



#ClimateChangesHealth  
[apha.org/climate](http://apha.org/climate)

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



**#ClimateChangesHealth**  
**[apha.org/climate](http://apha.org/climate)**

# AIR QUALITY, LUNG & HEART HEALTH

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.

Climate change is happening now, and it is impacting the lives of all across the country.

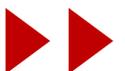
Visit our [website](#) to learn more about how you can get involved.

- 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](http://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



# 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](#)

[@APHAAnnualMtg](#)

## 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.



# SUGGESTED TWEETS

- [[SHARE](#)] Cardiovascular disease is at the heart of climate change #ClimateChangesHealth
- [[SHARE](#)] Climate change is linked with increased allergies and asthma due to longer warm seasons. #ClimateChangesHealth
- [[SHARE](#)] Rates of heart disease and asthma are going up due to the same poor air quality that causes climate change? #ClimateChangesHealth
- [[SHARE](#)] Climate change increases risk of heat-related illness, this is especially troublesome for people with asthma and CVD. #ClimateChangesHealth
- [[SHARE](#)] Climate change causes drought that leads to wildfires causing harm to heart and lung health. #ClimateChangesHealth
- [[SHARE](#)] Flooding increases risk of mold, which can worsen air quality and is harmful to asthmatics. #ClimateChangesHealth
- [[SHARE](#)] High levels of ozone exposure promote asthma attacks and can aggravate allergy symptoms. #ClimateChangesHealth
- [[SHARE](#)] Mold growth triggers allergies and asthma and is related to increased storms, flooding, temperatures, and humidity. #ClimateChangesHealth

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

[[SHARE](#)] Elderly are more vulnerable to air pollution climate change due to aging bodies and preexisting chronic diseases. #ClimateChangesHealth

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

[[SHARE](#)] Poor air quality linked to climate change can pose greater risk to individuals with diabetes. #ClimateChangesHealth

[[SHARE](#)] Climate change is bad news for allergy sufferers because it causes a longer allergy season. #ClimateChangesHealth

[[SHARE](#)] Breathing dirty air increases risk of respiratory disease, heart disease, and death. #ClimateChangesHealth

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

[[SHARE](#)] Higher temperatures and increased CO2 levels lead to earlier and longer pollen seasons #ClimateChangesHealth.



# PARTNER RESOURCES

DOWNLOAD VIDEOS, RESOURCES AND FACT SHEETS FOR SOCIAL MEDIA USE

**Air pollution can lead to illness and premature death.**

Health risks from:  
**OZONE POLLUTION**  
**PARTICLE POLLUTION**

- PREMATURE DEATH
- May cause developmental harm
- May cause reproductive harm
- Asthma attack
- Lung cancer
- Wheezing and coughing
- Shortness of breath
- Cardiovascular harm
- Susceptibility to infections
- Lung tissue redness, swelling

AMERICAN LUNG ASSOCIATION STATE OF THE AIR 2017

**Global Air Pollution, Health and Climate Change**

FACT SHEET 2017

UNMASK MY CITY  
 Healthy air. Healthy climate.

**Action**

Everyone deserves clean air and a stable climate. Unmask My City calls for all cities to meet World Health Organization air quality guidelines by 2030 to protect our health, and protect our planet.<sup>1</sup>

Find out more: [www.unmaskmycity.org](http://www.unmaskmycity.org)

#UnmaskMyCity

UNMASK MY CITY  
 Healthy air. Healthy climate.

More than 125 million Americans, or 4 in 10 of us, live in counties that got at least one "F" for unhealthy air. More than 18 million people live where the air got all "F"s.

REPORT CARD  
 F

AMERICAN LUNG ASSOCIATION STATE OF THE AIR 2017

Please hover over the report to access link

**FACTS**  
**Danger in the Air**  
**Air Pollution and Cardiovascular Disease**

AMERICAN HEART ASSOCIATION AMERICAN STROKE ASSOCIATION

**OVERVIEW**

The air we breathe shouldn't pose a serious threat to our health, but unfortunately the polluted air in the U.S. is doing just that. Air pollution, which contains tiny particles and invisible gases, comes from sources such as power plant and vehicle emissions, fires, and even windblown dust.<sup>1</sup> These particles and gases can cause an array of health problems, including acute and chronic cardiovascular conditions.<sup>2</sup>

Cardiovascular disease (CVD) is the number one killer of Americans, accounting for one in every three deaths, and sadly the state of our air is directly contributing to the problem.<sup>3</sup> Air pollution levels across the U.S., particularly in cities, are periodically high enough to trigger potentially life-threatening heart problems.<sup>4</sup> That's the bad news. However, reducing exposure to dangerous polluted air can decrease the risk of cardiovascular events. The American Heart Association advocates for measures that reduce Americans' exposure to air pollution, and for more research on the impact of air pollution on the public's health. The American Heart Association further recommends that physicians and other health care practitioners talk to their patients about the CVD risks from exposure to polluted air.

**FINE PARTICULATE MATTER**

Particulate matter, or PM, is a significant source of heart-damaging air pollution. PM is a combination of tiny particles and liquid droplets that contain ingredients such as acids, chemicals, metals, and organic matter.<sup>5</sup> Of greatest concern is fine particulate matter, also known as PM<sub>2.5</sub>, which is less than 2.5 micrometers (µm) in diameter. Because PM<sub>2.5</sub> is so small, when inhaled, it can reach deep inside the lungs, leading to a wide range of health problems.<sup>6</sup>

**Short-Term PM Exposure**

Cause of Death	% of Total Deaths	Cause-specific Deaths per 10 µg/m <sup>3</sup> in PM <sub>2.5</sub>	Approximate % of excess deaths due to PM exposure
All cause	100%	1.0%	100%
Respiratory	8%	0.5-1.5%	12%
Cardiovascular	45%	0.5-1.5%	68%

**Long-Term Exposures: CV mortality RR † by 10-76%**

Source: C. Anton Pope III, as quoted by Robert D. Brook, Air pollution and cardiovascular disease. Available at [http://www.who.int/diseases/prevention/air\\_pollution\\_brook\\_12\\_11.pdf](http://www.who.int/diseases/prevention/air_pollution_brook_12_11.pdf)

American Heart Association - Advocacy Department - 1150 Connecticut Ave., NW - Suite 300 - Washington, DC 20036  
 Phone: (202) 785-7900 - Fax: (202) 785-7950 - [www.heart.org/infocardsheets](http://www.heart.org/infocardsheets)

**CLIMATE CHANGE, ASTHMA & YOU**

What does climate have to do with my asthma?

- Cars & trucks, industry and power plants all create climate pollution and air pollution.
- Climate pollution changes our climate and makes the world warmer.
- Warmer temperatures make air pollution even worse.
- Air pollution causes more asthma attacks.

Trees and green space help clean the air and cool our cities. Walking and biking makes us active and cuts climate and air pollution from cars. Clean and renewable energy reduces climate and air pollution.

Who is most at risk? Older adults and young children - People with existing lung or heart disease. People who live, work and play in areas with high air pollution, like near freeways, ports or industrial areas.

You can take action today to make sure we have a healthy planet with healthy places for healthy people!

- Healthy YOU
  - Talk to your doctor about how to manage your asthma.
  - Check [www.airnow.gov](http://www.airnow.gov) to see how clean your air is.
  - Avoid spending too much time outside when the air is unhealthy.
  - Replace car trips with biking, walking and public transit!
  - Find out how you can be energy efficient or buy clean energy, like wind and solar.
- Healthy PLACES
  - Ask your state and community leaders for safe places to walk and bike.
  - Ask your city to plant trees and provide more parks and green spaces.
  - Ask your local officials to move your community to clean energy now.
  - Vote for elected leaders that will not let down climate pollution.
  - Join local efforts to fight climate pollution.
- Healthy PLANET

To learn more and take action, visit: [www.climatehealthconnect.org/takeaction](http://www.climatehealthconnect.org/takeaction)

AMERICAN LUNG ASSOCIATION STATE OF THE AIR 2017

**MORE TO COME**

**STAY TUNED FOR THE**

**JUNE TOOLKIT**

**ON**

**MENTAL WELLNES**

**&**

**RESILIENCE**