



University of California, Merced | Fall 2023

CROSSTALK

Interdisciplinary Talk Series on Language and Communication

October 25, 2023 | Conference Center 110

3:00pm - 4:30 pm followed by a reception with food & drinks

Open to students, staff, faculty, and the entire Merced community!



Edward Maibach, MPH, PhD is a Distinguished University Professor and Director of the Center for Climate Change Communication at George Mason University. His research illuminates public understanding of climate change and strategies for enhancing it. Ed is a Fellow of the American Academy for the Advancement of Science, a Member of the National Academy of Medicine, and he serves on the Board of Directors of the Global Climate and Health Alliance. He has previously served as the Worldwide Director of Social Marketing at Porter Novelli and Associate Director of the National Cancer Institute.

The power of health professionals to build public and political will for equitable climate solutions

Dr. Edward Maibach
George Mason University

Climate change and its underlying primary cause—burning fossil fuels—are arguably the world’s leading causes of preventable death and ill health. Accelerating the decarbonization of the nation’s and world’s energy supplies, and limiting global warming to the extent possible, are profound public health imperatives. Fortunately, audience research finds that physicians, nurses, and other health professionals are among the trusted types of professionals by the public and policymakers, and message research finds that communicating about the human health relevance of climate change can play a pivotal role in building public and political will for climate solutions. In this talk, Dr. Maibach will review this research and discuss efforts in the health community to rise to both the challenge and the opportunity.

Scan the QR Code to receive more information about the CROSSTALK series and sign up for our mailing list.
Website: <https://crosstalk.ucmerced.edu>

