WHO Social media toolkit for COP 22
7-18 November 2016
Marrakesh, Morocco

Health Environment and Climate Change at COP 22

The Paris Agreement, adopted on 12th December 2015, marks the beginning of a new era in the global response to climate change. The world now has a global climate treaty - that will become a public health treaty as countries take action. As stated in the agreement, “the right to health”, will be central to the actions taken.

The Agreement not only sets ambitious aims to curb greenhouse gas emissions to keep global warming well below 2°C, it also commits countries to strengthen adaptation. This includes implementing plans that should protect human health from the worst impacts of climate change, such as heat waves, floods and droughts, and the ongoing degradation of water and food security. It commits countries to finance clean and resilient futures in the most vulnerable countries. Through monitoring and revision of national commitments every five years, the world will begin to see improvements not only in the environment, but also in health, including reductions in more than 6.5 million deaths worldwide that are attributed to air pollution every year.

*Public health community will be able to showcase technical information, initiatives, lesson learned and political commitments on health, environment and climate change at the following key events:*

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Experts meetings under the Nairobi Work Programme - Special focus on Health Adaptation</td>
<td>9 November 18:30 – 20:00h</td>
<td>Blue Zone</td>
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<td>Action Agenda - Health Day</td>
<td>11 November 15:00 – 18:00h</td>
<td>Blue Zone</td>
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<tr>
<td>Ministerial Meeting on Health, Environment and Climate Change</td>
<td>15 November 14:30-16:30h</td>
<td>Blue Zone Moroccan Pavilion</td>
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<tr>
<td>UN System Side Event on SDG 3: Good health and wellbeing</td>
<td>15 November at 18:30-20:00h</td>
<td>Blue Zone</td>
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This toolkit provides a set of sample social media messages, which participants and supporters of the conference may wish to use in their personal and institutional accounts to distribute and amplify messages. The conference will define a Ministerial declaration on “Health, Environment and Climate” to support implementation of the Paris Agreement, to be supported by WHO, UNEP and UNFCCC.

**Social media resources**

HASHTAGS:
Key hashtag: #HealthandClimate
Related hashtags: #ClimateChange #COP22 #ClimateAction #BreatheLife #AirPollution

HANDLES:
Key Institutions: @WHO @UNFCCC @UNEP @CCACoalition
Other Institutions: @EarthInstitute @WBG_Climate
NGOS: @IFMSA @GCHAlliance @ClimateHealth @urbancampaign @c40cities
@VitalStrat @cleanairasia @ncdalliance @cookstoves

**Ministerial declaration – key messages**

- **BURDEN:** Almost one quarter of the global burden of disease, and approximately 12.6 million deaths each year, are attributable to avoidable environmental risk factors. Global environmental and social changes, including climate change, exacerbate many of these risks.

- **EVIDENCE:** Despite growing evidence of the effect of environmental risk factors on health, political action and investments remain largely insufficient: only about 3% of health resources are invested in prevention, with approximately 97% spent on treatment, increasing healthcare costs.

- **OPPORTUNITY:** Health gains represent major social and economic benefits of environmental protection, and therefore should be put forward as key motivating forces for public support and political action.

- **LINKS TO 2030 AGENDA:** protection and improvement of health are both essential pillars of sustainable development, and of the response to climate change. A more integrated and intersectoral approach to enhancing health, fostering pro-poor growth, and protecting the environment, should promote policy coherence, efficiency and equity.

- **COMMITMENTS FROM COUNTRIES:** Governments of the World have passed a resolution at the World Health Assembly committing to mobilize the health sector to raise awareness and act on major environmental risks, including climate change, air pollution, water and sanitation, and chemical safety, and the 2015 UN Environmental Assembly has mobilized Environment Ministers on the connections between environment and health.
MOVING FORWARD: At COP22, working with partners and stakeholders, and in particular with Ministries of Health and Environment jointly, will agree on a Ministerial Declaration to call for a global high-level alliance which addresses the comprehensive set of linkages between environment and health; a global initiative on Health, Environment and Climate Linkages, to promote better management of environmental risks to health, and the promotion of low carbon, climate resilient and health promoting development.

TWEETS ON MINISTERIAL DECLARATION

1. #COP22 adopted [Ministerial Declaration](#) to promote better management of environmental risks to health #HealthandClimate

2. #COP22 [Ministerial Declaration](#) call for a global high-level alliance to address comprehensive set of linkages between environment and health

3. #COP22 [Ministerial Declaration](#) acknowledges that #ClimateChange is attributable to approximately 12.6 million deaths each year #HealthandClimate

4. #COP22 [Ministerial Declaration](#) admits lack of commitment and investment in preventing environmental burden of disease #ClimateAction

5. #COP22 [Ministerial Declaration](#) is an opportunity for reaching health gains through protecting environment #ClimateandHealth #ClimateAction

6. #ClimateAction will help achieve SDG13 #climate & also #SDGs3 #health, 6 #WASH, 7 #energy & 11 #sustainable cities

**Health and climate key messages**

- Between 2030 and 2050, climate change is expected to cause approximately 250,000 additional deaths per year, from malnutrition, malaria, diarrhoea and heat stress.
- The direct damage costs to health (i.e. excluding costs in health-determining sectors such as agriculture and water and sanitation), is estimated to be between US$ 2-4 billion/year by 2030.
- Areas with weak health infrastructure – mostly in developing countries – will be the least able to cope without assistance to prepare and respond.
- There is a very large, unrecognized potential to obtain health co-benefits from policies that reduce climate change in key economic sectors (e.g. transport, housing, energy).
- Many countries struggle to cope with current climate and weather conditions, and are unprepared for additional risks posed by climate change.
- Less than 1.5% of international climate change adaptation finance is allocated to health projects.
- Paris Agreement calls for increased financial support for health system resilience, so health facilities and the services they provide can resist climate risks and have access to essential services such as energy, water and sanitation, including during extreme weather events.
TWEETS ON HEALTH AND CLIMATE

1. #ClimateChange expected to add +250 000 deaths per yr btw 2030-50. #HealthAndClimate http://goo.gl/BZFJu1

2. #ClimateChange affects our environment & health: clean air, safe drinking water, sufficient food, secure shelter http://goo.gl/5H7E5k

3. #ClimateChange widens inequalities. Neg health impacts greatest among the poor, older & children #EWEGisME http://goo.gl/5H7E5k

4. #ClimateChange will worsen the spread of infectious diseases & outbreaks, such as #ZikaVirus #HealthAndClimate http://goo.gl/5H7E5k

5. Health only <1.5% of CC adaptation finance. #health must be a priority for #climatechange finance http://goo.gl/P4EV62

6. Areas with weak health infrastructure = least able to cope with #ClimateChange

7. Ensuring health facilities are equipped with climate resilient and sustainable infrastructure is critical to #ClimateAction

8. Increasing resilience to #ClimateChange includes ensuring access to sustainable, safe, clean energy for the health sector

Health & climate co-benefits of reducing air pollution key messages

- Health & climate leaders must lead on implementing the Paris Agreement by combatting the dual threat of air pollution, a driver of climate change and killer of nearly 6.5 million deaths annually.
- Shifts towards more sustainable and greener transport systems, promotion of cycling, walking, compact urban planning reduce outdoor air pollution, encourage physical activity and increase health equity by making urban services more accessible.
- Reducing emissions of greenhouse gases through better transport, food and energy-use choices, such clean cookstoves can result in improved health, particularly through reduced air pollution.
- WHO & the Climate and Clean Air Coalition launched the “BreatheLife” campaign to generate broad awareness about air pollution as one of the biggest killers today, building commitments to reduce it. www.breathelife.org
- BreatheLife builds urban networks and accelerate the adoption of practical and affordable solutions by mobilizing the health and climate sectors, city leaders and the public.
- Individuals can make their voice heard by calling on city leaders to become a BreatheLife city. Cities that join the BreatheLife Cities Network commit to showing their support for clean air solution that can rapidly reduce air pollution levels in the journey to meeting the Paris Agreement and sustainable development goals.
TWEETS ON AIR POLLUTION & CO-BENEFITS

1. >50% of cities have #AirPollution 3x the WHO air quality guideline. Tell your city to support clean air solutions at #COP22 bit.ly/BLActNow1
2. What causes 1 in 9 deaths & is present in 9 in 10 cities? Tackle this invisible killer: BreatheLife2030.org https://youtu.be/8lLIwAAyqAI
3. 92% cities can help meet the #ParisAgreement by bringing air pollution to safe levels. Let your city know: bit.ly/BLActNow1 [infographic below]
4. Let your leaders know at #COP22 that reducing air pollution can help get us on track to meet the #ParisAgreement by 2030: bit.ly/BLActNow1
5. Let's halve the nearly 6.5 million #AirPollution deaths and get on track to meet the #ParisAgreement by 2030: BreatheLife2030.org #COP22
6. #AirPollution kills nearly 6.5 million people annually and causes #ClimateChange. Tackle this silent killer at: BreatheLife2030.org #COP22
7. #AirPollution causes 36% of deaths from lung cancer and 34% of stroke deaths. BreatheLife back into our cities at BreatheLife2030.org #COP22
8. Solutions proven to clean our air & protect our climate: sustainable transport, clean energy & waste management: BreatheLife2030.org #COP22
9. Reducing short-lived climate pollutants could save ~2.4M lives/yr and reduce global warming by ~0.5°C by 2050 http://goo.gl/8fhyJz #COP22

WHO Climate change country profiles – key messages

- WHO is working with countries to build climate resilient health systems, to be able to face challenges head-on when climate-related disasters strike and environmental conditions continue to degrade.
- To effectively evaluate countries’ health gains from climate adaptation and mitigation policies, health & climate linkages need to be prioritized in monitoring processes.
- WHO and UNFCCC climate and health country profiles provide relevant, timely and regular evidence on climate hazards and health impacts facing nations, outline opportunities for health co-benefits though mitigation action and are a platform to track national progress in policy response and implementation.
- Morocco is currently implementing programmes on health adaptation to climate change. Opportunities remain to strengthen disease surveillance systems.
- Alongside WHO, Government of Pakistan is committing to implement activities to increase climate resilience of health infrastructure.

TWEETS ON HEALTH AND CLIMATE COUNTRY PROFILES

1. Does your country have a national health adaptation plan? See WHO #HealthandClimate profiles http://goo.gl/j3NzRD
2. WHO country profiles give evidence on the health risks of #ClimateChange to help countries #ActOnClimate http://goo.gl/j3NzRD
3. #HealthandClimate monitoring supports achievement of the #SDGs by tracking health gains from #climateaction
4. WHO #HealthandClimate profiles promote cross-sector collaboration in line with #SDG agenda

5. Under a business as usual scenario days of warm spell could increase to about 210 days on average per year in Morocco by 2100 #ClimateChange

![](image1.png)

6. Under a high emissions scenario heat-related deaths in the elderly are projected to increase significantly by 2080 in Morocco. #HealthandClimate

![](image2.png)

7. Under a high emission scenario #Fiji will endure about 350 hot days per year by 2100. If #globalemissions ↓ rapidly, it could be limited to about 160 days.
8. #France: if #globalemissions don’t ↓ rapidly, temp will ↑ by about 4.9° C btw 1990-2100. Let’s take action! goo.gl/KIr0iS

9. In #France under high emissions scenario, heat-related deaths of older ppl could ↑ to 61/100,000 per year by 2080 if we don’t take action!

10. #France has managed to reduce CO2 emissions across many sectors b/w 1990 and 2012, but we can do more #ActOnClimate

11. #ClimateChange ↑ heat-waves in Mexico endangering health of older people. goo.gl/DiA8Go @WHO #HealthandClimate profiles

12. Exposure to outdoor #airpollution in #Pakistan has tremendous impacts on #health #ActOnClimate #ClimateAction

Every Woman Every Child – Key Messages

- Women children and adolescents have a crucial role to play as front-line responders and are key for the survival and wellbeing of their families and communities.
- When reproductive, maternal, newborn, children's and adolescent health is upheld, everyone benefits: individuals, families and communities become more resilient. This is vital particularly for the resilience of populations facing climate change impacts including slow or rapid onset disasters
- The Global Strategy for Women’s, Children’s and Adolescents’ Health is helping foster more resilient individuals and systems, as well as promoting quality and equity in health.
- The Global Strategy and the Every Woman Every Child movement that puts it into action also stress the importance of multi-sectoral action to promote well-being and improve life prospects, which can help mitigate the effects of climate change, increasing resilience and adaptation.
TWEETS ON EVERY WOMAN EVERY CHILD

1. Women have crucial role as front-line responders, & are key for survival&wellbeing of their children, families &communities #EWECisME #COP22

2. #EWECisME Global Strategy helps foster more resilient individuals&systems—& promotes quality&equity in health http://bit.ly/1LiW9sp #COP22

3. #EWECisME Global Strategy stresses importance of multi-sectoral action to promote wellbeing & help mitigate #climatechange effects #COP22

4. #EWECeverywhere calls for greater emphasis on risk assessment & mitigation, disaster planning & contingency funding #climatechange #COP22

5. Girls & women bear the brunt of #ClimateChange. They're also our best bet to end it. Factor them in. #DeliverForGood #EWECisME

6. There's no solving the pressing issue of #ClimateChange w/o putting girls&women 1st. They are the changemakers #COP22 #DeliverforGood #EWECisME

WHO Health and climate infographics

http://who.int/globalchange/mediacentre/events/climate-health-conference/climatechange-infographic2.jpg?ua=1
WHO IS AT RISK OF CLIMATE CHANGE?

- Those living in poverty, as well as women, children and the elderly.
- Outdoor workers and people living with chronic medical conditions.
- Children are the most vulnerable due to long exposure to environmental risks.
- Those living in megacities, small island developing states and other coastal, mountainous and polar regions.
- Countries with weak health systems will be least able to prepare and respond.

EVERYONE
EVERYWHERE

WHAT CAN WE DO ABOUT CLIMATE CHANGE?

We can do a lot to protect ourselves, our families, and future generations.

- Our transport systems are inefficient, polluting and drive CO2 into the atmosphere, which directly harms the environment and our health.
- The same can be said of our energy and food systems. The livestock sector is responsible for significant greenhouse gas emissions.
- CLEAN ENERGY: Cleaner, more efficient energy choices will go a long way to reducing emissions.
- SUSTAINABLE TRANSPORT: Instead, we should walk, cycle and use public transit. This will clean the air, increase physical activity and reduce additional diseases like obesity.
- SUSTAINABLE FOOD SYSTEMS & HEALTHY DIETS: Cutting down on red and processed meat and increasing fruit and vegetable intake in high-consuming populations will reduce emissions and diseases like cancer and heart disease.
Over 80% of urban residents are exposed to air quality levels that exceed WHO limits

SEE YOUR OWN CITY’S LEVEL AT: BREATHELIFE2030.ORG

92% of people worldwide do not breathe safe air

Join us in breathing life back into our cities and our planet at Breathelife2030.org