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

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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.