872.2024.2321898>*

## Canada — Indigenous Protected and Conserved Areas (IPCAs) / co-management

IPCAs grew out of Indigenous-led advocacy, particularly through the Indigenous Circle of Experts (ICE) report *We Rise Together* (2018). This report was both a scientific and advocacy document, making the case to federal and provincial governments that Indigenous leadership is essential to meeting Canada's biodiversity and reconciliation commitments. Peer-reviewed reviews and case studies document how IPCAs and negotiated co-management agreements place Indigenous governance and knowledge at the centre of protected-area programmes, producing policies and programmes that combine cultural stewardship with biodiversity and community wellbeing goals.

Source: Mansuy, Diana Staley, Sharlene Alook, Brenda Parlee, Alexandra Thomson, Danika Billie Littlechild, Matthew Munson, and Fred Didzena. 2023. *Indigenous protected and conserved areas (IPCAs): Canada's new path forward for biological and cultural conservation and Indigenous well-being*. *FACETS*. 8: 1-16. <https://doi.org/10.1139/facets-2022-0118>

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*"The health risks from climate change have unique considerations within Indigenous Nations for both mitigation and adaptation responses. Additionally, there are unique elements and strengths gleaned from Indigenous traditional knowledges as it pertains to climate change and health; however, only with a clear recognition of Indigenous Peoples sovereignty and rights in all geopolitical areas. There must be continued and sustained dialogues and movements that uplift Indigenous community strengths and solutions as we work towards a healthy, inclusive, and just planet." (Redvers et al., 2023)*

# Youth

## Why this matters

Young people will live longest with the consequences of climate change, biodiversity loss, and environmental degradation. They have the greatest stake in ensuring long-term planetary health solutions. Young people bring fresh ideas, digital fluency, and innovative approaches and can shape public discourse through activism, social media, and the arts. Their moral voice and energy can inspire intergenerational action and drive systemic change.



### 1. Define the Mission

#### Communication Objectives

Empower young people to see planetary health as directly connected to their lives and futures, and to equip them to lead solutions.

#### Examples of Outcomes

- Increase youth understanding of links between planetary health and personal futures (e.g. climate change and mental health, pollution and lung health)
- Inspire youth to lead and join campaigns, local projects, and global movements advancing sustainability
- Support youth to frame their own narratives and design creative advocacy tools

#### Key Questions:

- Which planetary health issues resonate most with young people in this context?
- What narratives and messages motivate youth to act?
- How can young people be supported to move from awareness to leadership?

#### Actions

- Create platforms where young people can contribute solutions, not just be passive recipients of information.
- Support young advocates in speaking at community, national, and international forums.



### 2. Build the Network of Influence

#### Purpose

Expand youth leadership by embedding planetary health within institutions and alliances that can amplify their efforts.

## Partners to Maximise Impact

- Educational institutions at all levels
- Youth associations and student unions
- NGOs and coalitions supporting youth activism
- Arts, culture, and sports networks where young people gather

## Actions

- Establish youth advisory councils for planetary health.
- Partner with schools and universities to integrate planetary health into curricula and student projects.



## 3. Target the Right People

### Purpose

Focus on youth actors with influence, creativity, and the ability to inspire peers.

### Selection of Key Targets

- Youth leaders and activists already engaged in environmental and health advocacy
- Young social media influencers
- Medical, environmental, political and social science, and business management students
- Young entrepreneurs in green tech, sustainable food, clean energy, and circular economy
- Young interdisciplinary researchers working on sustainability
- Younger policy makers with potential for long-term leadership

### Actions

- Map youth leadership across sectors and identify potential champions.
- Invest in mentoring youth who combine innovation with credibility.



## 4. Open the Door and Keep it Open

### Purpose

Engagement with youth must be empowering, participatory, and long-term.

### Relationship-Building Tactics

- Highlight youth-led innovations, research, and activism in mainstream and social media.
- Equip youth with communication, advocacy, and leadership skills to influence policymakers and industries.

- Facilitate partnerships with scientists, health professionals, and private sector allies.
- Provide small grants or platforms to pilot youth-designed initiatives.
- Create opportunities for intergenerational dialogue to strengthen mutual trust.



## 5. Select Effective Messengers

### **Purpose**

Youth voices carry authenticity when grounded in lived experience and creativity.

### **Guidance**

- Young activists already driving campaigns and social movements
- Student leaders trusted by peers
- Youth entrepreneurs with tangible solutions
- Artists, athletes, and influencers able to reach large audiences



## 6. Deliver Messages That Land

### **Purpose**

Youth advocacy must be framed in ways that inspire agency, responsibility, and hope.

### **Optimal Channels**

- Youth conventions, forums, climate strikes
- Sports events, concerts, art festivals
- International, regional, national, and local meetings on health and/or climate change
- Social media campaigns with photos, cartoons, memes, and audiovisual explainers
- Youth-led talk shows. Podcasts and digital platforms

### **Framing for Maximum Impact**

- **Agency:** Emphasise that young people can shape their future.
- **Responsibility:** Position youth as the foremost stakeholders in planetary health.
- **Hope:** Showcase evidence that collective action delivers real change.
- **Justice:** Highlight links between inequities and human impacts
- **Relatability:** Use case studies that have a human face, especially of young people
- **Non-partisan:** Frame around shared values, not ideology.



## 7. Time It Right

### Purpose

Youth advocacy must be framed in ways that inspire agency, responsibility, and hope.

### Opportunities

- Ahead of climate or disaster events where youth mobilise in support of humanitarian teams
- Following news of best practices in planetary health, to spark campus debates or youth talk shows
- During legislative debates on environment, health, or resource management to bring in a youth angle
- International events such as COP, UN General Assembly, or World Health Assembly



## 8. Track and Prove Success

### Purpose

Demonstrating youth leadership and outcomes strengthens credibility and inspires wider participation.

### Indicators

- Pre/post surveys showing improved youth knowledge (e.g., pollution-health links)
- Social media engagement metrics: shares, comments, youth-created content
- Event participation numbers and feedback
- Focus groups or polls capturing increased youth concern and commitment
- More youth signing petitions or joining campaigns
- Visible use of key taglines or messaging across social media platforms
- Participation in official forums, policy dialogues, or advisory councils
- Youth-informed policy recommendations adopted by governments or other institutions
- Collaborations with private sector, governments, or health systems
- Media coverage amplifying youth advocacy

*'Partnerships and co-design are imperative: planetary health advocates should understand the experiences, knowledge, and needs of young health professionals and see how planetary health can be integrated into their existing education, training, and work. In IFMSA, we conducted a global survey across 112 countries and found that only 15% of medical students had climate change mentioned in their curriculum. At the same time, the Federation of 1.3 million medical students is committed to integrating planetary health and climate change throughout all its member countries.'*

*Planetary health advocates should also ensure that communication connects to the lived experiences of patients and communities, while also acknowledging that health systems are both the first and last line of defence against climate change. Investing in health system preparedness and resilience is imperative, but it must go hand in hand with reducing the sector's own environmental footprint — an under-recognised dimension of patient safety and quality. Strengthening the preparedness of the young health professionals, addressing shortages, training gaps, and mental health support, are all critical to ensuring their active engagement and the integration of planetary health principles within health systems.'*

— **Omnia El Omrani, MD**

Climate and Health Policy Fellow, Imperial College London and First Youth Envoy to COP27



## Case Study: Cartoons for Planetary Health

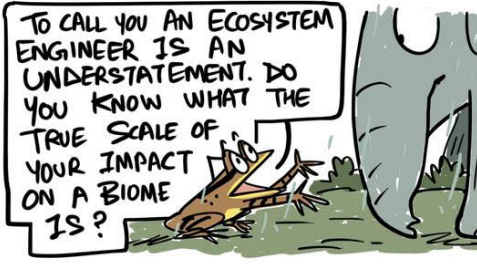
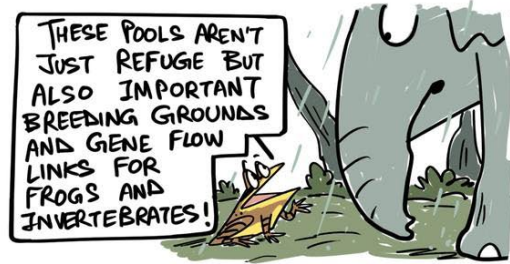
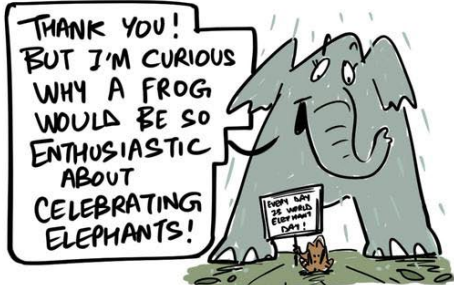
Rohan Chakravarty uses art and satire to make biodiversity loss and climate change relatable. His syndicated cartoons, shared widely online, distil complex planetary health issues into witty, accessible visuals that reach audiences beyond policy and science circles.

Through his award-winning project [Green Humour](#), he has collaborated with NGOs, international organisations, and education initiatives. His work includes:

- [Where's Gaju's Herd?](#) (with the Wildlife Trust of India), a children's book on human–elephant conflict, distributed across all affected Indian states
- [Making Friends with Snakes](#) (with Madras Crocodile Bank Trust and Pratham Books), a snakebite awareness comic translated into 14 languages
- Wildlife maps of India and Bhutan (with WWF), now widely used in schools, libraries, and campaigns, the Bhutan map officially launched by the Prime Minister
- Cartoons on global science access, showcased at UNESCO and informing EU policy briefs

Chakravarty has also illustrated live at four UN Climate Conferences (COP26–COP29), with his work featured in COP campaign materials. His columns in [The Hindu](#), [Roundglass Sustain](#), [DW Environment](#), and [Mongabay](#) extend his reach.

By weaving science into satire and storytelling, Chakravarty demonstrates how creative communication can cut across literacy, age, and politics, turning planetary health into a personal and urgent concern.



WORLD ELEPHANT DAY - AUGUST 12

# Journalists

## Why this matters

Journalists translate complex science into narratives that resonate, uncover injustice, and amplify solutions. High-quality journalism legitimises advocacy, counters misinformation, and mobilises both the public and policymakers. Poor or sensationalist coverage can distort debates and undermine even the strongest campaigns.



### 1. Define the Mission

#### Objective

Ensure planetary health is covered accurately, constructively, and in ways that highlight urgency, justice, and solutions.

#### Examples of Outcomes

- Identify one to three priority messages for a defined time frame (e.g. six months to a year).
- Frame planetary health as newsworthy by emphasising novelty, timeliness, and local relevance.
- Position solutions alongside risks to foster constructive narratives.
- Highlight interconnectedness across domains such as health, climate, environment, gender, and justice.
- Counter greenwashing with evidence-based reporting.

#### Key Questions

- What emerging planetary health issues are most newsworthy right now?
- How can novelty (new research, first-ever policy), timeliness (seasonal risk, urgent crisis), and local relevance (community impact) be leveraged?
- What misconceptions or misinformation need correction?



### 2. Build the Network of Influence

#### Purpose

Journalists are more effective when supported by institutions, peers, and access to resources.

#### Partners to Maximise Impact

- Journalism schools and media scholars

- Press associations and veteran journalist networks
- Ministries of information and broadcasting
- Media development organisations and newsroom leaders
- Business houses with media ownership

### **Actions**

- Establish collaborations with journalism schools to integrate planetary health into training.
- Build alliances with press associations and newsroom champions who set editorial tone.



## **3. Target the Right People**

### **Purpose**

Focus efforts on those who shape coverage decisions and narratives.

### **Selection of Key Targets**

- Senior editors and news directors with agenda-setting power
- Columnists and op-ed writers shaping public opinion
- Influential reporters and social media commentators
- Media owners and decision makers who determine coverage priorities

### **Actions**

- Build relationships with both frontline reporters and gatekeepers who shape editorial choices.



## **4. Open the Door and Keep it Open**

### **Purpose**

Journalists value trust, timeliness, and access to credible resources. Sustained engagement builds loyalty and accuracy.

### **Relationship-Building Tactics**

- Offer clear, evidence-based resources timed to meet newsroom deadlines.
- Provide access to credible experts and frontline stories.
- Build trust through informal background briefings, not just press releases.
- Be available to clarify concepts or interpret data even if you are not part of the story.
- Share exclusive local stories or datasets with selected journalists to deepen engagement.
- Offer training opportunities to improve clarity, content and framing of media stories.



## 5. Choose the Right Messengers

### Purpose

Journalistic narratives are strengthened by credible voices and compelling human stories.

### Guidance

- Journalists trained in health, science, or environmental reporting
- Scientists with strong communication skills who can simplify evidence
- Practitioners offering human stories to complement data
- Veteran journalists who can mentor peers and shape editorial norms



## 6. Deliver Messages That Land

### Purpose

Ensure planetary health issues are framed constructively, credibly, and in ways that respect journalistic norms.

### Optimal Channels

- Media events, press briefings, and workshops
- Concise media briefs, infographics, and audiovisual explainers
- Interviews and op-eds co-authored with experts
- Access to experts for rapid response during controversies or crises

### Framing for Maximum Impact

- **Solutions:** Showcase best practices and demonstrate feasibility of change.
- **Justice:** Highlight unequal impacts and give space to marginalised voices.
- **Objectivity:** Provide evidence-based narratives that respect journalism's commitment to truth.
- **Constructive Storytelling:** Avoid overly politicised frames that risk polarising audiences.



## 7. Time It Right

### Purpose

Journalistic interest peaks when events are urgent, novel, or tied to public debates.

### Opportunities

- Environmental health crises (heatwaves, floods, epidemics)
- Release of new reports or breakthrough studies
- Legislative debates on environment, health, or resource management

- Religious or cultural observances that journalists are already covering
- International events such as COP or World Health Assembly



## 8. Track and Prove Success

### Purpose

Measuring journalistic engagement helps demonstrate how narratives shift and where advocacy gains traction.

### Indicators

- Frequency and quality of planetary health coverage across platforms
- Uptake of constructive frames (solutions, justice, evidence-based reporting)
- Adoption of editorial policies against misinformation or greenwashing
- Engagement of journalists in trainings or advisory groups
- Policy or practice changes linked to sustained media coverage
- Qualitative feedback from journalists on usefulness of resources provided



## Journalists as catalysts: Stories of impact

- Journalist Alex Tumuhimbise's [expose](#) on illegal sand mining in Uganda influenced the passage of the 2021 Mining and Minerals Bill, leading to stricter oversight and regulation of sand mining operations in the region.
- In 2020, media outlet Holm Akhdar investigated a surge in rare wildlife poaching in Yemen. Their [investigation](#) led to a ban on hunting endangered species in Shabwah province and highlighted the often-overlooked environmental impacts of war.
- Kantor Berita Indonesia's programme, Planet Plate, winner of the "Podcast Innovation of the Year" at the Radioinfo Asia Podcast Awards 2025, is Indonesia's first climate-focused cooking podcast, spotlighting local delicacies and threatened ingredients to show how climate change, policy and shifting diets are transforming the country's rich food heritage — while engaging young audiences with stories, recipes, and cooking challenges. By the end of October 2024, the Planet Plate website had been viewed 4,000 times with 1,100 plays across the four podcast episodes. KBR also promoted the series on Instagram, publishing collaborative posts with the youth organisations and garnering thousands of interactions across Instagram and TikTok. Source: <https://loom.ly/KQ8YQGQ>

# Social Media Influencers and Platforms

## Why this matters

Social media is one of the fastest ways to spread planetary health messages, shape narratives, and mobilise communities. Influencers, content creators, and digital networks can reach millions, especially young people. Unlike traditional media, social platforms offer two-way dialogue, grassroots storytelling, and rapid amplification. This power can drive positive solutions, but unchecked misinformation can undermine progress just as fast.



## 1. Define the Mission

### Communication Objectives

Create social media campaigns that make planetary health relatable, shareable, and solution-oriented, while countering misinformation.

### Examples of Outcomes

- Develop one or two major campaigns each year tied to urgent planetary health priorities (e.g. haze season, heatwaves, floods, food insecurity).
- Build trust through authentic voices and formats that resonate with audiences (memes, reels, TikTok challenges, long-form threads).
- Provide rapid, evidence-based responses to misinformation, packaged in simple, visual formats.

### Key Questions

- Which platforms matter most for our audiences (TikTok, Instagram, YouTube, X, Facebook)?
- Which content formats generate the most engagement locally (short video, humour, infographics)?
- Who are trusted voices for key demographics (youth, rural communities, diaspora)?
- What misinformation trends do we need to anticipate and counter?



## 2. Build the Network of Influence

### Purpose

Digital reach grows through collaboration between influencers, institutions, and platforms.

## Partners to Maximise Impact

- Influencers and creators with credibility in health, environment, lifestyle, or social justice
- Digital campaign coalitions (e.g., youth climate networks, online advocacy collectives)
- Tech companies and platform reps who can support verified campaigns or visibility boosts
- NGOs, universities, and research institutes able to supply visuals, data, and storytelling assets

## Actions

- Form partnerships with creator collectives to sustain campaigns beyond single posts.
- Engage platforms early to secure support for responsible amplification and misinformation control.



## 3. Target the Right People

### Purpose

Influence online depends on choosing voices that are authentic, credible, and connected.

### Selection of Key Targets

- Macro-influencers with large followings who can amplify campaigns widely
- Micro-influencers trusted within niche communities (e.g., eco-friendly lifestyle bloggers, farmer TikTokers, doctors with Instagram followings)
- Platform policy teams (e.g. Meta, TikTok, Google) to support misinformation countering

### Actions:

- Mix reach (macro) with trust (micro) for maximum impact.
- Prioritise influencers whose content aligns with sustainability and public interest values.



## 4. Open the Door and Keep it Open

### Purpose

Successful engagement with creators requires authenticity and co-creation.

### Relationship-Building Tactics

- Invite influencers to campaign design sessions to ensure co-creation and authenticity.

- Provide ready-to-use visual packs (memes, infographics, storyboards) that influencers can adapt.
- Host informal “creator briefings” before big planetary health moments (e.g., COP meetings, haze alerts).
- Spotlight and celebrate influencers who contribute meaningfully.



## 5. Choose the Right Messengers

### Purpose

The messenger must feel authentic to the audience and context.

### Effective Messengers

- Young digital creators who speak the language of their peers
- Health professionals, scientists, or Indigenous leaders with strong online presence
- Community figures whose authenticity drives higher trust than celebrities



## 6. Deliver Messages That Land

### Purpose

Planetary health messages must be visually engaging, authentic, and shareable.

### Optimal Channels

- Short videos (TikTok, Instagram Reels, YouTube Shorts) with compelling visuals
- Infographics, memes, and carousel posts on Instagram and Facebook
- Twitter/X threads for policy audiences
- WhatsApp and Telegram groups for community-level outreach

### Framing for Maximum Impact

- **Solutions:** Show that change is possible and practical.
- **Justice:** Highlight unequal impacts on vulnerable groups.
- **Storytelling:** Root narratives in lived experience, not abstract science.
- **Hope and Humour:** Share positive, relatable, and entertaining content that travels further than fear.



## 7. Time It Right

### Purpose

Engagement is strongest when aligned with moments of urgency and cultural resonance.

### Opportunities

- Climate-related disasters (heatwaves, floods, haze) when attention is highest

- International days (e.g., World Environment Day, Earth Day, World Health Day)
- Launch of new research or policy initiatives
- Cultural/religious festivals that can link to ecological themes



## 8. Track and Prove Success

### Purpose

Digital engagement must be measured to understand reach, resonance, and influence.

### Indicators

- Engagement rates (likes, shares, comments, saves) and reach and impressions across platforms
- Volume and tone of user-generated content inspired by campaigns
- Uptake of campaign hashtags
- Evidence of misinformation being corrected or displaced by accurate narratives
- Qualitative insights: audience sentiment, feedback, and community mobilisation



## Case Study

### Dr. Pal Manickam — Gut Health as a Gateway to Planetary Health

Dr. Pal Manickam integrates humour with health communication on personal gut health choices. Through short videos in Tamil and English, he promotes plant-based diets rich in fibre, highlighting their dual benefits: improving digestion and reducing risks of chronic disease.

By framing personal health choices as part of sustainable lifestyles, Dr. Manickam reaches millions online, especially younger audiences. His approach demonstrates how culturally rooted, accessible communication can shift diets toward healthier people and, indirectly, a healthier planet. By linking individual well-being to food systems, Dr. Manickam makes planetary health relatable and actionable. His culturally rooted, humorous storytelling in Tamil and English demonstrates how local voices can reframe vegetarian diets as both trendy and healthy.

Source: <https://www.youtube.com/@DrPal>



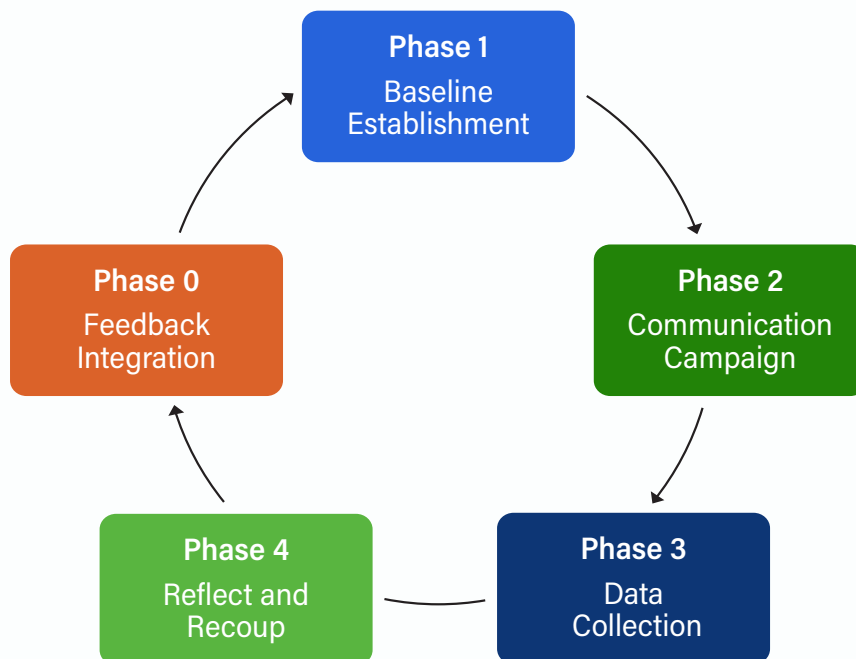
Voices for Planetary Health – III

**Monitoring and  
Evaluation Plan**

# Monitoring and Evaluation Plan

This Monitoring and Evaluation plan operates on the premise that each organisation reading this report will have different needs, target audiences, and capacity. It is meant to act as an accessible springboard for planetary health stakeholders to critically engage with their communication strategy and support teams with little to no training on this process. The plan typically covers the steps necessary to develop, implement, and evaluate a communications campaign over the course of a year. Due to the diverse nature and varying sizes of planetary health stakeholder organisations, this plan highlights generalizable and core components of an “M&E” plan. The plan follows a quarterly format of three months per phase but can be adapted to suit the capacity/needs of each organisation.

- **Goal 1:** to build public and stakeholder support for joint actions such as policy decisions, that improve both human and planetary health.
- **Goal 2:** to foster science-based public conversations and socialise awareness of planetary health in all spheres of life, drawing in public audiences to participate in an informed fashion.



## Q1: (Phase 1) - Baseline Establishment

In this phase you are developing the “baseline” of your communication campaign and its analysis. This phase has 5 key steps to help you align your organisational goals with measurable data, better audience understanding, and *hopefully* a successful campaign.

## Step 1 - Identify Communication Campaign Goals and Objectives

Your first step is to identify 2-5 SMART goals that align with your organisational communication needs. You should define these goals for each medium of communication that you are utilizing (e.g., Instagram, Newsletters, and a workshop series etc.).

|          |                   |  |
|----------|-------------------|--|
| <b>S</b> | <b>Specific</b>   | What will be accomplished? What actions will you take?                   |
| <b>M</b> | <b>Measurable</b> | What data will measure the goal? (How much? How well?)                   |
| <b>A</b> | <b>Achievable</b> | Is the goal doable? Do you have the necessary skills and resources?      |
| <b>R</b> | <b>Relevant</b>   | How does the goal align with broader goals? Why is the result important? |
| <b>T</b> | <b>Time-Bound</b> | What is the time frame for accomplishing the goal?                       |

### Example Goals

- **Instagram:** Increase awareness of planetary health concepts among young adults (18-35) by achieving 10,000 total engagements (likes, comments, shares, saves) across 30 educational posts over 6 months, with a focus on actionable climate-health solutions.
- **Newsletter:** Build a targeted email list of 3,000 planetary health advocates and professionals through 12 monthly newsletters over 1 year, achieving an average open rate of 35%, click-through rate of 8%, and subscriber growth rate of 10% per month, while generating 50 meaningful reader responses or actions per newsletter.
- **Workshop Series:** Educate 200 healthcare professionals and community leaders about planetary health principles through 4 interactive workshops (25 participants each) across 4 months, achieving an average knowledge increase of 40% as measured by pre/post assessments and 85% participant satisfaction rating.

**\*NOTE:** These goals can be aligned with any medium of communication you utilize. It may be helpful to utilize AI's like [Claude.ai](#) and [Perplexity.ai](#) to support SMART goal generation if you are just starting out. (As always, consider the resources required to utilize AI)

## Step 2 - Define Key Indicators of Success

In step two you will identify the key indicators that define the success of your project and the ways in which you will measure them. The table below provides a brief example of metrics you could use in your campaign and ways in which you can track them. The resource section contains links to additional templates.

| Metric                       | Target Value     | Current Value    | Measurement Method     | Data Source    |
|------------------------------|------------------|------------------|------------------------|----------------|
| <b>Awareness</b>             |                  |                  |                        |                |
| Unique Reach                 | 15,000/month     | 5,000/month      | Combined web analytics | All channels   |
| Website Traffic              | 10,000/month     | 1,000/month      | Web analytics          | Website        |
| <b>Engagement Metrics</b>    |                  |                  |                        |                |
| Event Attendance             | 500/per 6 months | 250/per 6 months | Registration count     | Zoom analytics |
| Social Media Engagement Rate | 5,000            | 50               | # of likes             | Instagram      |

## Resources

- <https://tools4dev.org/resources/me-framework-template/>

## Step 3 - Define Target Audiences for Engagement

In step three you will define who your target audience is and the specifics of working with them as it relates to your messaging campaign. It is vital to be purposeful in your review of your target audiences and to deeply think about your organisational experience with them. It is helpful to seek out individuals who have “institutional knowledge” of working with various target audiences in your organisation and build out your team’s understanding.

**\*NOTE:** The [communication engagement strategies](#) section can be used to support how you think about the audiences relevant to your messaging and how you might engage with them.

### Target Audience Ripple Chart

The target audience ripple chart acts as a baseline visualization for free-listing relevant audiences and their potential accessibility. At this stage you are only listing out the potential campaign targets and not their specific traits. Below are suggested definitions of how to define these different audience groups. If they do not align with your organisation, feel free to rephrase them to suit your needs.

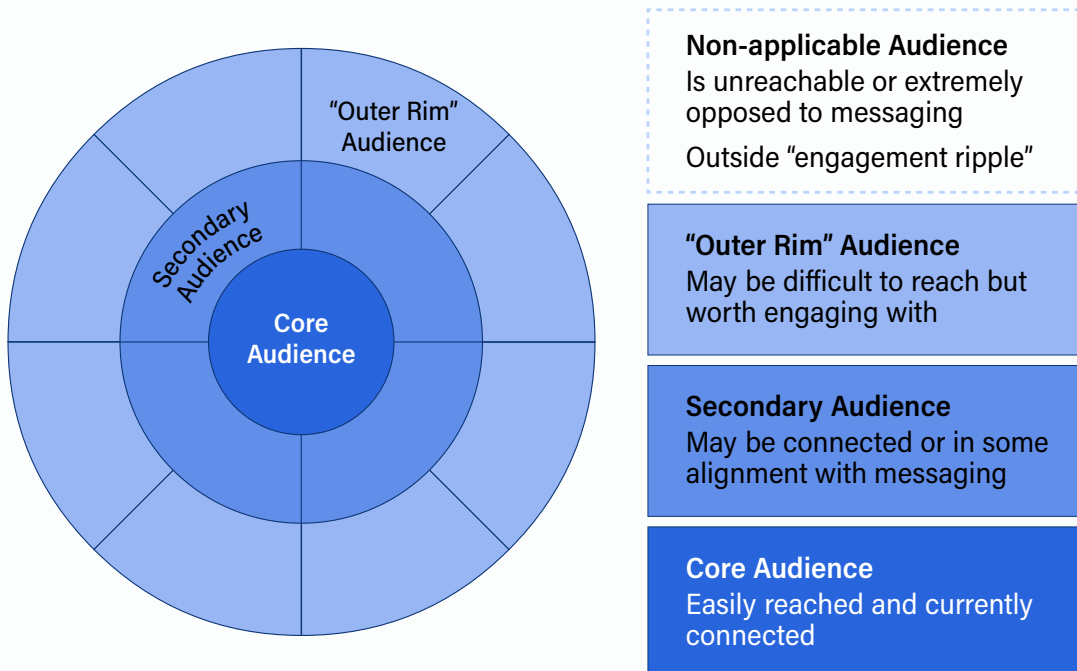
**Core Audience:** This audience encompasses those who you are already currently engaged with or are in alignment and agreement with your core messaging. This group of individuals are those who you are likely already working with but may include others as you begin the free listing exercise.

**Secondary Audience:** The secondary audience are those individuals who may be

already connected with your organisation or in some alignment with your messaging but that you would like to reach more. This audience

**“Outer Rim”:** The outer rim audience is unique in that your organisation may decide that this segment is worth the time to reach or not. This audience are those who may be difficult to reach or somewhat opposed to your messaging (at first) but are worth connecting with.

**Non-Applicable Audience:** This audience may or may not be relevant to your organisation given that your organisation may see value in the effort to reach everyone. This segment should include those who are heavily in opposition of your messaging or in misalignment with the values of your organisation.



### Example for a civic organisation

- **Core Audience:** Green and liberal political parties.
- **Secondary Audience:** Centre political parties and politicians open to messaging.
- **“Outer Rim”:** Right leaning political parties but may be open to messaging.
- **Non-Applicable:** Extremist groups and hard line right wing political parties (AfD and other nationalist political parties).

### Define Key Audience Characteristics and “Comfort Zones”

In this section you will define (to the best of your ability) the key characteristics of your audience. This may be through institutional knowledge sharing, reflecting on the content of the [communication strategies section](#) of this report, freelisting ideas, or AI prompting. The table below is a simple representation of how you may accomplish this activity. The characteristics are likely somewhat different for all organisations.

**\*NOTE:** This table can be as detailed as possible but you should try to avoid information overload.

- **Comfort Zone Topics:** These are topics that this audience segment is interested in or is relevant to their beliefs.
- **“Buzzwords”:** Language relevant to the target group and is mostly understood by them. These can also be words that show up in their messaging that is in alignment with your organisational messaging and can act as a “bridge builder.”
- **“No-Go/Pain Points”:** topics or language that limit your ability to engage with the target group.
- **“Bridge Builders”:** These topics should be thought of as ways to “bridge-the-gap” with pain point topics or in instances where the audience segment may be opposed to your messaging. These should be thought of as ways that you can reframe your messaging for the target group while still being scientifically accurate.

| Audience Segment                            | Key Characteristics   | Group “Comfort Zone Topics”  | Group “Buzzwords”  | Group “No-Go/Pain Point” topics   | Group “Bridge Builders”   |
|---|---|--|--|---|---|
| <b>Policy Makers – Conservative Parties</b> | <ul style="list-style-type: none"> <li>▪ Ideologically difficult to reach</li> <li>▪ Focus on financial return</li> </ul> | <ul style="list-style-type: none"> <li>▪ Policy</li> <li>▪ Healthcare</li> </ul> | <ul style="list-style-type: none"> <li>▪ Nationalism</li> <li>▪ ROI</li> </ul> | <ul style="list-style-type: none"> <li>▪ Forbidding actions</li> <li>▪ Diversity</li> </ul> | <ul style="list-style-type: none"> <li>▪ Health and wellness</li> </ul>         |
| <b>“Youth”</b>                              | <ul style="list-style-type: none"> <li>▪ Fragmented</li> <li>▪ 18-35</li> <li>▪ Torch holders</li> </ul>                  | <ul style="list-style-type: none"> <li>▪ Tech</li> <li>▪ Healthcare</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Diet</li> <li>▪ Capitalism</li> </ul> | <ul style="list-style-type: none"> <li>▪ N/A</li> </ul>                                     | <ul style="list-style-type: none"> <li>▪ The future</li> <li>▪ Memes</li> </ul> |

### Tools and Additional Resources

- Planetary Health Glossary developed by The Royal College of Physicians of Edinburgh: <https://phg.rcpe.ac.uk/>
- [John Hopkins Center for Communication Programs Online Toolkit: Designing a Social and Behavior Change Communication Strategy](#)

## Step 4 - Develop Messaging Plan

In step 4 your team will develop your messaging plan and content focus for each audience segment you outlined above. In this section you will want to consider different types of social media styles, messaging content, and how you might integrate multiple channels of media together. For example, you may use a three pronged approach that includes an Instagram messaging campaign for each segment, workshops that target all segments and act as ideological bridging scenarios, and YouTube videos for broad audience engagement.

- **Instagram:** drives awareness and directs traffic to workshops and YouTube content
- **Workshops:** provide deep learning experiences and generate case studies for social content
- **YouTube:** offers comprehensive education and builds long-term audience engagement

## Step 5 - Develop Project Timeline

In step five you are developing your timeline of the next three quarters. Given the complexity of developing and analysing a communications campaign, it is advised to use timeline styles such as the Gantt chart to support your understanding and visualize your work. This will support the time management of your team and your ability to stay *roughly* on track.

### Resources

- <https://create.microsoft.com/en-us/templates/gantt-charts>

## Q2 (Phase 2) - Communication “Campaign”

In Q2 you will deploy your messaging campaign. Over these three months you will follow the general plan and content that you developed in Q1. At this point your goal is to be consistent in deployment of your content.

| Campaign Structure   | Content Delivery (Per Month)   |
|--|--|
| <p><b>Month 1: Health &amp; Prosperity</b></p> <ul style="list-style-type: none"> <li>▪ <b>Weeks 1-2:</b> Economic opportunities (green jobs, rural energy projects)</li> <li>▪ <b>Weeks 3-4:</b> Public health focus (air quality, family health)</li> </ul> <p><b>Month 2: Stewardship &amp; Security</b></p> <ul style="list-style-type: none"> <li>▪ <b>Weeks 5-6:</b> Conservation heritage (Roosevelt legacy, hunting/fishing)</li> <li>▪ <b>Weeks 7-8:</b> National security (energy independence, military perspective)</li> </ul> <p><b>Month 3: Innovation &amp; Leadership</b></p> <ul style="list-style-type: none"> <li>▪ <b>Weeks 9-10:</b> American innovation (clean tech leadership)</li> <li>▪ <b>Weeks 11-12:</b> Local action (community solutions)</li> </ul> | <p><b>Instagram Posts</b> (8-12 posts):</p> <ul style="list-style-type: none"> <li>▪ Infographics on economic/health benefits</li> <li>▪ Local leader testimonials</li> <li>▪ Historical conservation content</li> </ul> <p><b>Workshops</b> (2 per month, 75-90 minutes):</p> <ul style="list-style-type: none"> <li>▪ Economic benefits and job creation</li> <li>▪ Environmental health impacts</li> <li>▪ Conservation traditions</li> <li>▪ Energy security</li> <li>▪ Community action planning</li> </ul> <p><b>YouTube Videos</b> (2 per month, 6-12 minutes):</p> <ul style="list-style-type: none"> <li>▪ Rural success stories</li> <li>▪ Health protection focus</li> <li>▪ Conservation movement history</li> <li>▪ National security implications</li> <li>▪ Innovation highlights</li> <li>▪ Local engagement examples</li> </ul> |

## TIPS:

Utilize different messaging tactics for social media

- Instagram backgrounds
- Experiment with messaging content
- Develop “branded” Instagram hashtag and 3x3 process

**Your organisation “branded” hashtag should be a succinct representation of your organisation name or a tag that summarizes what you do.**

The 3x3 hashtag strategy is associated with what your product or service is, who it is for, and what problem it solves.<sup>2</sup>

In other words, it focuses on the what, who, and why.

For example, let us assume that you sell t-shirts for larger men.

- For the audience, your hashtags could be #largemen, #bigman, #dadbod, etc.
- For the product or service, your hashtags could be #tshirts, #vests, #summer-clothes, etc.
- For the problem it solves, your hashtags could be #staycool, #findthepfecttshirt, #cheaptshirt, etc.

The order of your 3x3 hashtag can be rearranged to suit your message.

## Q3 (Phase 3) - Data Collection

In Phase 3 you will develop and deploy a series of data collection instruments to understand how your target audiences have received your communication. You should aim to collect information on what you did right, wrong, and what information your audience wants to see more of. In this phase it is advisable to work closely with the market researchers in your organisation or AI tools to develop data collection instruments such as surveys. You can also deploy brief questionnaires during live events or workshops to collect real time data from participants.

## Tips:

- You can leverage your branded hashtag during these three months to have active audience engagement with your data collection. For example, you could have your audience share testimonials and utilize your hashtag, thus driving engagement and allowing you to collect relevant qualitative data.
- Utilize before/after questionnaires during live events to see what information stood out to participants and where they could use more time discussing the material.

## Q4 (Phase 4) - Reflect and Recoup

Congratulations, you've made it to phase 4! In this phase you will reflect on the data you collected in phase three and the overall experience of your communications campaign. In this phase you will want to genuinely review if you attained your smart goals and the feedback received from your audience. Below you will find a list of potential questions for your team to reflect on.

### Example of 'After Action Reflection' questions:<sup>3</sup>

- Did we do what we said we would do?
- Did we reach our advocacy targets?
- Was our advocacy messaging relevant and accessible to our advocacy targets?
- Did we achieve our expected immediate or intermediate outcomes from our activities? If not, why not?
- Did we experience backlash or negative changes?
- Did we work well with others? Are we building the strength of coalitions or social movements?
- What have we learned? What would we do differently?
- Do we need to change our activities or strategy as a result of this activity? If so, how?

## Q0 (Phase 5) - Feedback Loop

In this phase you will plan your next cycle using the accumulated data you have gathered over the past year. During this phase you should take time to connect your lessons learned from the Reflect and Recoup phase to enhance your messaging strategy for the upcoming year. This can be done by:

- Taking stock of your most engaged content and developing additional content that utilizes the same style, tone, and messaging.
- Find ways to experiment in the coming year with this same style to see how you can enhance your messaging for even greater reach.
- Re-evaluate your target audiences and begin to refine your understanding of them.
- Purposefully reflect and incorporate the feedback from your data collection phase into your planning sessions (even if it's difficult to hear).

# Endnotes

1. <https://www.theguardian.com/environment/2021/may/29/johan-rockstrom-interview-breaking-boundaries-attenborough-biden>
2. \*The 3x3 strategy is pulled directly from (Hodder, D., 2023. What is the 3x3 hashtag strategy?, David Hodder. Available at: <https://www.davidhodder.com/what-is-the-3x3-hashtag-strategy>)
3. Adapted from J. Ross. (2013). Advocacy: A Guide for Small and Diaspora NGOs. PLP, p.14, available at: <https://www.intrac.org/resources/advocacy-guide-smalldiaspora-ngos/>

*Besides coherent and cohesive action,  
persistence is key.*

*The goal of planetary health is an issue for the  
"long-haul", not a one and done.*

*Communications need to be repeated over  
and over for better chances of impact.*

— Maria Chansky M.D  
Plushcare of California Inc.

## ABOUT INTERNEWS

Internews is a non-partisan, non-profit organisation that advances freedom of speech and access to information worldwide. For more than 40 years, it has defended the right to free expression in 50 countries; supported local independent media outlets; trained journalists, filmmakers, technologists, and digital rights activists; offered business expertise to help media outlets thrive financially; and protected everyone's right to have a voice in public debates.

Internews has worked in emerging democracies to foster vibrant ecosystem for reporting and free speech; it has supported advocates of media and free access to information so that everyone can make informed decisions about their lives; and it has helped communities set up radio stations during humanitarian crises to let displaced people know where to access food, water and essential healthcare services.

Internews is a global alliance dedicated to supporting independent journalism and ensuring the voices of marginalised and vulnerable communities are heard. The alliance is made up of three core entities: Internews Europe, a registered charity in England and Wales (Charity No. 1148404), headquartered in London; Internews Network, a U.S.-based 501(c)(3) organisation (EIN 94-3027961), headquartered in California; and Internews International, a non-profit association registered in France (SIRET No. 425 132 347 00013), headquartered in Paris.

