

# Why Don't We Talk About Fossil Fuels Like We Talk About Tobacco? (We Should)



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

# Why Don't We Talk About Fossil Fuels Like We Talk About Tobacco? (We Should)



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# Communicating about climate change, fossil fuels, and health

John Kotcher, PhD



GEORGE MASON UNIVERSITY  
CENTER *for* CLIMATE CHANGE  
COMMUNICATION

MSCCH Annual Meeting  
February 11, 2024

# A 'Think-and-Do Tank'

- Conduct **communication research** in service of **solutions**
- Identify opportunities to **enhance public engagement**
- Activate **trusted voices**
- Train leaders in the **science of climate communication**



# Health professionals are trusted sources of information about global warming

Rank by trust	All Registered Voters	Liberal Democrats	Moderate/Conservative Democrats	Liberal/Moderate Republicans	Conservative Republicans
1	NASA	Climate scientists	Climate scientists	NASA	Family & friends
2	Family & friends	Environmental organizations	EPA	Family & friends	Your primary care doctor
3	Climate scientists	EPA	Environmental organizations	Your primary care doctor	NASA
4	Your primary care doctor	NASA	NASA	Climate scientists	The Fox News Channel
5	EPA	Teachers	Television weather reporters	EPA	Leaders in your religious faith
6	Television weather reporters	President Biden	American Medical Association	Television weather reporters	Television weather reporters
7	Environmental organizations	National Public Radio (NPR)	President Biden	U.S. military leaders	Climate scientists
8	Teachers	Television weather reporters	Your primary care doctor	Teachers	U.S. military leaders
9	American Medical Association	Family & friends	National network news	American Medical Association	American Medical Association
10	Your local newspaper	National network news	National Public Radio (NPR)	Environmental organizations	Teachers
11	National Public Radio (NPR)	American Medical Association	Your local newspaper	Your local newspaper	Oil, gas, and coal companies
12	Local TV news	Your local newspaper	Family & friends	Local TV news	EPA
13	National network news	CNN	Local TV news	National Public Radio (NPR)	Your local newspaper
14	President Biden	Your primary care doctor	Teachers	National network news	Environmental organizations
15	U.S. military leaders	MSNBC	CNN	The Fox News Channel	Your Congressperson
16	CNN	Local TV news	MSNBC	Leaders in your religious faith	Local TV news
17	MSNBC	Your Congressperson	U.S. military leaders	Your Congressperson	National Public Radio (NPR)
18	Your Congressperson	U.S. military leaders	Your Congressperson	CNN	National network news
19	Leaders in your religious faith	Leaders in your religious faith	Leaders in your religious faith	MSNBC	CNN
20	The Fox News Channel	The Fox News Channel	Oil, gas, and coal companies	Oil, gas, and coal companies	MSNBC
21	Oil, gas, and coal companies	Oil, gas, and coal companies	The Fox News Channel	President Biden	President Biden

How much do you trust or distrust the following as a source of information about global warming?



# “To the best of your knowledge, what health problems are caused by air pollution from the use of fossil fuels?”

Percentage of responses referencing the following...

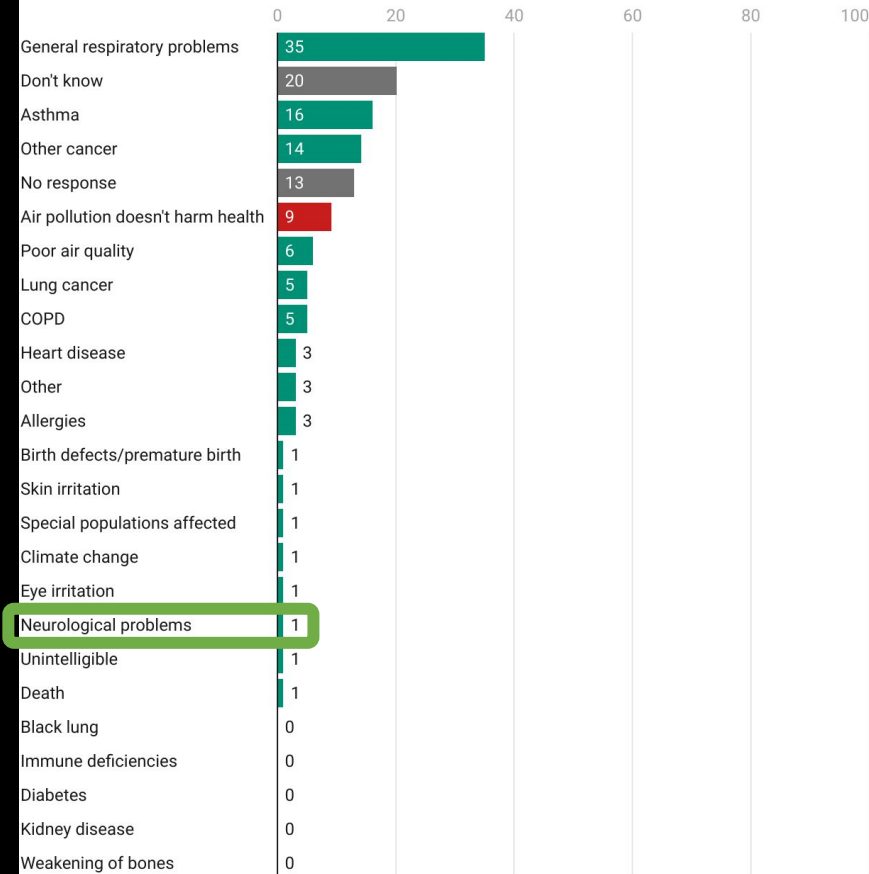


Chart: Based on the Climate Change in the American Mind nationally representative survey (n=1,114) conducted from November 28 – December 11, 2018. • Source: Yale Program on Climate Change Communication & George Mason University Center for Climate Change Communication • Created with Datawrapper

# "Which groups of Americans do you think are more likely than other Americans to experience health problems caused by air pollution from the use of fossil fuels?"

Percentage of responses referencing the following...



Chart: Based on the Climate Change in the American Mind nationally representative survey (n=1,114) conducted from November 28 – December 11, 2018. • Source: Yale Program on Climate Change Communication & George Mason University Center for Climate Change Communication • Created with Datawrapper

**Reading info about the health risks of air pollution from fossil fuels increases support for a transition to clean energy.**

**People are especially concerned by info about how air pollution causes neurological harm to children.**

**This was true among both Republicans and Democrats.**

**Other messages included information about:**

- Neurological harm to older adults
- Specific toxic chemicals in air pollution
- Other health harms like asthma, cancer, and heart disease





# Reading brief statements about the eight health-harming pathways of climate change...

- Air pollution
- Extreme heat
- Extreme weather
- Vector-borne illness
- Water-borne illness
- Food-borne illness
- Hunger and malnutrition
- Mental health harms

## ...and who is most likely to be harmed...

- Babies, children, pregnant women
- Seniors, people with certain chronic illnesses
- People in low-income & communities of color
- Outdoor workers

...increases people's cognitive and affective engagement with the issue, especially political moderates and moderate conservatives.

**MEDICAL ALERT!**  
Climate Change  
Is Harming  
Our Health

 The Medical  
Society Consortium  
ON CLIMATE & HEALTH



# Five policy solution **pathways** that protect our climate and our health:

- #1: Use clean, **renewable energy** and reduce energy waste
- #2: Favor **climate-smart foods**, farms, and food systems
- #3: Support clean and **active transportation** options
- #4: Improve our **buildings** and homes
- #5: Improve our **community environments**

The **climate benefits** of these policies **take years to accrue**, in small measures **worldwide**.

The **health benefits** accrue **almost immediately** and primarily **locally** in the communities that take the actions.

Source: Medical Society Consortium on Climate & Health (2022)



# The most effective climate/health narrative:

## 1. Shows the health impacts

Top three: air pollution; food-borne diseases; extreme weather

## 2. Identifies policy solutions

Top two: clean energy; and improved community design

## 3. Affirms helpful social norms

"Most (people) agree that we want healthy communities and a healthy climate, [and many of us/but not enough of us] are taking action"

**All three types of information increase engagement, but solutions information has the most impact.**

**This is equally true for Republicans as for Democrats.**

# Calling out opponents to climate action further strengthens the climate/health narrative

## Which opponents?

Fossil fuel CEOs and their lobbyists

Some politicians

Fossil fuel CEOs and their lobbyists, and the politicians who are in their pockets\*

## What it accomplishes, and with whom?

It significantly strengthens policy support and the intention to advocate

It is most effective with Republicans and Independents, thus providing further evidence of **the depolarizing effect of the climate/health narrative**

\* Most effective treatment condition



**Health professionals have a unique opportunity  
in that the climate/health narrative:**

**Makes the problem personal**

**Brings the benefits of solutions into the present,  
and into our communities**

**Calls out the opposition**

**Depolarizes the issue**



To receive our research:



GEORGE MASON UNIVERSITY  
CENTER for CLIMATE CHANGE  
COMMUNICATION

@Mason4C

# Applying These Insights To Our Messages



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# Best Practices

- Tie your messages to what people know and have experienced
- Layout a positive vision for the future
- Explicitly name the health-climate connection with an example — and then quickly pivot to solutions
- Help people understand why some people are impacted more than others
- Name that our opposition (don't leave “empty space”)
- Name that fossil fuel pollution is the enemy of our health and our climate (in that order)





# Shared Aspiration Message

**We all want to live in safe, healthy and stable communities.**

As a health professional, I want to make sure that my patients, friends, family and neighbors are healthy and thriving. We all need **clean air and water** and we can achieve that by moving quickly toward cleaner, more reliable and affordable energy and moving as quickly as possible to **stop using polluting fossil fuels**.



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# Challenge Message

## **Fossil fuel pollution and climate change harm the health of our people.**

We're seeing more and more threats to our health because of fossil fuel pollution and the climate change it's causing. We're seeing more smog and pollution, more wildfires and smoke traveling hundreds of miles, worsening storms and heat waves, longer pollen seasons and more contaminated flood waters. These occurrences lead to more lung and heart disease, harm the brain development of children, force people from their homes and cause early deaths.

These harms are felt the most by babies and children, pregnant individuals, older adults, those with health conditions, people with lower incomes and communities of color. The fossil fuel industry is putting profits ahead of health and spending millions to make false claims that they are part of the solution.



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# Solution Message

**We can act to improve the health of people and the climate together and we can counter Big Oil's deception by demanding real solutions.**

If we act now, we can make our communities and families healthier and safer, have cleaner air and water and build a clean energy future. Millions of people like us are working to make that happen by contacting their mayors, governors and members of Congress to demand real action on air pollution and climate change. We need leaders who will take real action, like pushing for a rapid transition to clean energy.

**We can beat the fossil fuel CEOs and lobbyists, and the politicians who are in their pockets, whose lies and misinformation stand in the way of our efforts to build a better future by cleaning up our energy, air and water.**



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# Hope Message

**We know rapidly adopting these solutions is possible because there is widespread and growing support, and we see action already happening.**

People across the U.S. overwhelmingly support climate action that reduces fossil fuel pollution, improves our health and gives us cleaner air and water. Public support for climate action has grown rapidly over the past several years and Congress passed the most significant piece of climate legislation in history, the Inflation Reduction Act. Electric vehicle sales have increased dramatically and renewable energy sources are now cheaper and producing more of our electricity than ever before. We can build on this momentum.



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# A Deeper Dive: Supporting Messages

**We have additional messages to help you go deeper on:**

- Challenge
- Naming the inequitable impacts on different groups of people, including racial inequities
- Solutions
- Hope



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# The Big Story: A Sample Narrative

*“We all want to live in safe, healthy, stable communities, but as a [doctor/nurse/etc.], I know that fossil fuel pollution is harming our health and causing climate change. That threatens our communities and our health. We are seeing more smog and air pollution, stronger storms and hotter days. Fortunately, we’ve also seen that a clean energy future, with cleaner air and water and healthier people, is possible. There is widespread and growing support for this transition, and we’ve seen communities all around the country making it a reality. However, Big Oil companies and their lobbyists are undermining progress by deceiving the public. We need to act together to overcome the campaigns and misinformation of Big Oil companies if we want to improve the health of people and the climate.”*



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# Keeping the Audience With You

*We all want to live in safe, healthy, stable communities,...* **WE HAVE SHARED VALUES** ...but as a [doctor/nurse/etc.], I know that fossil fuel pollution is harming our health and causing climate change. We are seeing more smog and air pollution, stronger storms and hotter days. **WE HAVE SHARED CONCERNS.** Fortunately, we've also seen that a clean energy future, with cleaner air and water and healthier people, is possible. **THERE'S REAL HOPE.** There is widespread and growing support for this transition, and we've seen communities all around the country making it a reality. **MANY SHARE OUR VALUES AND VIEWS..**



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# Keeping the Audience With You

*However, Big Oil companies and their lobbyists are undermining progress by deceiving the public. **WE HAVE A POWERFUL VILLAIN TO OVERCOME.** We need to act together to overcome the campaigns and misinformation of Big Oil companies if we want to improve the health of people and the climate.” **WE CAN PREVAIL.***



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# A Case Study: Healthy Climate Wisconsin



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**CLIMATE & HEALTH**

# Fossil Free Health Messaging in Action



**HEALTHY  
CLIMATE  
WISCONSIN**

— *formerly known as* —

Wisconsin Health Professionals for Climate Action



**We're Hiring!** [See our open positions >>](#)



## Solutions for Pollution

Black, Brown, Native, or newcomer, all Wisconsinites deserve clean air. Together we are advancing our nation's bedrock environmental laws, such as the Clean Air Act, to protect public health and build a future where all can thrive.

### Take Action With Us

**Comment**



## Make Your Voice Heard for Climate & Health Equity

The EPA is currently seeking public input on several safeguards. Fossil fuel corporations are launching lobbying and media campaigns against these protections, so it is important that they hear from real Wisconsinites and health professionals. We all have a story to tell-click on the safeguard to learn more and share your concerns about health equity and climate.

Value Statement

Solutions

Villain

# The Response?

Spoiler Alert: We had to create an ebook to celebrate it all!



Ron Johnson said climate change could be good for Wisconsin. Experts disagree.

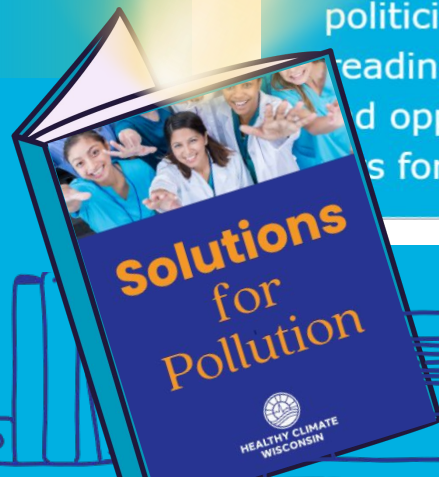


## Healthy & Safe Climate To-do List

1. Good Neighbor Plan
2. Soot (PM 2.5) Pollution Safeguards
3. Power Plant Pollution Plan
4. Cars and Light Trucks Pollution Safeguards
5. Heavy Duty Vehicle Pollution Safeguards
6. Ozone Safeguards
7. Mercury Air Toxics
8. Coal Ash

...We came together to demand the EPA protect health by enacting a suite of strong pollution safeguards as quickly as possible in 2023.

Despite fossil fuel corporations and the politicians they lobby spreading misinformation and opposing pollution safeguards for record profits...





- Our health professionals submitted **over 360 comments and testified** before the EPA to provide health expertise. Several of those action-takers became **new members**.
- Members met with medical societies and nonprofits to grow support and encourage their sign-on.
  - **Several medical and health organizations joined our letters**, including the Wisconsin Chapter of the American Academy of Pediatrics, the Wisconsin Medical Society, the Cream City Medical Society, MEDiC Clinics, the Wisconsin Chapter of the American College of Obstetricians and Gynecologists, UW-Madison Medical Students for a Sustainable Future, Wisconsin Asthma Coalition, Physicians for Social Responsibility, and more.
- **Health professionals emailed us asking to do more.**
  - Op-eds, speaking roles, and press conferences.



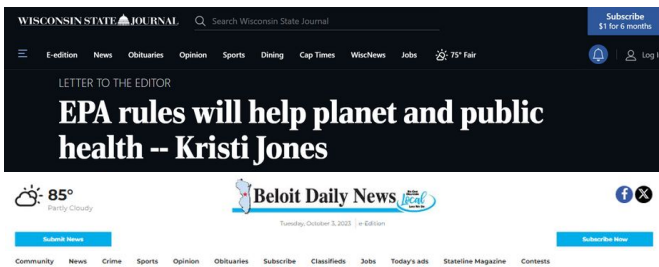
“  
As someone who lives with asthma... My very health and survival depend on the EPA caring enough to put strong safeguards in place.  
”

“  
Air pollution is literally killing my patients. Do something.  
”

“  
As a pulmonologist I see the impact of particulate matter pollution every day. My patients with chronic lung disease have immediate and direct impacts on their health whenever particulate matter levels are high. There is only so much an individual can do about the air they breathe when they walk out their door.  
”



By Kristi Jones  
Published Nov 7, 2023 at 6:56 PM CST  
Beloit health experts and leaders say "There is nothing natural about gas" Tuesday, November 7 at press conference.  
While the fossil fuel industry promotes gas plants as clean energy, Beloit health experts say that they jeopardize public health with soot and toxic air pollution.  
Saturday, November 7 health experts hold a press conference highlighting the health effects that gas plants have on nearby communities.



## LETTER: We all deserve clean air to breath



### COMMENTARY

## Climate change is killing us. It's time to act.

DR. JOEL CHARLES

## Healthy Climate Wisconsin: Call on the EPA to implement the strongest possible safeguards to cut climate pollution from power plants



## EPA contemplates tougher air pollution standards

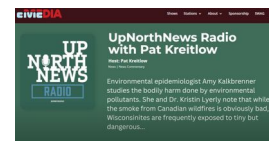
By Joe Tar  
Air Date: Tuesday, March 7, 2023, 7:30am

Listen Download

The U.S. Environmental Protection Agency is considering stricter standards for soot, one of the deadliest air pollutants. We talk two doctors — one from Viroqua, one from Milwaukee — about how this type of pollution affects humans.



## Climate conscious group draws attention to health concerns about gas powered plants



## Health Care Workers Say That Renewable Energy Is The Better Option

SEPTEMBER 18, 2023 BY FAYE PARKS AND WORT NEWS DEPARTMENT



Our health professionals were featured in 36 articles and wrote 4 opinion editorials and 2 letters to the editor. We were interviewed on radio programs across the state and were featured on 5 TV stations in Milwaukee, 3 TV stations in Madison, and 5 TV stations in La Crosse.

## Climate change is killing us. It's time to act.



JULY 3, 2023 5:00 AM



Even without climate-driven wildfire smoke, burning fossil fuels damages our health daily. At least 1,900 Wisconsinites die every year from fossil air pollution. It costs us at least \$21 billion dollars a year in health-care costs and decreased productivity.

We will save money and improve our health immediately by kicking the fossil fuel habit, it's a win-win. When you consider the health threat of climate change on top of that, it gives us urgency in kicking that fossil fuel habit.

The good news is that we have better, cleaner, and cheaper ways to get the energy we need. Right now the EPA is considering stronger vehicle and power plant pollution limits, giving us a chance to both clean our air now and limit future worsening of climate change, including wildfires.

But just as Big Tobacco blocked progress on addressing the harms of smoking, fossil fuel executives and the politicians they own are standing in the way of this opportunity, keeping us stuck using dirty, expensive fossil fuels that make us sick and destabilize the world.

It's worth looking at past lessons. Students of the Clean Air Act know that when better energy technology is available the benefits from implementing it typically far outweigh the costs. Fossil fuel executives who want weak environmental standards routinely overestimate the logistical challenges, negative impact, and cost of transitioning to cleaner technologies. Transitioning is almost always easier, quicker, cheaper and more beneficial than expected. Given that well-established precedent, the EPA should discount what is said by those who argue for weaker air pollution safeguards.

From where I sit, as a former kid with asthma in a poor neighborhood, as a doctor who takes care of vulnerable people and as a father concerned about the world I leave my children, I find the arguments for weak vehicle and power plant pollution limits not only lacking in evidence but, frankly, morally insufficient.

By coming together and demanding better, our society weakened Big Tobacco's grip on us. Now we face a new challenge: kicking the fossil fuel habit and protecting ourselves from the climate threats we're seeing outside our windows every day this summer.



Health Impacts

Solutions

Villain



# Action Alert

## SAY NO TO MORE FOSSIL FUEL SUBSIDIES IN WISCONSIN - OUR PLANET AND COMMUNITIES' HEALTH CAN'T AFFORD IT



The science is clear: we cannot keep funding dirty energy for the sake of our communities' health, safety, and planet. Just this summer, Wisconsinites have suffered asthma attacks from polluted air, debilitating extreme heat, and power outages from flash floods. It's time for Wisconsin to be free from outdated fuels that pollute our air and water, and thankfully, the Empowering Rural America program within the Inflation Reduction Act is giving us a chance to do just that. Through this program, the U.S. Department of Agriculture (USDA) is offering \$9.7 billion to rural electric co-ops for their transition to clean energy.

This is great news, but at the same time, the USDA is still considering a subsidized loan worth hundreds of millions of dollars for Dairyland Power Co-op to build the proposed Nemadji Trail Energy Center (NTEC) fossil gas plant, which would be located in Superior, Wisconsin. The EPA has estimated that this 600 MW fossil gas plant would cause around \$2 billion in climate damages from greenhouse gas emissions if built.

This project is a major contradiction in the face of crystal clear science. Right now, the USDA is going through an environmental review process that will inform whether or not they approve Dairyland's loan application, and you can weigh in!

As Wisconsinites and health advocates, we are tired of seeing our neighbors and patients struggle to choose between paying rising healthcare bills or high electric bills as fossil fuel prices climb. The fossil fuel industry is making record profits at the expense of our health and we refuse to bankroll it. We are ready for a brighter future for our families and climate.

Join us in sending a strong message to the USDA that uplifts our opposition to a new gas plant. Together, we can make this a turning point for Wisconsin. We can ask the USDA's Rural Utility Service to deny the loan, especially since the USDA is currently offering renewable energy project funding for co-ops like Dairyland. We can also ask for a full Environmental Impact Statement that analyzes the climate, health, and justice impacts of this project.

Value Statements

Climate Impacts

Solutions

Villain

# The Response?

“Please share that the healthcare professionals got the most interest from neighbors and citizens.”

Gunalcheésh,  
City Councilor Jenny Van Sickle

## COMMUNITY HEALTH FORUMS



**Learn about the health impacts of the Nemadji Trail Energy Center**

A one-hour panel of Wisconsin health professionals and tribal leaders, followed by an optional Q&A session.

**Forum Dates and Times**

-  Tuesday, February 20  
4:30 PM
-  Wednesday, February 21  
12 PM (Noon)

**Attend In-Person or Online**

-  **Superior Public Library**  
1530 Tower Ave, Superior, WI
-  Zoom link provided after registering

# Consistently connect fossil fuels & health

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · March 25, 2021 ·  
#AirPollution from the burning of #FossilFuels is associated with pre-term births in the United States. In fact, living near areas where flaring of natural gas is common during fossil fuel extraction is associated with a 50% higher risk of preterm birth. #JustTransition4Health #CleanEnergyNow  
Read the research here >>> <https://www.hsph.harvard.edu/.../climate-change-and-/>

**CLEAN AIR MEANS LESS PREMATURE BIRTHS IN WISCONSIN**

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · July 18, 2023 ·  
Working on farms in the heat can be "a matter of life and death."  
Farmworkers are more likely to die of heat exposure than workers in any other industry. But there are no federal heat protections to safeguard them as fossil fuels increase heat wave risk.

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · July 10, 2023 ·  
"Wisconsin reports one of the highest number of cases of Lyme disease in the country ...Because we are having warmer winters and ticks are surviving better."  
Climate change increases disease. Let's wear long pants, do tick checks, & fight fossil fuels.

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · April 21, 2023 ·  
DYK? Allergies are connected to fossil fuels. The allergy season is getting longer and more intense due to the release of carbon dioxide and warming from burning coal, oil, and gas.  
The good news is renewable energy is affordable and reliable. Replacing fossil fuels leads to cleaner air and water immediately, improving the health of Wisconsinites. And renewables have the lasting benefit of reducing our climate impact, which builds a brighter and safer future for our families.

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · March 7, 2022 ·  
Wisconsin's warming winters have harmful impacts on forests, soil quality, crops, critical species, and the winter activities that bring families together.  
Fossil fuels threaten our traditions, our health, and our ecosystems. #CleanEnergyNow  
<https://pbs.wisconsin.org/.../wisconsin-climate-change-.../>

**Healthy Climate Wisconsin** @WIClimateHeal · Jul 3, 2023 · Promote  
Fossil fuels are dangerously heating our planet causing more severe wildfires. That smoke can travel for miles, fueling public health alerts across our region. 🌳🔥  
This is just a taste of the #ClimateCrisis, call on the @EPA to protect air quality at [www.health.org/epa](https://www.epa.gov/health.org/epa)

**ASK YOUR DOCTOR IF 100% RENEWABLE ENERGY IS RIGHT FOR YOU**

**FOSSIL FUELS MAKE WISCONSINITES SICK**



## QUICK TIPS

- Try switching 'climate' with fossil fuels, especially if climate is already extensively covered in an article or graphic.
- Talk about the direct health impacts of air and water pollution from fossil fuels early and often.



**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · October 19, 2022 ·

By funding denial & blocking climate action, the fossil fuel industry sacrifices our health for their profits—but it doesn't have to be this way.

Doctors and nurses across the country are giving the same prescription: **#vote**. Our kids deserve clean air and water.



**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · May 12, 2020 ·

Air pollution from coal plants is linked to worse COVID outcomes, yet the coal industry was funded with money that was intended for mom-and-pop shops, in the middle of a health crisis. Funding coal also worsens the health emergency of climate change. Our investments should be spent to better the health outcomes for all.

**#CleanAir #HealthEquity**



**Coal Snags \$31 Million in U.S. Stimulus Loans for Small Business**  
Stimulus loans meant to help small businesses hurt by the coronavirus pandemic are being dol...

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · April 13, 2022 ·

"Fossil fuels are choking humanity," @antonioguterres says. Fossil fuel companies, banks, and investors are all complicit in harming our health.

Policymakers should act immediately to protect vulnerable populations, that means **#NoNewFossilFuel** projects.  
<https://www.npr.org/.../billions-of-people-are-in-danger...>



**Climate change is killing people, but there's still time to reverse the damage**  
Some ecosystems have already been irreversibly altered, scientists say. And climate change is ...

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · April 21, 2022 ·

Expanding fracking and LNG infrastructure would be a health disaster for communities. Instead of doubling down on fossil fuels, @POTUS needs to prioritize efficiency and renewable energy.  
**#PeoplesFossilFuels #ClimateChangesHealth**  
<https://www.foodandwaterwatch.org/.../us-european-green-.../>



**US, European Green Groups Urge Leaders to Reject Fossil Fuel Expansion Schemes**  
Expanding dirty energy to counter Russian invasion will doom international climate action

**Energy News Network · Follow**  
November 2, 2022 ·

A proposed rate increase in Milwaukee could force families to choose between paying their utilities or paying medical bills, say **Clean Wisconsin, Wisconsin Health Professionals for Climate Action**, and more clean energy advocates.



**In Wisc., who pays and profits from energy transition? | Energy News Network**  
Critics say a proposed rate hike by We Energies pits low-income residents against clean energy...

**Healthy Climate Wisconsin**  
Published by Abby Novinska-Lois · July 22, 2022 ·

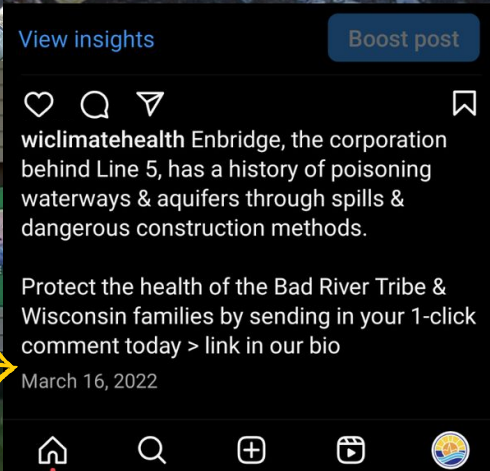
Why's it so hard to tackle **#climatebreakdown**?  
Because the oil sector has made \$2bn-a-day in profits. With that money they've bought politicians, blocked legislation, funded climate denial & paid PR agencies to greenwash their image.  
A better world is possible. We can't let the profits of a tiny group of individuals prevent the health of billions of peoples, plants, and animals.  
<https://www.theguardian.com/.../revealed-oil-sectors...>



**Talk about who profits while frontline communities suffer health impacts**



# Once connected, it's natural to talk about stopping fossil fuel build-outs, the villains, and harmful projects



# Lessons learned



To date, we have received no negative feedback.

# Questions?



**Fossil Free for Health**  
**We Will Survive**



**We're tired of seeing our  
patients and community**

**Get sick from all the pollution  
that you make them breathe**

**You told us lies  
You can't deny  
you did us wrong**



**But now we're strong  
And fossil fuels  
must now be gone**

**We must act fast  
to save our lives**

**We've got to kick those fossil  
fuels to keep the world at 1.5**

**Tell the truth bout fossil fuels**  
**Make polluters pay their share**

**No more drilling no more flaring  
You know we all need clean air**

**It's time to go**  
**Time to phase out**

**Fossil free for health  
It's in our reach We  
have no doubt**



**Weren't you the ones who lied?  
The science you denied**

**We're health professionals  
and your harms we will defy**

**We're speaking out  
so we survive**

**Stop burning oil and gas and coal  
to save eight million of our lives**

**We can all go fossil free**  
**We can mend inequities**

**And we will thrive**  
**We will survive**  
**Hey hey**

**Fossil Free for Health**



**Fossil Free for Health**

**Fossil Free for Health**

**[fossilfree4health.org](https://fossilfree4health.org)**

**We're gonna fight permits  
for LNG exports**

**Your CCS and new pipelines  
and plastic plants we'll thwart**

**End oil tax breaks  
Build resilience  
in hard hit communities**

**We will save lives  
Yes fossil free  
we will survive**



**We're on the move  
With our allies**

**For our children's health  
and future we will organize**

**We will phase out fossil fuels in  
trucks and homes and energy**

**A just transition's on the way  
From fossil fuels we will be free**

**It's time to go**  
**Time to phase out**

**Fossil free for health  
It's in our reach We  
have no doubt**

**Weren't you the ones who lied?  
The science you denied**



**We're health professionals  
and your harms we will defy**

**We're speaking out  
so we survive**

**Stop burning oil and gas and coal  
to save eight million of our lives**

**We can all go fossil free**  
**We can mend inequities**

**And we will thrive**  
**We will survive**

**Oh...**

**It's time to go**  
**Time to phase out**



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**And we will thrive**  
**We will survive**  
**Hey hey**

# Fossil Free for Health We Will Survive

Vocals: Macy Parker

Lyrics: Linda Rudolph

Music: Gloria Gaynor  
Kalowkey

**[fossilfree4health.org](https://fossilfree4health.org)**