YEART OF CLIMATE CHANGE AND HEALTH
Air Quality, Lung & Heart Month
Digital Toolkit

#ClimateChangesHealth
apha.org/climate
Clean air is a fundamental human right. Climate change decreases the quality of the air we breathe. Warmer temperatures lead to increased levels of pollutants and allergens. Longer hotter warm seasons are causing longer pollen seasons, triggering allergies and asthma episodes. Poor air quality is linked with respiratory diseases, cardiovascular diseases and, ultimately, death. Although we are all at risk, children, the elderly, people of color, and the impoverished bear the greatest burden. This toolkit will help you get involved and raise awareness of these issues. It contains easy-to-use social media tools. All you have to do is click away. Please join us in the Year of Climate Change and Health and spreading the word through your social media networks.

Visit our website to learn more about how you can get involved.

- Share your climate change and clean air resources with us.
- Attend and promote climate change and health events as they become announced.
- Get out in your community to raise awareness of the connections between climate change and health.

[SHARE] 2017 is the Year of Climate Change and Health. Learn more here: www.apha.org/climate #ClimateChangesHealth

[SHARE] Join @publichealth in the fight for #CleanAir and promote #Health for everyone! Show support for the #ClimateChangesHealth movement.
LET’S GET STARTED

Please hover over the text to access links.

PRIMARY
#ClimateChangesHealth

LINK
APHA.org/Climate

MONTHLY THEMES & STAFF LIAISON
April: Transportation & Health Community Design  Kate
May: Air Quality, Respiratory & Cardiovascular Health  Natasha
June: Mental Wellness and Resilience  Surili

OUR PARTNERS
American Lung Association: @LungAssociation
The Planetary Health Alliance: @ph_alliance
Allergy & Asthma Network: @AllergyAsthmaHQ
American Heart Association: @American_Heart
US Climate and Health Alliance: @USCHAlliance
Global Climate and Health Alliance: @GCHAlliance
Medical Society Consortium on Climate & Health: @docsforclimate

FOLLOW US
@EH_4_All
@NPHW
@GetReady
@PublicHealth
@APHAAAnnualMtg

SOCIAL MEDIA TIPS

PERSONALIZE IT
Why do you support #ClimateChangesHealth?

TAG PARTNERS
Highlight your partners’ efforts and movements.

USE IMAGES & VIDEOS
Catch your followers’ eye and increase interaction with your posts.

ADD A CALL TO ACTION
Increase interaction by calling for a next step. Provide a link to more information or ask for a retweet.
Cardiovascular disease is at the heart of climate change #ClimateChangesHealth

Climate change is linked with increased allergies and asthma due to longer warm seasons. #ClimateChangesHealth

Rates of heart disease and asthma are going up due to the same poor air quality that causes climate change? #ClimateChangesHealth

Climate change increases risk of heat-related illness, this is especially troublesome for people with asthma and CVD. #ClimateChangesHealth

Climate change causes drought that leads to wildfires causing harm to heart and lung health. #ClimateChangesHealth

Flooding increases risk of mold, which can worsen air quality and is harmful to asthmatics. #ClimateChangesHealth

High levels of ozone exposure promote asthma attacks and can aggravate allergy symptoms. #ClimateChangesHealth

Mold growth triggers allergies and asthma and is related to increased storms, flooding, temperatures, and humidity. #ClimateChangesHealth

The air pollution burden of climate change on children is worse because their bodies are still developing. #ClimateChangesHealth

Elderly are more vulnerable to air pollution climate change due to aging bodies and preexisting chronic diseases. #ClimateChangesHealth

People of color have higher risk of asthma and heart disease, leaving their health more susceptible to air pollution. #ClimateChangesHealth

Poor air quality linked to climate change can pose greater risk to individuals with diabetes. #ClimateChangesHealth

Climate change is bad news for allergy sufferers because it causes a longer allergy season. #ClimateChangesHealth

Breathing dirty air increases risk of respiratory disease, heart disease, and death. #ClimateChangesHealth

Fine particulate matter is able to reach deep within our lungs, harming our lungs, heart, and blood vessels. #ClimateChangesHealth

Higher temperatures and increased CO2 levels lead to earlier and longer pollen seasons #ClimateChangesHealth.
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PARTNER RESOURCES
DOWNLOAD VIDEOS, RESOURCES AND FACT SHEETS FOR SOCIAL MEDIA USE

Please hover over the report to access link
MORE TO COME

STAY TUNED FOR THE JUNE TOOLKIT ON MENTAL WELLNESS & RESILIENCE