

# The Importance of Get Out the Vote in 2024



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The Medical Society Consortium on  
**CLIMATE & HEALTH**



# LET'S INTEGRATE CIVIC ENGAGEMENT INTO HEALTHCARE

For our patients and the planet!



 Join the movement at [vot-er.org/badge](https://vot-er.org/badge)



# Voting



**STRUCTURAL DETERMINANTS OF HEALTH**  
The upstream causes of the causes

**SOCIAL DETERMINANTS OF HEALTH**  
The causes of poor health

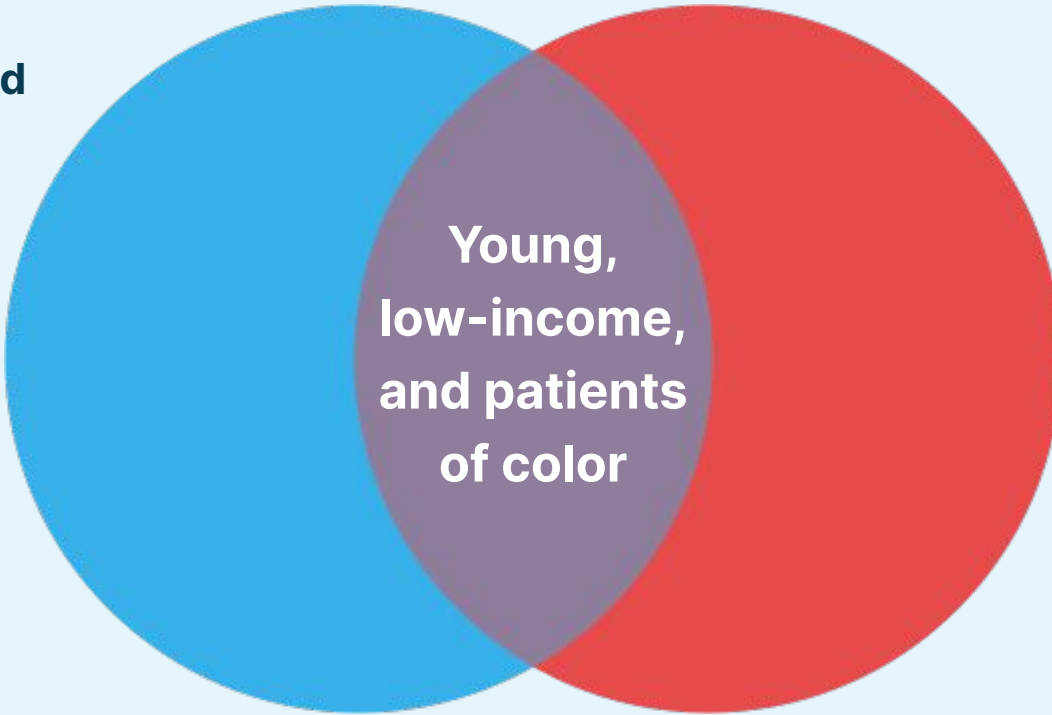
**HEALTH-RELATED  
SOCIAL NEEDS**  
Effects of the causes

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# Demographic Overlap

Unregistered  
eligible  
voters



Young,  
low-income,  
and patients  
of color

Patients most  
marginalized by  
our current health  
system



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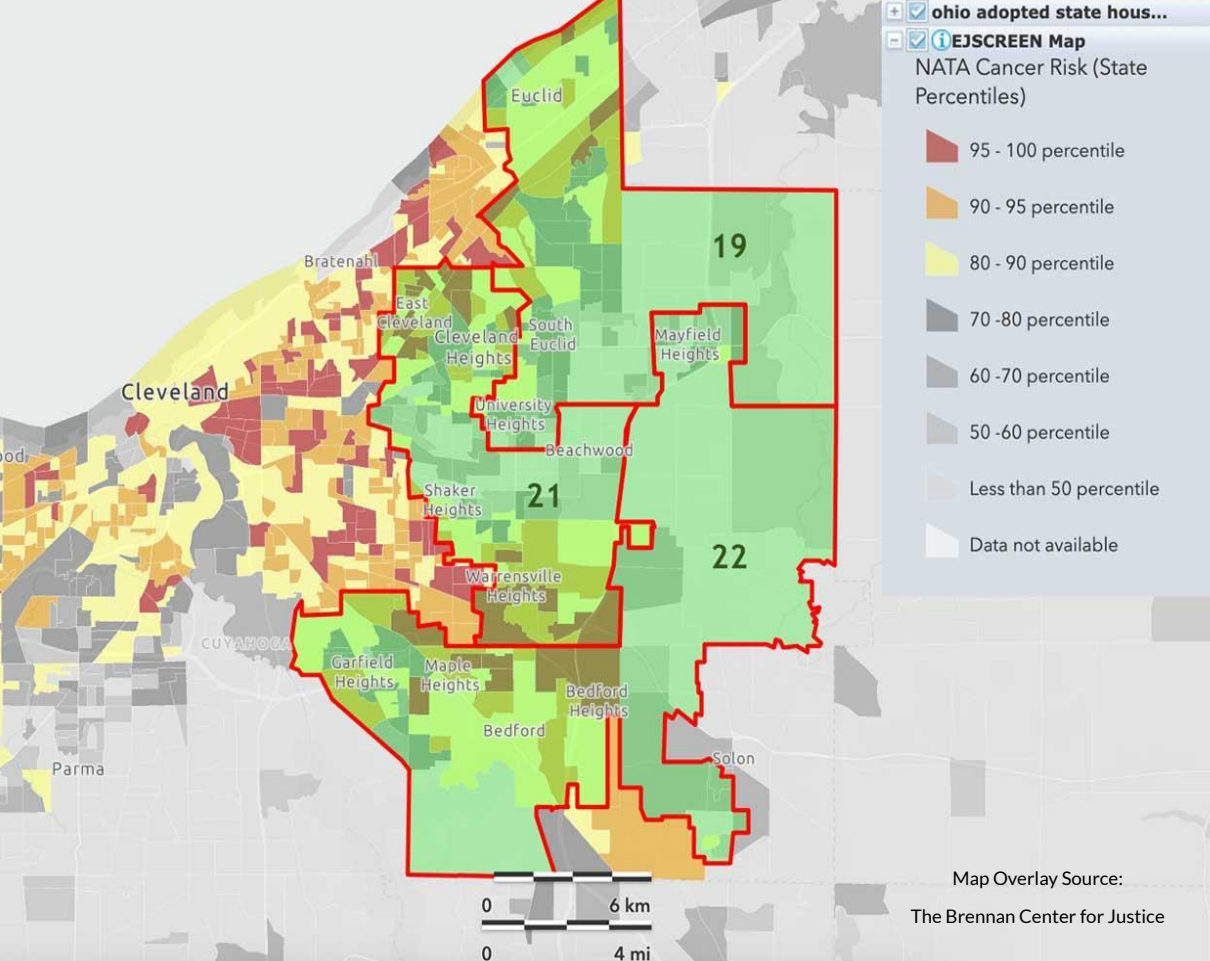
# Interconnections

The following maps show the complex relationship between voting, social determinants of health, and community health outcomes.



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# Ohio 2021 Redistricting

Gerrymandering to limit collective power of EJ communities in Cleveland. These maps were ruled unconstitutional but were still used in the 2022 midterms.

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## Southwest Detroit

- 24+ industrial sites
- Residents live 7 years less than the US as a whole
- Asthma hospitalization is 2-3x MI and 5x US



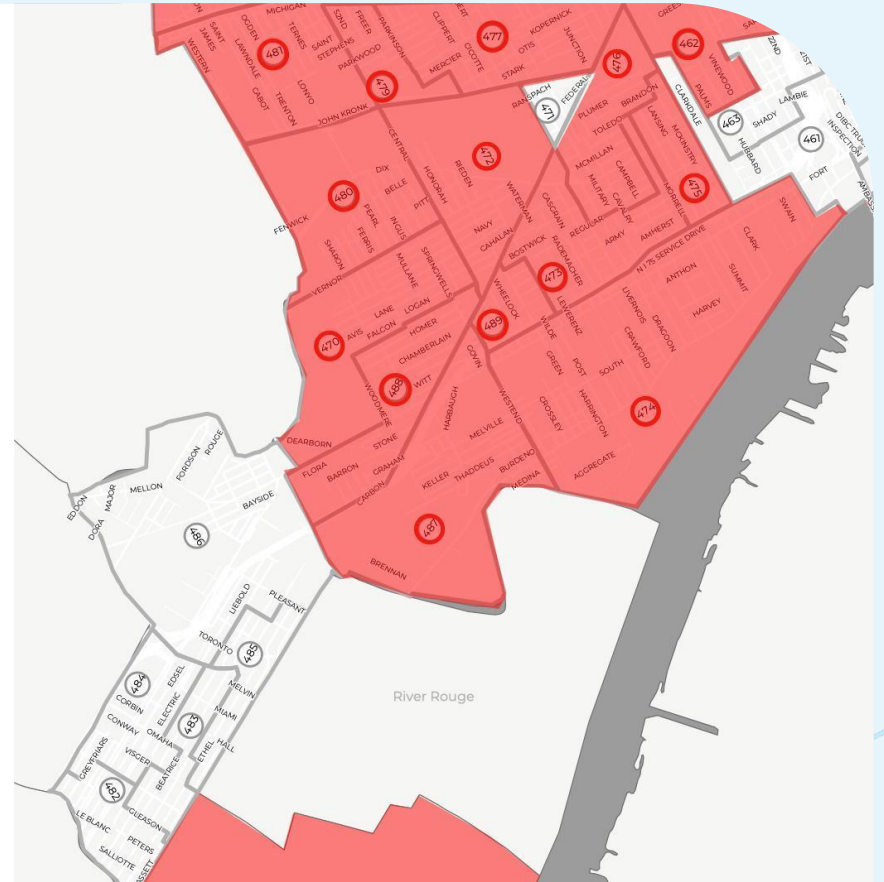
\*Note: Definition of Southwest Detroit varies, this analysis focuses on zip code 48217 and immediate surroundings

Source: Michigan Secretary of State Voting Matters Report, a list of 100 lowest turnout precincts in Michigan, data is through 2018

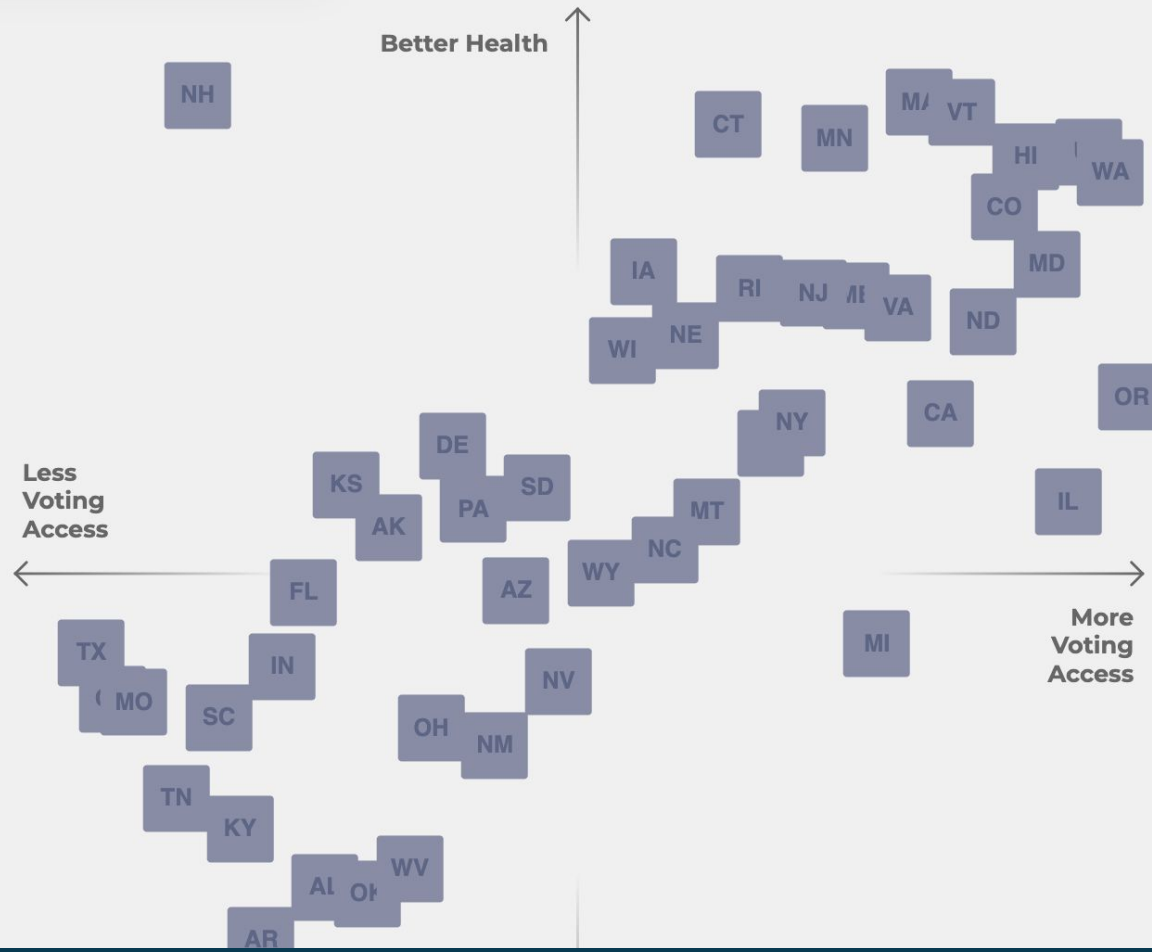


## Southwest Detroit

- About 4,800 election precincts in Michigan
- 41 of the 100 lowest-turnout precincts in Michigan are in Detroit
- Of those, 19+ precincts are in Southwest Detroit








**Similar relationships occur with states on the Health & Democracy Index**

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# The American Medical Association recognizes the link between voting and health



In June 2022, the American Medical Association passed **Resolution 422** that recognized **voting as a social determinant of health.**

# INTERVENTION

When our patients vote, government officials are more likely to address their needs.

People vote

Healthcare providers promote voting

Labeled as a likely voter

Campaigns make contact

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# Direct Health Benefits from Voting

Connections  
between voting  
and adolescent  
health  
including less-risky  
health-related  
behaviors and fewer  
depressive symptoms

CHILD DEVELOPMENT



Empirical Article

## Impacts of Adolescent and Young Adult Civic Engagement on Health and Socioeconomic Status in Adulthood

Parissa J. Ballard ✉, Lindsay T. Hoyt, Mark C. Pachucki

First published: 23 January 2018 | <https://doi.org/10.1111/cdev.12998> | Citations: 18

This research was supported in part by the Maternal and Child Health Bureau (MCHB), Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) and Cooperative Agreement UA6MC27378 for the Adolescent and Young Adult Health Research Network. Information or content and conclusions are those of the authors and should not be construed as the official position or policy of, nor should any endorsements be inferred by, HRSA, HHS, or the U.S. Government. We would like to thank the Robert Wood Johnson Foundation for their financial support. We would like to thank Kara Rudolph for fielding analytical questions and sharing R code for generating Figure 1. This research uses data from Add Health, a program project directed by Kathleen Mullan Harris and designed by J. Richard Udry, Peter S. Bearman, and Kathleen Mullan Harris at the University of North Carolina at Chapel Hill, and funded by Grant P01-HD31921 from the Eunice Kennedy Shriver National Institute of Child Health and Human Development, with cooperative funding from 23 other federal

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# Direct Health Benefits from Voting

Higher levels of personal well-being connected to higher civic engagement levels.

## Some Benefits of Being an Activist: Measuring Activism and Its Role in Psychological Well-Being

Malte Klar, Tim Kasser

First published: 09 September 2009 | <https://doi.org/10.1111/j.1467-9221.2009.00724.x> | Citations: 78

[Read the full text >](#)



PDF



TOOLS



SHARE

### Abstract

Do activists lead happier and more fulfilled lives than the average person? Two online surveys using a sample of college students ( $N = 341$ ) and a national sample of activists matched with a control group ( $N = 718$ ) demonstrated that several indicators of activism were positively associated with measures of hedonic, eudaimonic, and social

# THE PATHWAY TO A HEALTHIER DEMOCRACY

The 2024 elections  
will impact the  
health of our  
patients,  
communities, and  
their environments

- Hospital mergers or closures
- Industrial siting and zoning decisions
- Climate resiliency plans
- Laws about reproductive health
- And more...

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# WHAT CAN WE DO TO MAKE A HEALTHIER DEMOCRACY?

# Get your **Vot-ER** badge to turn voting into a health multiplier



Get your badge



[vot-er.org/aliya](https://vot-er.org/aliya)

Spread the word



Is your organization all-in? They can join at [vot-ER.org/join](https://vot-er.org/join)





# Apply to be a Civic Health Fellow

Priority deadline: March 8th. Starts in April. Train with Vot-ER and a Nobel-nominated faculty for 6 months and make a dent on 2024.



[vot-er.org/fellowship](https://vot-er.org/fellowship)

Is your organization all-in? They can join at [vot-ER.org/join](https://vot-er.org/join)

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Together, we can  
create a healthier  
democracy.

Thank you



Join the movement at [vot-er.org](https://vot-er.org)

A row of social media icons for Instagram, TikTok, LinkedIn, Twitter, and a general social media icon, followed by the handle '@vot\_er\_org'.

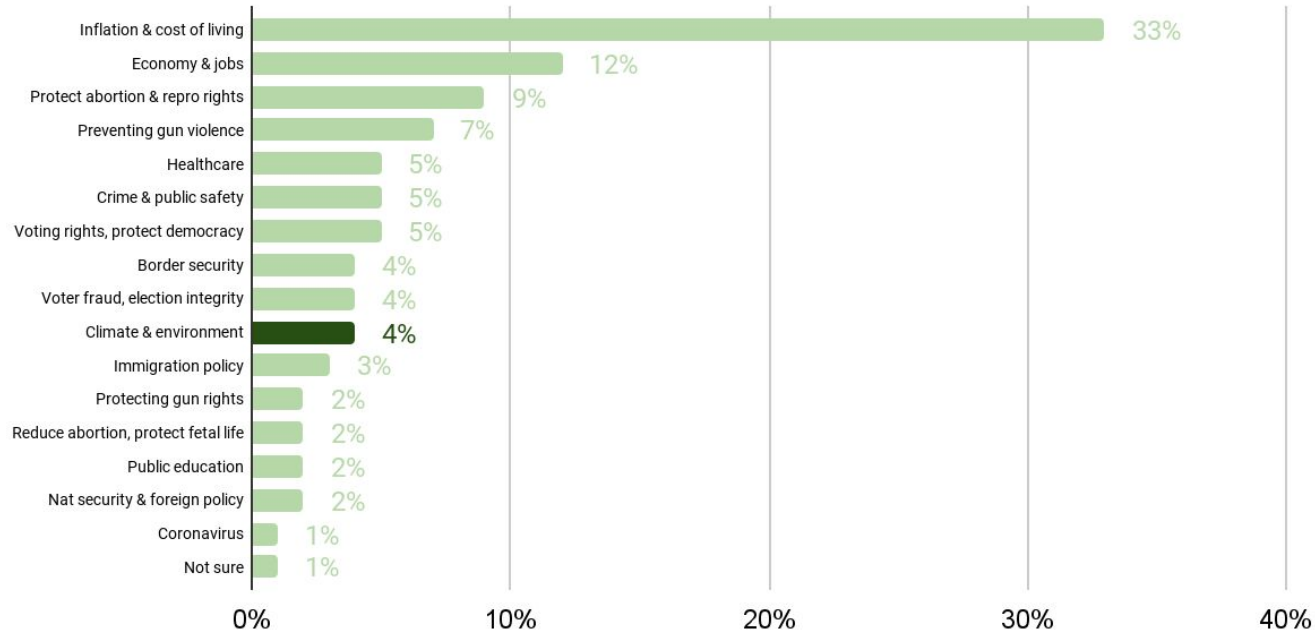
We turn non-voting  
environmentalists into  
consistent voters.

Twitter: @Enviro\_Voter

Instagram & Threads: @EnvironmentalVoter



## Top Priority of Likely 2022 Midterm Voters in Battleground States



Beacon Research Poll of 2,016 likely voters, July 5-20, 2022

Environmentalists aren't  
voting.

# The Big Potential of Low Propensity Environmental Voters

Focus on  
Turnout

2016

10.1 million environmentalists did not vote

2018

12.4 million environmentalists did not vote

2020

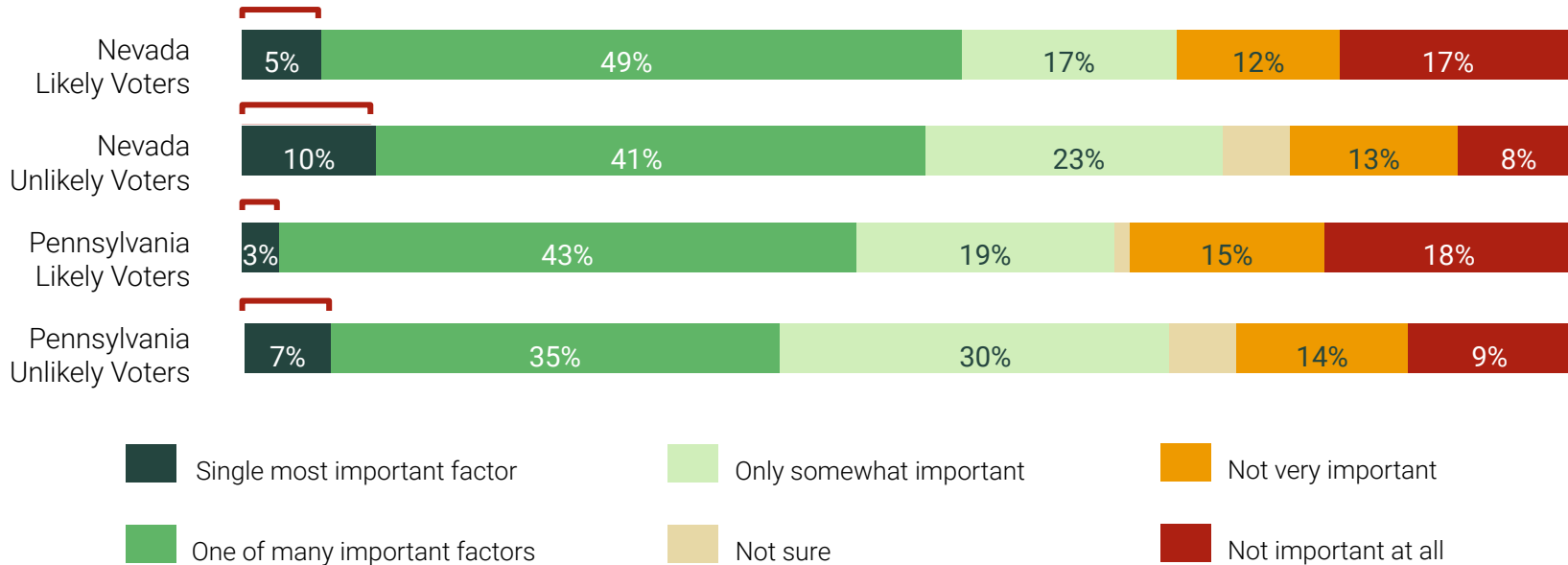
8.1 million environmentalists did not vote

2022

13+ million environmentalists did not vote

In many states, **unlikely voters** are twice as likely to list climate change as a top priority as **likely voters**.

Importance of Climate When Choosing a Candidate, Beacon Research Battleground State Poll, July 5-20, 2022



# A long-term electorate building approach

Focus on the non-voting environmentalists ignored by others

## **1 IDENTIFICATION**

With data analytics and predictive modeling, we identify millions of environmentalists by name and street address. We then focus only on those environmentalists who are the least likely to vote.

## **3 HABIT REINFORCEMENT**

You can't change someone's voting behavior if you only talk to them every 2 or 4 years, so we work year-round in every election, regularly checking public voter files and following up with our targets until they become consistent super voters.

## **2 MOBILIZATION**

Using proven voter-turnout messaging that relies on the latest behavioral science, we canvass, call, mail, and send digital ads to our target environmentalists in the lead-up to every election (federal, state, and local).

## **4 CHANGING THE ELECTORATE**

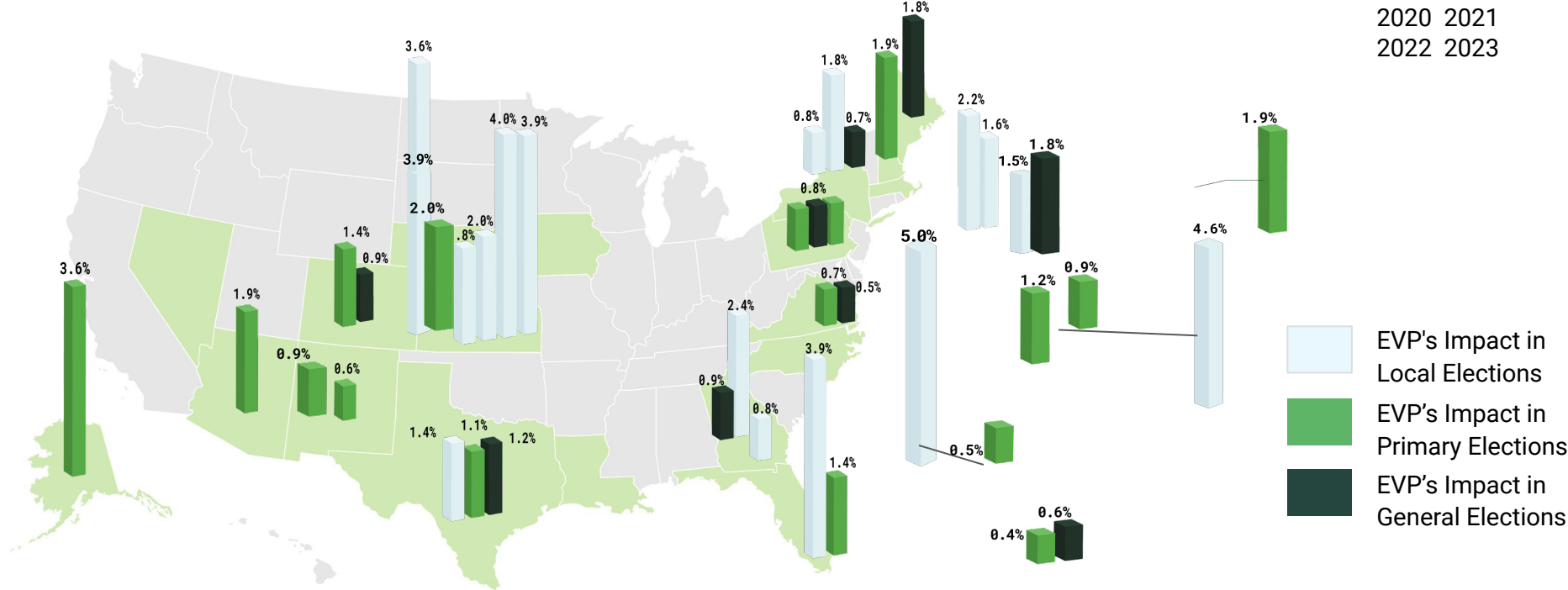
As EVP helps build an ever-growing bloc of consistent environmental voters, politicians will increasingly "go where the votes are" because nothing motivates a politician more than the prospect of winning or losing an election.



EVP'S PROVEN IMPACT IN SPECIFIC ELECTIONS  
(through June 2023)

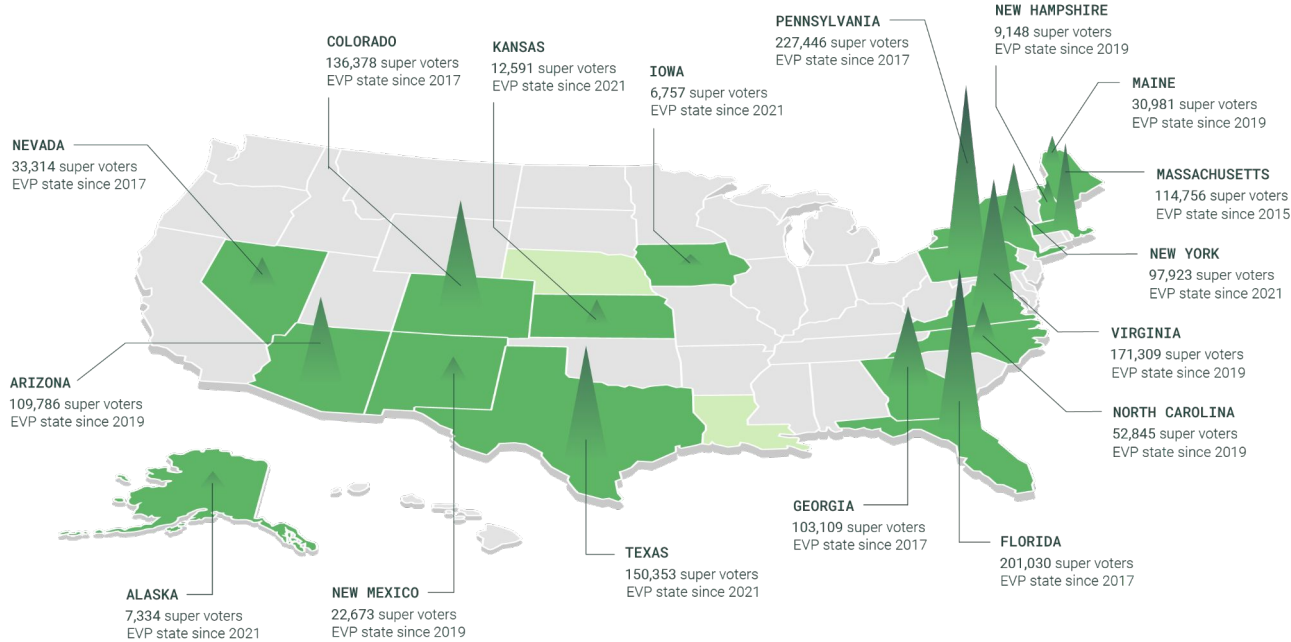
Last 4 Years of Randomized Controlled Trials

2020 2021  
2022 2023



## EVP'S CUMULATIVE IMPACT (through Feb. 2023)

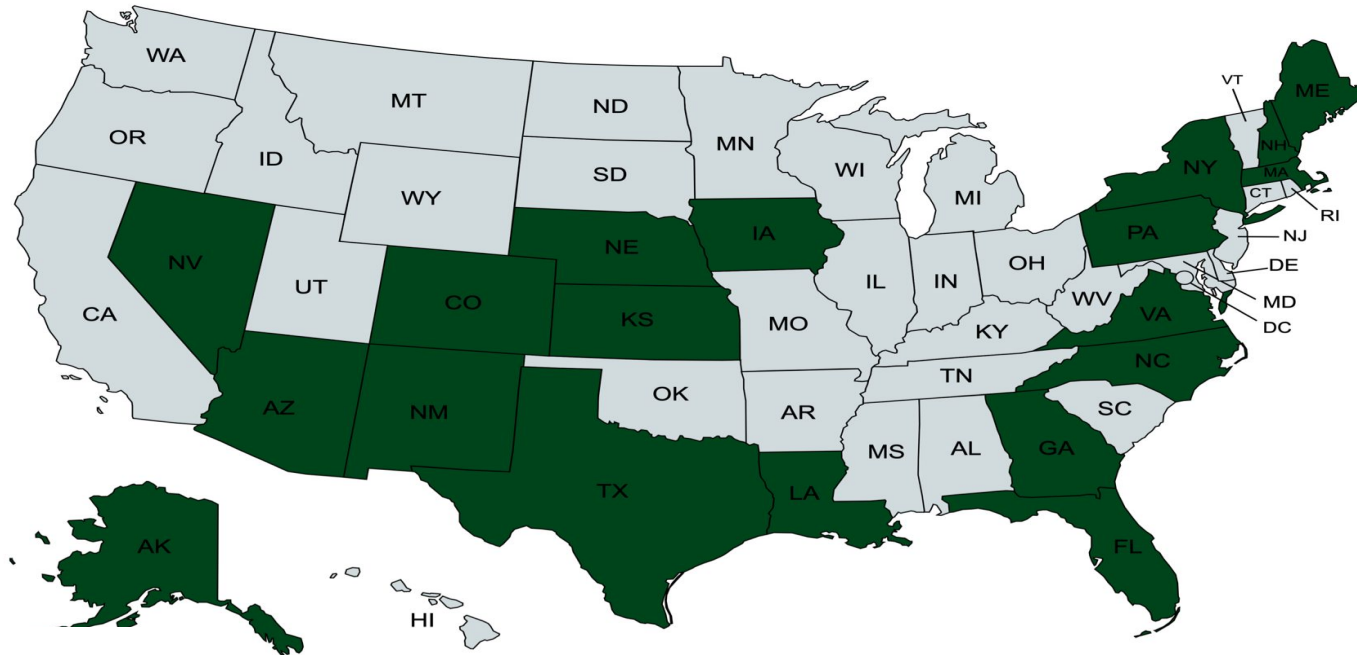
Of the 9,542,183 low propensity voters EVP has mobilized since 2015, 1,487,733 of them are now consistent super voters.



 New EVP expansion state in 2023

# Targeting 4.8 Million Voters across 19 States

All targets are (a) registered to vote, (b) highly likely to list climate/environment as top priority, and (c) unlikely to vote in Presidential elections.



# Sample of EVP States in 2024

State	Competitive Elections	Target Voters	Margin in 2020
Arizona	President, US Senate, 2 US House, State Senate, State House	229,311	10,457 votes
Florida	President, US Senate, 5 US House	642,096	371,686 votes
Georgia	President, Public Service Commission	491,369	11,779 votes
Nevada	President, US Senate, 3 US House, Las Vegas Mayor	108,694	33,596 votes
North Carolina	President, Governor, 1 US House, State Senate, State House	266,227	74,483 votes
Pennsylvania	President, US Senate, 5 US House, State Senate, State House	245,206	80,555 votes
Texas	President, US Senate, 3 US House	710,076	631,221 votes

## Get Involved

### 1 CALLING VOTERS

- Multiple phonebanks each week
- Every phonebank begins with a training
- Once trained, you can call on your own
- Proven scripts, proven results

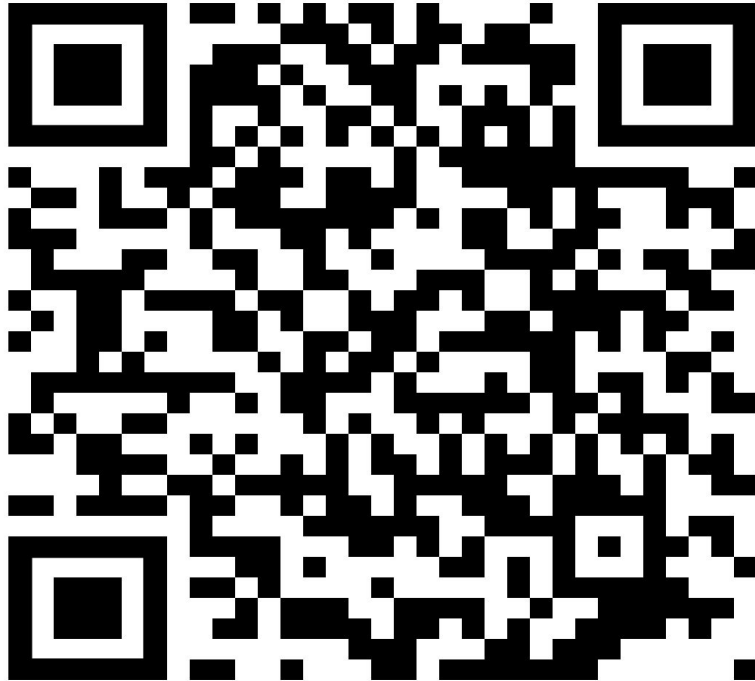
### 3 POSTCARDS TO VOTERS

- 4-6 campaigns per year
- Online training webinars
- Postcards, text, and voter lists shipped to you. Stamps available
- Proven designs, proven results

### 2 CANVASSING VOTERS

- The most effective way to mobilize voters
- Currently canvassing in Austin, TX, Tucson, AZ, and Pittsburgh, PA
- Possibly launching canvassing in Philadelphia, PA
- Each canvassing shift begins with a training session
- Once trained, you can canvass on your own
- Proven scripts, proven results

# Volunteer with the Environmental Voter Project



# Who We Are

ecoAmerica  
*everyone, every day*



CLIMATE  
*for* HEALTH™



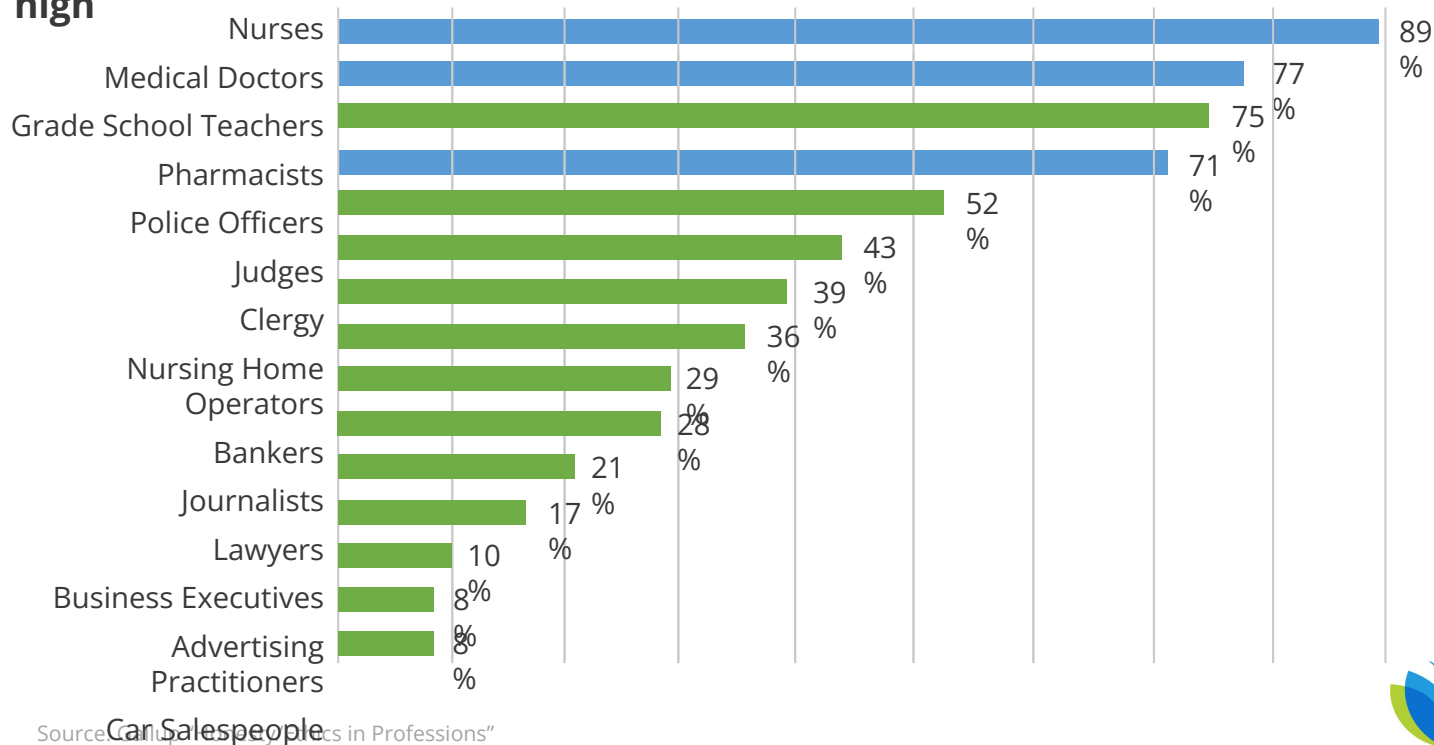
# The Health Voice Matters





# Health Professionals: Highly Trusted Messengers

Percentage responding ethical standards and honesty are high or very high



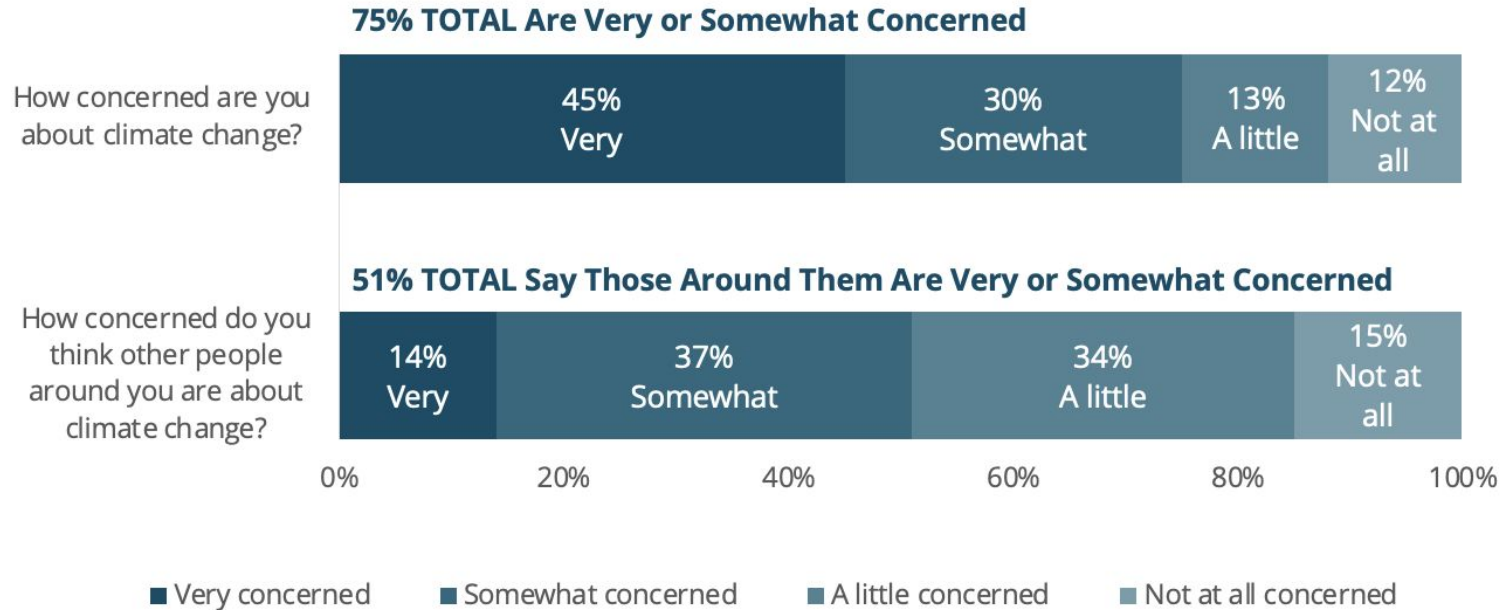
Source: Gallup, "Trustworthy Professions in Professions"

2020

Members of Congress



# More Americans Are Concerned About Climate Than You May Think



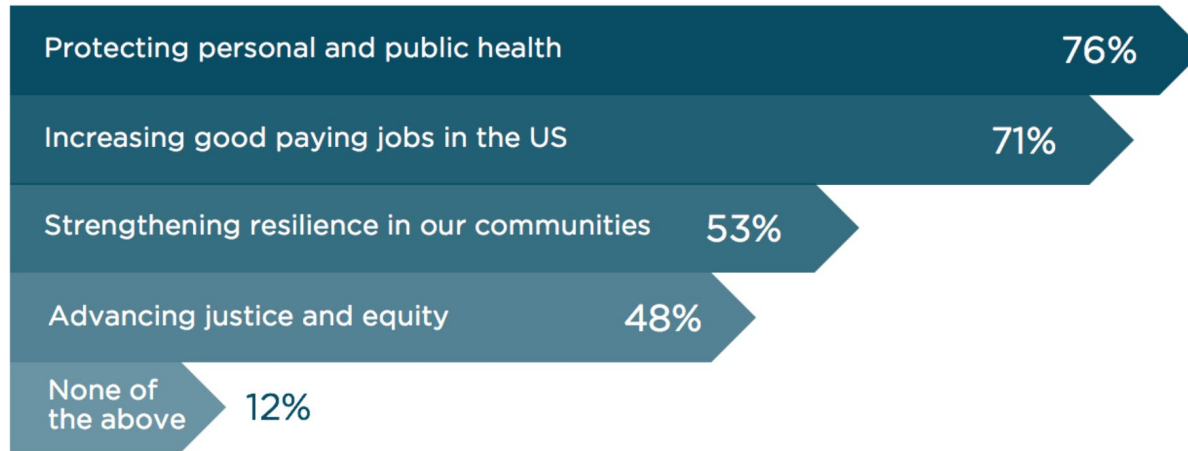
Source: ecoAmerica's 2022 American Climate Perspective Survey



# Health is a Major Motivator for Climate Action

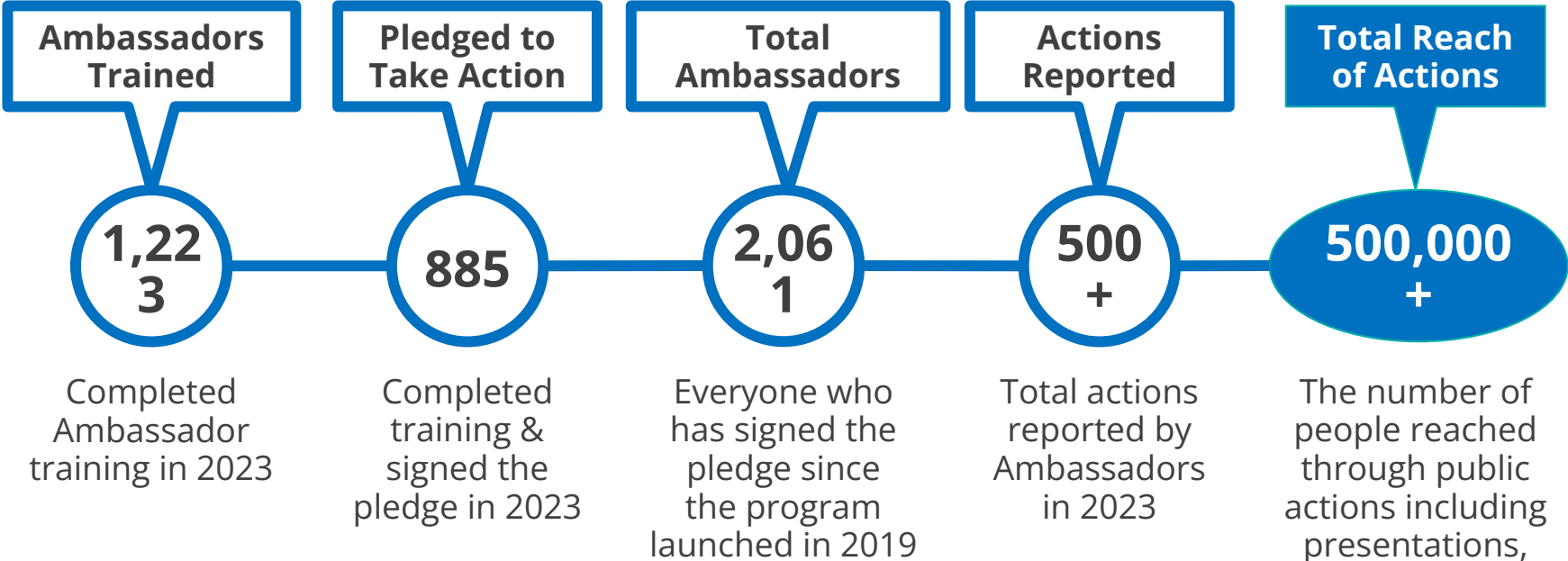
## The majority of Americans support climate change solutions that protect health

Survey question: "Would you support climate solutions if they benefited any of the following? (Please select all that apply)." 1,029 national respondents. +/- 3% margin of error.



© ecoAmerica 2021

# Climate Ambassador Impact in 2023





# Action Starts Before Election Day

## **Not Just the Big One in November**

Primaries matter. Local races matter.

## **Reinforcing Commitments**

The more you vote, the more you vote. Visible, public commitments drive longer-term behaviors.

## **Persuasion is a Process**

Multiple touches in different contexts. The health context/frame is powerful.

# ELECTION EARTH

EMPOWER CLIMATE ACTION THROUGH YOUR BALLOT



# JANUARY

JOIN ELECTION EARTH! GET OUT THE VOTE KICKOFF

★ — ★ — ★ — ★

**1** Research important voting dates for your state • LEARN IT

ACT ON IT • **2** Fill in key dates template + share with your community

We want to know how wide your reach is! **3** • TRACK IT

ELECTION EARTH: EMPOWER CLIMATE ACTION THROUGH YOUR BALLOT

# FEBRUARY

EMPOWERED VOICES: CELEBRATING BLACK HISTORY MONTH

★ — ★ — ★ — ★

**1** Discover Black-led efforts in climate justice and voting • LEARN IT

ACT ON IT • **2** Take action to expand and protect voting rights

How did you take action in February? Let us know! **3** • TRACK IT

ELECTION EARTH: EMPOWER CLIMATE ACTION THROUGH YOUR BALLOT

# MARCH

WOMEN FOR CLIMATE

★ — ★ — ★ — ★

**1** Meet some of the women who are leading the charge in climate activism • LEARN IT

ACT ON IT • **2** Write an LTE highlighting women's role in the climate movement

How did you take action in February? Let us know! **3** • TRACK IT

ELECTION EARTH: EMPOWER CLIMATE ACTION THROUGH YOUR BALLOT

# Monthly Themed Prompts

## Learn It

Connect with resources & education related to theme

## Act On It

Productive action focused on increasing awareness and turnout.

## Track It

Visibility and Spread.





# How to Engage

## **Use the Election Earth Resources**

Prompts and actions come with customizable social toolkit.

Email me: [ben@ecoamerica.org](mailto:ben@ecoamerica.org)

## **Build your Army**

Talk to your colleagues.

Free training (with 3 CME) at

[www.ClimateforHealth.org](http://www.ClimateforHealth.org)

Use badges, resources, prompts, etc. as conversation starters.



# Thank you

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