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

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Why Don’t We Talk About Fossil Fuels Like We Talk About Tobacco? (We Should)
Communicating about climate change, fossil fuels, and health

John Kotcher, PhD
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**

https://doi.org/10.1080/17524032.2024.2304571
Health professionals are trusted sources of information about global warming.

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

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

April 2022
"To the best of your knowledge, what health problems are caused by air pollution from the use of fossil fuels?"

<table>
<thead>
<tr>
<th>Health Problem</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General respiratory problems</td>
<td>35</td>
</tr>
<tr>
<td>Don't know</td>
<td>20</td>
</tr>
<tr>
<td>Asthma</td>
<td>16</td>
</tr>
<tr>
<td>Other cancer</td>
<td>14</td>
</tr>
<tr>
<td>No response</td>
<td>13</td>
</tr>
<tr>
<td>Air pollution doesn't harm health</td>
<td>9</td>
</tr>
<tr>
<td>Poor air quality</td>
<td>6</td>
</tr>
<tr>
<td>Lung cancer</td>
<td>5</td>
</tr>
<tr>
<td>COPD</td>
<td>5</td>
</tr>
<tr>
<td>Heart disease</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td>Allergies</td>
<td>3</td>
</tr>
<tr>
<td>Birth defects/premature birth</td>
<td>1</td>
</tr>
<tr>
<td>Skin irritation</td>
<td>1</td>
</tr>
<tr>
<td>Special populations affected</td>
<td>1</td>
</tr>
<tr>
<td>Climate change</td>
<td>1</td>
</tr>
<tr>
<td>Eye irritation</td>
<td>1</td>
</tr>
<tr>
<td>Neurological problems</td>
<td>1</td>
</tr>
<tr>
<td>Unintelligible</td>
<td>1</td>
</tr>
<tr>
<td>Death</td>
<td>1</td>
</tr>
<tr>
<td>Black lung</td>
<td>0</td>
</tr>
<tr>
<td>Immune deficiencies</td>
<td>0</td>
</tr>
<tr>
<td>Diabetes</td>
<td>0</td>
</tr>
<tr>
<td>Kidney disease</td>
<td>0</td>
</tr>
<tr>
<td>Weakening of bones</td>
<td>0</td>
</tr>
</tbody>
</table>

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?"

<table>
<thead>
<tr>
<th>Percentage of responses referencing the following...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
<tr>
<td>No response</td>
</tr>
<tr>
<td>Live/work in polluted area</td>
</tr>
<tr>
<td>Children/young</td>
</tr>
<tr>
<td>City dwellers</td>
</tr>
<tr>
<td>Sick and disabled</td>
</tr>
<tr>
<td>Poor/low income</td>
</tr>
<tr>
<td>No groups are more vulnerable than others</td>
</tr>
<tr>
<td>Babies/very young</td>
</tr>
<tr>
<td>Low immunity</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>People of color</td>
</tr>
<tr>
<td>All people are vulnerable</td>
</tr>
<tr>
<td>Specific region</td>
</tr>
<tr>
<td>Coal miners</td>
</tr>
<tr>
<td>Smokers</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>Unintelligible</td>
</tr>
<tr>
<td>Disenfranchised</td>
</tr>
<tr>
<td>Outdoor workers/farmers</td>
</tr>
<tr>
<td>Uninsured/limited healthcare</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>
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

Source: Kotcher et al. (2019) *BMC Public Health*
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.

Message test source: Kotcher et al. (2018) GeoHealth
Report source: Medical Society Consortium on Climate & Health (2017)
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.

Source: Kotcher et al. (2021) *Journal of Climate Change and Health*
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

Source: Kotcher et al. (2023) *The Lancet Planetary Health*
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:

@Mason4C
Applying These Insights To Our Messages
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)
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.
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.
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.
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.
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
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.”
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.
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.**
A Case Study: Healthy Climate Wisconsin
Fossil Free Health Messaging in Action

HEALTHY CLIMATE WISCONSIN
(formerly known as)
Wisconsin Health Professionals for Climate Action
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

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.
The Response?

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

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

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

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 $2.1 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.
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.
The Response?

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

Gunalcheésh,
City Councilor Jenny Van Sickle
Consistently connect fossil fuels & health

• 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.
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

- More & stronger relationships with frontline groups
- Makes solutions & messages immediate and local
- Attracts new members
- Doesn’t leave the door open for others to decide the cause / or reason for policy delay

To date, we have received no negative feedback.
Questions?
Fossil Free for Health
We Will Survive
We’re tired of seein 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
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?  
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Oh....
It’s time to go
Time to phase out
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It’s in our reach     We have no doubt
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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