




Welcome to our Digital Advocacy Kit for a Just and Equitable Global Plastics Treaty!

About this Kit

Hello and welcome to our **Digital Advocacy Kit**, a document containing campaigning materials dedicated to advocating for a just and equitable Global Plastics Treaty **without blanket exemptions for the health sector!** 

As INC delegates and world leaders gather in South Korea this November 25-December 1, 2024 for the fifth and final International Negotiations Committee session (INC-5), it is crucial that we continue the momentum in the global movement to address plastic pollution through an international legally binding policy.

Please note that this is a **live document** that we will continue to update as we approach INC-5 this November-December 2024.

The materials here are divided into three categories:

1. **Pre-INC** Advocacy Campaign Materials (Present-November 24, 2024)
2. **During INC** Materials (November 25-December 1, 2024)
3. **Post-INC** Materials (December 2 onwards)

Included in this kit:




- Social media posters and captions
- Email campaign templates
- Press release articles
- Resources to learn more about the issue



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About the Campaign

Background

In March 2022, the UN Environmental Assembly convened in Nairobi, Kenya, to debate the global plastic crisis. In a historic move, 175 nations voted to adopt a global treaty for plastic pollution—agreeing on an accelerated timeline so that the treaty could be implemented as soon as 2025. The resolution requested the Executive Director of the UN Environment Programme (UNEP) to convene an [Intergovernmental Negotiating Committee \(INC\)](#) to develop "the instrument," which is to be based on a comprehensive approach that addresses the full life cycle of plastic, including its production, design, and disposal.

Negotiations for the treaty began in 2022, with the goal of finalizing it by the end of 2024. The first session (INC-1) took place in Uruguay in November 2022, followed by INC-2 in Paris in May 2023. INC-3 convened in Kenya in November 2023, and INC-4 in Canada in April 2024. The final session, INC-5, is set for 25 November to 1 December 2024 at the Busan Exhibition and Convention Center in South Korea.

From the start, Health Care Without Harm (HCWH) has been actively engaged in the treaty negotiations. Accepted by UNDP as one of the Observers, we have participated in all previous INCs. Since our first INC in Punta del Este (INC-1), we have consistently

amplified the voice of the health sector, advocating firmly against blanket exemptions for the sector.

Addressing plastic pollution has been a key pillar of HCWH's global strategic plan. Hence, this fifth and final session is crucial for us in our mission towards transforming health care worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability, and leads in the global movement for environmental health and justice.

The Global Plastics Treaty (GPT) is a once-in-a-lifetime opportunity for humanity to genuinely address the plastic pollution crisis comprehensively.

Our Call

As the international community prepares for the final round of negotiations on the Global Plastics Treaty, it is crucial to highlight the threats that plastic pollution poses to public and planetary health. INC-5 delegates must develop an ambitious and just treaty that addresses plastic pollution without exempting the health sector—health must be at the heart of the treaty. While the health sector may require special consideration, a blanket exemption would stall movement away from single-use and toxic plastics, hinder innovation and impede the adoption of safer and more sustainable alternatives.

- **At the core, our call is centered on the [Open Letter from Health Professionals on the Plastics Treaty](#)**

Our Objectives

- **Advocate for Action:** Call governments, negotiators, and stakeholders to support a legally-binding Global Plastics Treaty that pursues the highest attainable standard of human and planetary health as the core objective of the treaty. **We urge them to advocate for a Treaty with no blanket exemptions, including in the health sector.**
- **Increase Awareness:** Amplify the critical links between plastics, health, and the environment among global audiences, emphasizing the health sector's role in combating plastic pollution.
- **Mobilize the Health Sector:** Inspire healthcare professionals and institutions to lead the way in sustainability, highlighting that they be part of the solution to the health crisis caused by plastic pollution

How can YOU help advocate for a just and equitable treaty?

Health Professionals

We call on all healthcare leaders and workers to lead the fight against plastic pollution by adopting sustainable practices in the facilities and communities and advancing policy changes that ensure health equity.

Allies and Advocates

We encourage the public to advocate for policies that prioritize both health and the environment, reduce plastic waste in everyday life, and support healthcare institutions that are implementing sustainable practices.

I. Pre-INC (ONGOING)

1. Join our Email Campaign



Important Notes:




This series of emails is designed to help HCWH and its allies engage with our target audiences as we approach INC-5.



- All emails are fully customizable: Feel free to modify the content to align with your voice and audience while keeping the core messages intact—Personalizing your emails can enhance engagement and resonate better with your recipients.
- The emails are organized in a logical sequence: We recommend sending them in the provided order to create a cohesive narrative leading up to INC-5.
- Each email has clear calls to action: Highlight these actions prominently and include any necessary links or resources for easy access.
- We recommend using Gmail's Layout feature when preparing emails. Feel free to customize the provided email layout and update the social links with those of your organization.







Important Links

- [Canva Template of Email Header](#)

OVERVIEW	CONTENT	Target Audience
<p>An introductory email that provides historical context on the INCs, reiterates the key calls from the Health Open Letter at INC-4, and serves as a preview of our INC-5 campaign's Promotional Toolkit.</p> <ul style="list-style-type: none"> • Link to GMail Layout template (make sure to duplicate) 	<p><u>Subject:</u> INC-5: Driving Global Action on Plastics and Health</p> <p><u>Body:</u></p> <p>Dear Allies,</p> <p>With just a few weeks to go before the fifth session of the Intergovernmental Negotiating Committee (INC-5), we find ourselves at a critical moment in the fight against the global crisis of plastic pollution. This final negotiation is crucial for us and our work at the intersection of health and the environment, as the outcomes will shape policies that directly impact healthcare systems worldwide.</p> <p>A Brief History: The INCs and the Road to a Global Plastics Treaty</p> <p>The INC process was initiated by the United Nations to develop a legally binding international agreement addressing the global plastics crisis. Since the beginning, the INC sessions have convened policymakers, scientists, industry leaders, and civil society organizations to create a comprehensive framework for tackling plastic pollution at every stage of its life cycle—production, design, and disposal.</p> <p>As we confront rising health and environmental risks from plastics, each INC has built on the progress of the last, bringing us closer to comprehensive solutions. INC-5 is now positioned as a pivotal moment in this ongoing journey.</p> <p>Why INC-5 Matters for Public Health</p> <p>INC-5 will be instrumental in negotiating treaty elements that directly affect public and planetary health. The decisions made here will significantly influence global health systems, especially as we work to mitigate plastic's harmful impacts on healthcare facilities, communities, and the environment.</p> <p>Reaffirming our Key Calls from INC-4</p> <p>At Health Care Without Harm, our mission is to ensure that health remains central to these crucial Global Plastics Treaty. In our Open Letter during INC-4, we emphasized the following calls:</p> <ul style="list-style-type: none"> • No blanket exemptions for healthcare. Special considerations should be afforded to health products to prioritize continued affordable access to medicines, devices, and health services. • Break our dangerous dependence on fossil fuel-based plastics in healthcare. No to false solutions like chemical recycling. We need a significant reduction in plastic production. 	<p>Primary:</p> <p> Health Sector ▾</p> <p>Secondary:</p> <p> Negotiators / ... ▾</p> <p> General Public ▾</p>

	<ul style="list-style-type: none"> • Develop a program of work to reduce, detoxify, and replace plastic products in the health sector, especially single-use plastics. • Ensure transparency and traceability of hazardous chemicals in healthcare products. <p>We're excited to share that our Open Letter continues to gain strong support! To date, we have received <i>[insert updated number—please check with Jime]</i> signatories from across the health sector!</p> <p>What's Next?</p> <p>As INC-5 approaches, we'll be sharing updates, materials, and clear action steps to help you get involved. This final negotiation is critical, and we need your support in amplifying our calls for strong, health-centered policies. Whether you're a healthcare professional, sustainability practitioner, or concerned citizen, your voice can make a real difference in shaping a healthier, more sustainable future for all.</p> <p>Stay tuned!</p> <p><i>[Sender]</i></p>	
<p>An email introducing our Promotional Toolkit to our networks and allies, providing ready-to-use content templates to help amplify our INC-5 campaign messages and drive collective action.</p> <ul style="list-style-type: none"> • Link to GMail Layout template (make sure to duplicate) 	<p><u>Subject:</u> Raising Health Voices at INC-5: Your Toolkit is Here!</p> <p><u>Body:</u></p> <p>Dear Allies,</p> <p>With INC-5 fast approaching, we are excited to share our Promotional Toolkit designed to help you amplify our campaign messages and ensure that health remains at the heart of the Global Plastics Treaty negotiations.</p> <p>Why This Matters</p> <p>INC-5 will be a crucial moment for advancing policies that reduce plastic pollution and protect public health. As our allies, your involvement is vital in spreading the word and rallying others to join this movement. Whether you're part of the health sector, an environmental advocate, or a concerned citizen, your voice can drive the momentum needed for meaningful change.</p> <p><i>[Insert Clickable Button Linked to Promo Toolkit document]</i></p> <p>What's Inside the Toolkit</p> <p>Our toolkit provides everything you need to raise awareness and support the</p>	<p>Primary:</p> <div>  General Public ▾ </div> <div>  Health Sector ▾ </div>

	<p>campaign:</p> <ul style="list-style-type: none">• Social media posters• Social media captions• Email campaign templates• Press release articles• Resources to learn more about the issue <p>How You Can Help</p> <p>Help us build a louder, unified voice that calls for health-focused action in the treaty negotiations. Here's how you can get involved:</p> <ul style="list-style-type: none">• Post on social media using the provided templates to raise awareness about the health impacts of plastic pollution.• Email your network or use your organization's platforms to distribute the campaign messages.• Engage your community to sign petitions, attend events, and take part in actions that push for a strong, health-centered plastics treaty. <p>Your support is critical in helping us advocate for healthier policies at INC-5. The time is now, and with your help, we can make sure that public and planetary health is prioritized in these global discussions.</p> <p>Thank you for being a part of this movement!</p> <p>To a healthier future for all,</p> <p>[Sender]</p>	
<p>An Action Alert email aimed at mobilizing supporters to advocate for a health-centered Global Plastics Treaty by encouraging them to send emails to the INC-5 delegation, highlighting HCWH's key demands.</p>	<p>Subject: Take Action Now: Help Us Advocate for a Strong Global Plastics Treaty at INC-5!</p> <p>Body:</p> <p>Dear Allies,</p> <p>We're just two weeks away from INC-5, and we need your voice now more than ever!</p> <p>Health Care Without Harm (HCWH) is calling on all of our supporters to help advocate for a strong Global Plastics Treaty without blanket exemptions, ensuring no exceptions are made—even within the health sector.</p>	<p>Primary:</p> <div> Health Sector ▾</div> <p>Secondary:</p> <div> General Public ▾</div>

<ul style="list-style-type: none"> • Link to GMail Layout template (make sure to duplicate) 	<p>Now is the time to make sure our demands are heard by the INC-5 negotiators!</p> <p>Why This Matters</p> <p>Plastic pollution continues to be a major threat to public health and the environment. At INC-5, country leaders will be deciding on critical policies that could shape the future of healthcare, the environment, and communities worldwide. We need to ensure that these decisions reflect the urgency of the situation, especially within the health sector.</p> <p>How You Can Take Action</p> <p>We've made it easy for you to get involved and make your voice heard. Here's how you can help:</p> <ul style="list-style-type: none"> • Send an email to the INC-5 delegation: We've created a pre-drafted email template outlining HCWH's key demands for the Global Plastics Treaty. Simply click the link provided, personalize the message if you'd like, and send it directly to the INC-5 representatives. • Sign the open letter from health professionals: If you are part of the healthcare sector, join your peers in signing the open letter urging delegates to advocate for a treaty that strongly upholds health, human rights, and justice. • Share the action: Forward this email to your colleagues, friends, and networks. The more voices we raise, the more pressure we can put on negotiators to ensure that health remains central to the treaty. <p>Your participation can truly help shape the future of both people and the planet. Let's make sure that negotiators know we are watching and that we demand strong, effective action!</p> <p>Thank you for standing with us and advocating for a healthier, plastics-free world!</p> <p>[Sender]</p>	
<p>An email introducing HCWH's global delegation at INC-5, highlighting our strategy,</p>	<p>Subject: Get Ready for INC-5: Meet HCWH's Global Delegation!</p> <p>Body:</p>	<p>Primary:</p> <div>  General Public ▾ </div> <div>  Health Sector ▾ </div>

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Dear Allies,

As we gear up for INC-5 next week, we're excited to share a preview of **Health Care Without Harm's (HCWH)** global delegation and our strategic approach to this critical event. Our participation in both the formal negotiations and related campaign activities is designed to ensure that health is prioritized in the fight against plastic pollution.

Our delegation includes representatives from HCWH and regional partners, all united in our commitment to promoting health-centered policies at INC-5.

[Insert poster featuring the delegates and the activities they will be joining in at INC-5]

Our Strategy

At INC-5, our strategy will focus on:

- **Engaging in formal negotiations:** Participating in discussions to advocate for binding commitments to reduce plastic production and consumption, particularly in healthcare.
- **Showcasing health impacts:** Highlighting the detrimental effects of plastic pollution on public health and the environment to reinforce our calls for urgent action.
- **Building coalitions:** Collaborating with other organizations and stakeholders to amplify our messages and strengthen our collective health voice.

How You Can Support Us

Your involvement is crucial as we head into this moment. Here's how you can help:

- **Follow our journey:** Stay updated by following HCWH's social media channels for live updates from INC-5.
- **Amplify our messages:** Share our content ([Promotional Toolkit](#)) to highlight the importance of health in these negotiations and encourage others to join the conversation.
- **Engage your networks:** Encourage your colleagues and communities to participate in the discussions surrounding plastic pollution and public health.

Thank you for your continued support in ensuring that health remains central to the negotiations at INC-5!

[Sender]

2. Amplify Our Calls on Social Media

Here are social media art cards and captions you can post on your social media pages. You are free to choose and modify these materials and create your own promotion calendar as long as they are released **before November 24, 2024**.



Important Links

- [Google Drive of Materials](#)
- [Canva Template](#)



Hashtags

#GlobalPlasticsTreaty #PlasticsTreaty #NoPlasticPollution #INC5 #PlasticsTreatyForHealth
#PlasticsAndHealth



Social Media Art Cards

Click a photo to access the downloadable link.

SET A

Primary Audience: Health Sector

Secondary Audience: Allies, Advocates, General Public

Call to Action: Sign and share the Open Letter



SET B

Primary Audience: Allies, Advocates, General Public



Secondary Audience: Health Sector




Call to Action: Sign and share the petition from Break Free from Plastic






Captions





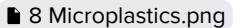


Suggested captions are found below for you to copy and paste.

POSTER	DETAILS	Target Audience
	<p>No Blanket Exemptions - Single Poster</p> <p>Link:  1 No Blanket Exemptions - Single Poster.png</p> <p>Caption: The Global Plastics Treaty will not be equitable and just if the health sector is not included in the narrative! </p> <p>We strongly urge the treaty negotiators for INC-5 to develop an ambitious and just Treaty to end plastic pollution, WITHOUT exempting the health sector.</p> <p>To our fellow healthcare leaders and workers, we call on YOU to be an active voice in the fight to address plastic pollution! Amplify our calls and sign the Open Letter to INC negotiators at:</p>	<p>Primary:  Health Sector ▾</p> <p>Secondary:  General Public ▾</p>

	<p>https://global.noharm.org/focus/plastics/open-letter</p> <p>Awesome Fact: Since its initial release in April 2024, our Open Letter continues to gain strong support! To date, we have received <i>[insert updated number—please check with Jime]</i> signatories from across the health sector!</p> <p>Raise your voice in this historic moment in the plastic free movement! Join us as we push for a strong and ambitious Global Plastics Treaty! 🌍</p> <p>#GlobalPlasticsTreaty #PlasticsTreaty #NoPlasticPollution #INC5 #PlasticsTreatyForHealth #PlasticsAndHealth</p>	
	<p>4-Image Infographic on “No Blanket Exemptions”</p> <p>Link: 📁 02 Social Media Assets</p> <p>Caption: Health professionals across the world are calling for no blanket exemptions for healthcare in the Global Plastics Treaty, and here’s why! 💡👉</p> <p>As world leaders and delegates came together in Canada for the 4th round of treaty negotiations last April 2024, health professionals across the world raised their voice to call for a health-centered plastics treaty in an Open Letter, led by Health Care Without Harm.</p> <p>We need YOU to amplify our calls! If you are part of a health organization, association, or simply a concerned member of the health sector, we invite you to be a signatory for the Open Letter as we gear up for INC-5.</p> <p>Read the letter at: https://global.noharm.org/focus/plastics/open-letter.</p> <p>Awesome Fact: Since its initial release in April 2024, our Open Letter continues to gain strong support! To date, we have received <i>[insert updated number—please check with Jime]</i> signatories from across the health sector!</p> <p>#GlobalPlasticsTreaty #PlasticsTreaty #NoPlasticPollution #INC5 #PlasticsTreatyForHealth #PlasticsAndHealth</p>	<p>Primary:  Health Sector ▾</p> <p>Secondary:  General Public ▾</p>

	<p>Call to Action from the Health Sector - Two-Image Poster</p> <p>Link:</p> <ul style="list-style-type: none"> 3.1 Call to Action - Single Poster.png 3.2 Digital Advocacy Tool Kit.png <p>Caption: Put health at the forefront of the Global Plastics Treaty! 🏥</p> <p>As members of the health sector who have taken an oath to the ethical principle to 'first, do no harm', we are committed to health and well-being for all.</p> <p>Plastic poses an ongoing crisis for human and planetary health, which will inevitably worsen with the planned dramatic increase in plastics production. We need global action now! 🌍</p> <p>We stand together with health professionals across the world to call for a health-centered policy to end the plastic crisis. An ambitious and just treaty means:</p> <ul style="list-style-type: none"> 🚫 Removing the blanket exemption for plastics in healthcare 🚫 Pushing for a reduction in plastic production 🚫 Creating programs to detoxify and replace plastic products, especially single-use plastics 🚫 Ensuring transparency and traceability of hazardous chemicals in healthcare products. <p>We invite the health sector to stand with us and sign the open letter at https://global.noharm.org/focus/plastics/open-letter!</p> <p>Join us in advocating for no blanket exemptions by using our Digital Advocacy Tool Kit at bit.ly/INC5-HCWHPromoKit!</p> <p>#GlobalPlasticsTreaty #PlasticsTreaty #NoPlasticPollution #INC5 #PlasticsTreatyForHealth #PlasticsAndHealth</p>	<p>Primary: Health Sector ▾</p> <p>Secondary: General Public ▾</p>
	<p>The plastics crisis is a health crisis</p> <p>Link: 7 Health Crisis.png</p> <p>Caption: We need an end to the age of plastic! 🌍</p> <p>Plastic pollution poses a serious threat to human and planetary health at EVERY stage of its life cycle—not only during disposal.</p>	<p>Primary: General Public ▾</p> <p>Secondary: Negotiators / ... ▾</p>

	<p>Plastics often contain thousands of hazardous additives, such as carcinogens, neurotoxicants, and endocrine disruptors, that can leach from products and waste. These persist in the environment and endanger patients, communities, workers (including waste handlers), and ecosystems. Vulnerable groups like fetuses, newborns, and young children are especially at risk from exposure to these harmful chemicals.</p> <p>In the health sector, medical plastics are as toxic as any other waste and need to be detoxified and reduced. The irony is that these same plastics also threaten human health because they contain toxic chemicals, emit greenhouse gasses, create large amounts of waste, and break down into microplastics, just as other plastics.</p> <p>Stand with us and join the call for a just and equitable Global Plastics Treaty! Learn more at www.breakfreefromplastic.org/plastics-treaty! 📧</p>	
	<p>Key Demands for a Health-Centered Plastics Treaty</p> <p>Link:</p> <p>📎 4 Key Demands 1.png 📎 5 Key Demands 2.png 📎 5.1 Action Alert.png</p> <p>Caption:</p> <p>This is what a health-centered Global Plastics Treaty looks like ✨</p> <p>The plastic crisis is a health crisis and the way to end it requires a health-centered solution! 💡</p> <p>The healthcare sector is a major consumer of plastic and generates a significant amount of plastic waste. But the sector can also lead in the transformation to break our reliance on plastic healthcare products! 💪</p> <p>Many facilities across the world are already taking action and promoting sustainable procurement and reducing single-use plastics, as shown by our Global Green and Healthy Hospitals Network. 🌱</p> <p>We need the rest of the world, especially the plastic-producing industries to do the same!</p> <p>Take action now by sending an email to the INC-5 delegation at bit.ly/INC5-action-alert-email.</p>	<p>Primary:</p> <p> Health Sector ▾</p> <p>Secondary:</p> <p> General Public ▾</p>

	<p>Amplify our calls for a treaty that protects the planet AND our people by signing the Open Letter at https://global.noharm.org/focus/plastics/open-letter.</p>	
	<p>Plastic Production and GHG Emissions</p> <p>Link: </p> <p>Caption:</p> <p>The climate crisis is inextricably linked to the plastic crisis, and one cannot be solved without addressing the other. 🧑</p> <p>Setting policies to effectively reduce plastic production is critical to ending the plastic pollution and staying below the 1.5°C target. Our current reality is composed merely of voluntary industry commitments, a patchwork of national regulations, and ad hoc product bans. Globally-binding rules for plastics, across its full lifecycle, is needed to truly enact change and create a level playing field for all commercial actors and regulators.</p> <p>As we approach the final round of negotiations this November, let us come together in our call for a Global Plastics Treaty that is equitable and just! ⚖️</p> <p>Learn more at www.breakfreefromplastic.org/plastics-treaty!</p> <p>Source: https://www.climatealityproject.org/blog/role-plastics-climate-crisis</p>	<p>Primary:</p> <p> General Public ▾</p> <p>Secondary:</p> <p> Negotiators / ... ▾</p>
	<p>Microplastics</p> <p>Link: </p> <p>Caption:</p> <p>Microplastics are poisoning the air we breathe, the water we drink, and the food we eat. 🌊🍷🍔</p> <p>Plastics, unlike other materials, do not break down. Rather, they only break up into smaller and smaller pieces, called microplastics. 🔍</p> <p>They can penetrate nearly every part of our body, including our blood, lungs, liver, breast milk, urine, testes, and placenta. These pose a threat to our organ function that even scientists and health professionals are still trying to fully study and understand. 🧠</p>	<p>Primary:</p> <p> General Public ▾</p> <p>Secondary:</p> <p> Negotiators / ... ▾</p>

One thing, however, remains clear: as plastic production increases, so do the threats of these plastics to human health. Microplastics are a product of the plastics crisis and need to be addressed at its root.

Join the call for a just and equitable Global Plastics Treaty! Learn more and know how you can help end plastic pollution >>





<https://www.breakfreefromplastic.org/plastics-treaty/>

3. Share our Press Release Articles

Important Notes:

- We will develop two press release articles: one before INC-5 and another afterward. Both articles are fully customizable, so feel free to modify the content to suit your voice and audience.
- The provided quotes are examples; you can adjust them or select alternatives that resonate better with your local target audience.

First Press Release

- Link to Article:
 Press Release: Health Care Without Harm at INC-5 (November 17, 2024)
- Objective: To introduce HCWH's campaign efforts leading up to INC-5 and highlight our calls to action.
- Target Audience:
 -  General Public ▾
 -  Health Sector ▾
 -  Negotiators / Officials ▾
- Target Release Date: Between November 17-24, 2024

II. During INC (COMING SOON!)

COMING SOON! Keep updated on this page for more details.

This portion of the kit will contain:

- Position statement on the Global Plastics Treaty
- Live updates, interviews, and key outcomes from the INC-5 negotiations

III. Post-INC (COMING SOON!)

COMING SOON! This portion will be updated December 5 onwards. Keep updated on this page for more details!

This portion of the kit will contain:

- Post-INC Video Highlights
- Infographic recapping the INC outcomes