

Spread the word on Twitter

The last 18 months have been an interesting and fast-paced time for public policy. We have seen information being shared rapidly through social media, with problems becoming framed and policy solutions tailored to those problem framings - often within a matter of hours. Twitter is one forum in which citizens, professionals and key institutions all participate, observe and interact. Informed participants on social media thus have the ability to make their views known, engage their peers, and directly contribute to awareness raising and to public discourse.

Sharing the letter on Twitter is an important way to spread the word

Use the campaign hashtags

#healthyclimate

#climateprescription

Tag your health peers and your health association or organization

- Adding the twitter name of your organization (eg. @GCHAlliance) will ensure they see the tweet
- Try tagging 5 friends or colleagues who you think should sign the letter in your tweet - and then encourage them to do the same

Use these sample tweets to encourage others to sign on

1) Hook to IPCC Report

As a **Child Psychiatrist** & in response to #IPCC report, I'm joining the growing health community that demand our national leaders to take urgent #climateaction @COP26. Join me by signing the #HealthyClimate Prescription, to drive the change we actually need to see. <https://healthyclimateletter.net/>

2) Medical Journals

This September over 200 medical journals concurrently published an editorial on the climate emergency and its threat to health. As **[health professionals/future health professionals/etc]** from around the world are coming together to demand

that presidents & prime ministers deliver on #climateaction. That's why I signed the #HealthyClimate Prescription. Join me! <https://healthyclimateletter.net/>

After the #ClimateHealthCrisis joint editorial by 200+ medical journals, it's the turn of health professionals from around the world to come together & call on our govs to deliver on #climateaction @COP26. Join [us/me] in signing the #HealthyClimate Prescription. <https://healthyclimateletter.net/>

3) Global Survey - 90% health professionals think health professionals should act

Today I joined the 90% of health professionals who believe that the health community should raise its voice to demand #ClimateAction. Individual #healthcare workers along with national & international health organisations have written a #ClimatePrescription letter to send to world's leaders. Join us by signing today! <https://healthyclimateletter.net/>

4) As an individual health professional

As a [nurse/allied health worker/ pediatrician/ medical student / etc] I'm joining the growing health community that demands our national leaders to take urgent #climateaction @COP26. You can too sign the #HealthyClimate Prescription, to drive the change we need. <https://healthyclimateletter.net/>

Top Twitter Tips

- A simple message, repeated often, from a variety of trusted voices - is the best way to communicate
- Nurses and medical doctors (and by extension other health professionals) are the most trusted professionals, able to convey a depoliticized message on climate change to decision makers and the public.
- Think about: Who are you trying to influence? What do you want them to think or do?

- Simple messages are great -- climate change is a health emergency, climate solutions offer powerful health benefits to the communities taking action, and health savings can offset the costs of action.

Other Tips to Consider

Do

- Use images which centre human impacts
- Talk about health impacts drawing on evidence and “killer statistics”
- Raise your personal and professional concerns - bring in both the evidence and your own emotions
- Draw legitimate connections between the climate & ecological crisis, or connecting diverse issues such as heat, air pollution, etc
- View science communication as a practice - you need to do more of it to get better at it, and none of us do it perfectly
- Aim to improve your practice over time as you add new techniques and ideas, and aim to learn from emerging thinking or research
- Talk about your experience as a health professional and the particular issues your patients have faced (air pollution and lung health, or heat exposure, for example)
- Speak to different audiences including your friends and family, your communities, and your politicians
- Try to set a twitter frequency that you can maintain regularly - e.g. 1/day

Don't

- Feel that you have to have all the solutions, or indeed know all of the science to communicate about climate change. The science is complex but, bottom line, shows that climate change is a clear and present threat to people's health.
- Spend too long labouring the details.
- Worry if you don't win everyone over. Not all of our messages will resonate with all audiences - there is power in diverse messengers and messages.
- Feel that you have to be perfect, or let people dismiss you for not being 100% sustainable in your own lifestyle. Many of the changes we need are systemic rather than individual; any individual change you can make is great and will build legitimacy but needs to be positioned in the wider context.

When crafting your tweet, think about

- Tweet content:

- If I saw this post would I pause, read, or share?
 - Is this a heated, reactive post or is this well thought-through?
 - Will I be okay with absolutely anyone seeing this?
- Tech details
 - Is the tweet the right length?
 - Is the URL correct?
 - Am I using the right keywords & hashtags to maximize exposure?
 - Did I tag the right people?
 - Is all my spelling correct?
- Visual checklist
 - Is this the right image for the message?