

3 HOW DO YOU INFLUENCE DECISION-MAKERS?

- Create a well-defined message
- Identify and build a core team of supporters and influencers
- Choose the correct campaign tactic(s)
- Establish a clear timeline for implementation

2 WHO DO YOU NEED TO INFLUENCE?

Identify your target

1 WHAT NEEDS TO CHANGE?

- Identify the issue
- Research your subject
- Set a clear goal

4 MANAGING RISKS

- Identify possible risks
- Categorize them as low, medium and high, and discuss strategies to deal with them

5 MONITORING SUCCESS

Regular updates on the positive and negative impacts of the campaign

PROCESS
TO
PLAN AN
ADVOCACY
CAMPAIGN

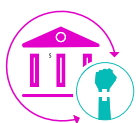




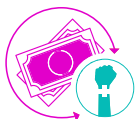
PESTLE FRAMEWORK

PESTLE is an acronym for the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental factors that you will have to consider when planning your campaign strategy. It can help you gather information and give you a vantage view about external factors that are likely to impact your plan of action. The PESTLE can be complemented with other tools like SWOT analysis, power mapping etc.

The six angles of the PESTLE will allow you to optimize your strategy/ interventions to ensure most conducive outcomes.



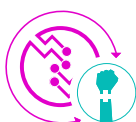
Political: This would help you map out the environmental and health policy landscape within which you will be operating. This would also include the political powers that are likely to influence your campaign in a positive or negative way.



Economic: The economic factors would play a crucial role in determining the course of the campaign. The socio-economic realities of the community that you seek to serve and mobilise will determine the level and nature of participation. Economic empowerment interventions could also serve as an entry point for engaging with communities or using the economic costs of poor environmental health to engage with impacted communities.



Social: A logical next step after economics would be the social realities and customs in which you would operate. Social change ideas that are not informed by socio-cultural realities are bound to fail or face serious challenges early on.



Technological: The technology in this context would be with reference to communications and data curation and deployment of specific technologies to generate/analyze/curate data and communicate information. The use of social media for communication or the use of low cost pollution monitoring technologies or developing citizens science programs etc., would fall in this category.



Legal: This would entail a general analysis of the relevant environmental laws in your region that influence environmental decision making. Laws within a legal framework is an evolving process and offers a great opportunity of engagement with policymakers. Legal and policy implementation research is a critical campaign element and, in some cases, could be a campaign goal.



Environmental: The triple planetary crisis of climate change, environmental pollution and biodiversity loss can be linked to all the socio-economic and political challenges of our times. Environmental health can be an excellent entry point to address, talk about and resolve the multitude of challenges.



A SITUATIONAL ANALYSIS

is a comprehensive examination of a specific context, situation, or phenomenon in order to understand its key elements and their relationships. It is a valuable tool for gaining an in-depth understanding of complex social issues.

1. Define the research question

Clearly define the problem or issue that the situational analysis will address.

2. Review existing literature

Conduct a comprehensive review of the existing literature to gain an understanding of the current knowledge and previous research on the issue.

3. Identify relevant data sources

Identify and collect data from relevant sources, such as official statistics, government reports, and existing databases, as well as primary data sources, such as surveys, interviews, and focus groups.

4. Analyze data

Analyze the collected data using appropriate statistical and qualitative methods to identify patterns, relationships, and key elements of the situation.

5. Identify key stakeholders

Identify the key stakeholders involved in the situation, including individuals, organizations, and institutions, and their interests, roles, and relationships.

6. Evaluate the strengths, weaknesses, opportunities, and threats (SWOT analysis)

Conduct a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats related to the situation.

7. Present findings

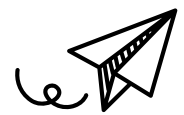
Present the findings of the situational analysis in a clear and concise manner, using appropriate visual aids, such as graphs and tables, to communicate the key elements and relationships of the situation.

SOCIAL MEDIA for Activism

Social media is revolutionizing the way people communicate — especially young people. Features such as feeds, profiles, and groups on social platforms provide global access to organizations that can promote and increase visibility by sharing and networking. Social media can powerfully amplify voices, spread information in real time, and increase collaboration across diverse groups of people in varied geographies.

Social media can be used to uplift voices and stories, create awareness, and build and strengthen relationships, create space for organizations, activists, and citizens to demand justice. The Black Lives Matter, #MeToo, Connect4Climate, Liberate Tate, Fossil Free and Global Climate Strikes movements are prime examples of social media being used effectively to spread awareness, create safe spaces for people to share their lived experiences and mobilize action.

Campaigns can powerfully use various social media platforms. From Maryville University’s “A Guide to Activism in the Digital Age”,¹ here are some key aspects where social media can be very effective in campaigns:



Spreading Awareness

Social media can create a platform for sharing stories, narratives, and multimedia content, providing facts and data in a consumable way, which engages an audience by helping them understand the issue better. Awareness helps to build community around an issue.



Fundraising

A social media fundraising campaign typically works to reach a diverse audience and focus attention on one focused goal. This brings in small donations from a wider pool, and improves awareness, which can lead to more donations. Announcing a call-to-action can augment fundraising efforts. Social media provides a platform for communities to share stories and connect with donors.



Sharing Stories

Sharing stories does more than provide information; it also can showcase situations of great need or successes in the movement. Making space for a narrative to be told can let the audience know that there is still work to be done — but also that it is making a difference. In addition to raising awareness, these stories may encourage continued support of the ongoing efforts of the campaign.



Promoting Events

Promoting protests and rallies, fundraisers, educational or informative events through social media can build community engagement around a topic and also provide an opportunity to capture the attention of and invite all followers — as well as the potential to reach out to each follower’s audience.



(1) <https://online.maryville.edu/blog/a-guide-to-social-media-activism/>

SOME POPULAR SOCIAL MEDIA CAMPAIGNS on Climate and Health



#ClimateChangeChallenge



This campaign encourages individuals to take simple steps to reduce their carbon footprint, such as reducing meat consumption, using public transportation, or using reusable bags and containers.



#ClimateStrike



Started by teenage activist Greta Thunberg, this campaign

used social media to organize global protests and strikes calling for action on climate change.



#ClimateHealth

This hashtag was popularized by the World Health Organization and other health organizations, and is used to draw attention to the connection between climate change and public health.



#ClimateActionNow

CLIMATE ACTION NOW



This campaign is aimed at promoting individual and collective action to address climate change and encourages people to use their social media platforms to spread awareness and inspire others to take action.

#GreenNewDeal

This hashtag is associated with a proposed package of US federal legislation aimed at addressing the urgent threat of climate change. The social media campaign uses this hashtag to spread awareness and encourage support for the proposed legislation.





COUNTERING MISINFORMATION in the Digital Age

Social media platforms have become an important source of information for many people, but they are also a major source of misinformation. Misinformation can cause significant harm to individuals and communities, particularly in the realm of health. For example, false information about a disease can lead to fear and panic, or prevent individuals from seeking necessary medical treatment. Inaccurate health information can also perpetuate dangerous myths and undermine public trust in evidence-based medicine. Misinformation about climate change can have far-reaching and devastating consequences for public health. Climate change is already causing a wide range of health problems, including increased air pollution, the spread of infectious diseases, and the frequency of natural disasters. When individuals receive false information about the causes and effects of climate change, they may be less likely to take action to reduce their carbon footprint, support policies aimed at mitigating the impact of climate change or prepare for the health impacts of a changing climate. Therefore, it is crucial for health professionals to actively counter misinformation. Health professionals have a responsibility to provide accurate and reliable information to the public and to help individuals make informed decisions about their health. As trusted sources of information, it is important for health professionals to counter misinformation about climate change and educate the public about the real and pressing health threats posed by a changing climate. By using their expertise and platforms to dispel myths and correct inaccuracies, health professionals can help to promote better health outcomes and prevent the spread of dangerous misinformation, help promote a better understanding of climate change and encourage individuals to take meaningful action to protect their own health and the health of future generations.



MAKING THE INVISIBLE VISIBLE

The power of storytelling in climate campaigns

Storytelling plays a crucial role in climate and health campaigns as it helps to connect people emotionally with the issue and make it relevant to their personal experiences. It can also help to simplify complex scientific information, making it easier for people to understand and internalize the importance of taking action. By creating relatable characters, plotlines and narratives, storytelling can build empathy and generate a sense of urgency to address the challenges posed by climate change to human health. Furthermore, storytelling can help to humanize the issue, making it less abstract and more personal, which can increase motivation for individuals and policymakers to take decisions that promote climate action.

“Respirantes”: Communications as a Campaign Tactic in an Industrial ‘Sacrifice Zone’ in Chile

“I would like the president and company owners to put their hands on their hearts and think of us for a minute. They are poisoning us and killing us little by little. But, above all, they need to understand that we have the right to breathe clean air”, says Annais Medina, who at 11 years of age is a chronic respiratory patient and has been hospitalized more than once for this problem.

“RESPIRANTES: los niños del nuevo viento”

(*Breathers: the children of the new wind*) is a journalistic investigation in the format of a children’s video series that shows how air pollution affects children and adolescents from the so-called “sacrifice zones” of Quintero and Puchuncaví in Chile. The series emphasizes the profound impact that living within an industrial belt of power plants, smelters, fuel storage, and copper and coal ports, among others, has had on local





childhoods. This is an effort to make the invisible visible, and this communication activity is a clear campaign tactic in the broader multi-sectoral campaign to address industrial pollution and the climate crisis.

Respirantes is the result of an innovative collaboration effort. Between May and June of 2020, ClikHub, a Latin American network for climate action knowledge exchange composed of 19 NGOs, including Health Care Without Harm, launched the free virtual course “[Communicating climate change effectively: perspectives from Latin America](#)”, with the aim of sharing tools and advice that contribute to developing creative and impactful climate communication strategies. Such strategies are essential to advancing campaigns around climate and health. Course participants developed their own communication proposals, of which five were selected to access seed funding for implementation. *Respirantes* was among these five proposals. During the course, HCWH Latin America presented on the need to adopt a health framing to increase a story’s impact and advised the makers of *Respirantes* throughout the series’ development process.



Respirantes is structured around interviews with children and adolescents, who were represented through puppets that told the story in the children’s voice. The story is narrated in an entertaining way through Nube and Gaviota (the only fictional characters) and the adventure they undertake to understand what happens in

Quintero and Puchuncaví, where boys and girls are not able to play outside and do other activities that kids their age do in other parts of the country. The characters explain what sacrifice zones are and address how industries are fueling climate change and affecting their communities’ health. The story finishes on a positive note, with the children of these two areas organizing themselves to face the situation and rising as proactive actors in the fight against the climate crisis.

MI EDUCACIÓN
VALE MÁS QUE
TU EMPRESA



RESPIRANTES

The children’s testimonies are complemented by data from scientific and social research, press archives, old photos, and interviews with experts, locals and NGOs. Their voices were also the protagonists of the [virtual event](#) that took place in March 2021 to launch the videos, in which children and youth from Quintero and Puchuncaví participated, together with representatives from environmental, students’ and children’s rights movements, the health community and legislators. The series is a testament to the power and impact of storytelling when innovative communications methods are embraced, but most of all, when the voices of lived experience — especially those who are usually sidelined — are put front and center.



The importance of building participatory advocacy through storytelling

Storytelling can be a highly effective and compelling method of reaching a large number of people — particularly people who are not actively aware of climate change and its impacts on health. Storytelling through art, audio, visual or audiovisual media can more effectively reach communities who may prefer to receive information creatively (rather than as text). However, if these stories are to be authentic, they must be grounded in the experiences of the impacted communities. The use of participatory processes — wherein organizers bring together members of local communities to discuss the problems that they face and share their experiences — to collect and share such stories allows just that. Moreover, bringing them into the process helps in two ways: a) developing advocacy materials that can create a lasting impact on the audience, and b) providing participants in the process with skills and experience that can help them to advocate for themselves in the future.

Additionally, the process of bringing together a group of people for the purpose of discussing and solving a problem can itself be empowering to that group. It allows members to fully grasp the systemic (rather than individual) nature of the problem, helps them to understand what action is needed to address it, and facilitates necessary community organization. Under this participatory approach, the process of creating the media is, therefore, as important as the final product.

An example of this process is a project titled

REFRAMED — North Chennai Through the Lens of

Young Photographers¹

by Chennai Climate Action Group, Zenith Learning Centre and Coastal Resource Centre. *Reframed* presents the story of North Chennai, a region in the state of Tamil Nadu, India, with a disproportionately high concentration of dirty, toxic industries located amidst historically marginalized and predominantly working class communities. The story is told from the perspective of six young residents — one 22-year-old and five teenagers between 14 and 17 years of age. Guided by Palani Kumar, a photographer with



Noor Nisha K

People's Archive of Rural India, the six young photographers spent four months amidst the dystopic industrial-scape and the rustic beauty of the region to tell their stories of their neighborhoods.

(1) — <https://storyofennore.wordpress.com/gallery/reframed-north-chennai-through-the-lens-of-young-photographers/>



Triggered by conversations with the children about poisoned playgrounds and their daily encounters with pollution, this project was conceived to get children to narrate their own stories about the anxieties and aspirations of growing up in a region that hosts south India's largest concentration of climate-changing, carbon-spewing industries.

Reframed tells stories about work, play, joy and mourning in North Chennai using about 50 photographs from the thousands taken by the young photographers since they first got their cameras in July 2021.



 Noor Nisha K

This form of advocacy provides the subjects of advocacy pieces with a significant degree of control over the production process. Participants themselves compose their frames to represent their experiences. Facilitators nonetheless play an important role in helping participants identify compelling stories and shaping narratives so that they may reach specific audiences. Sharing knowledge about appropriate information technology has the added benefit of potentially aiding the documentation and the publicity of environmental violations and climate threats in the future.