

# GLOBAL TRUSTWORTHINESS RANKING 2022

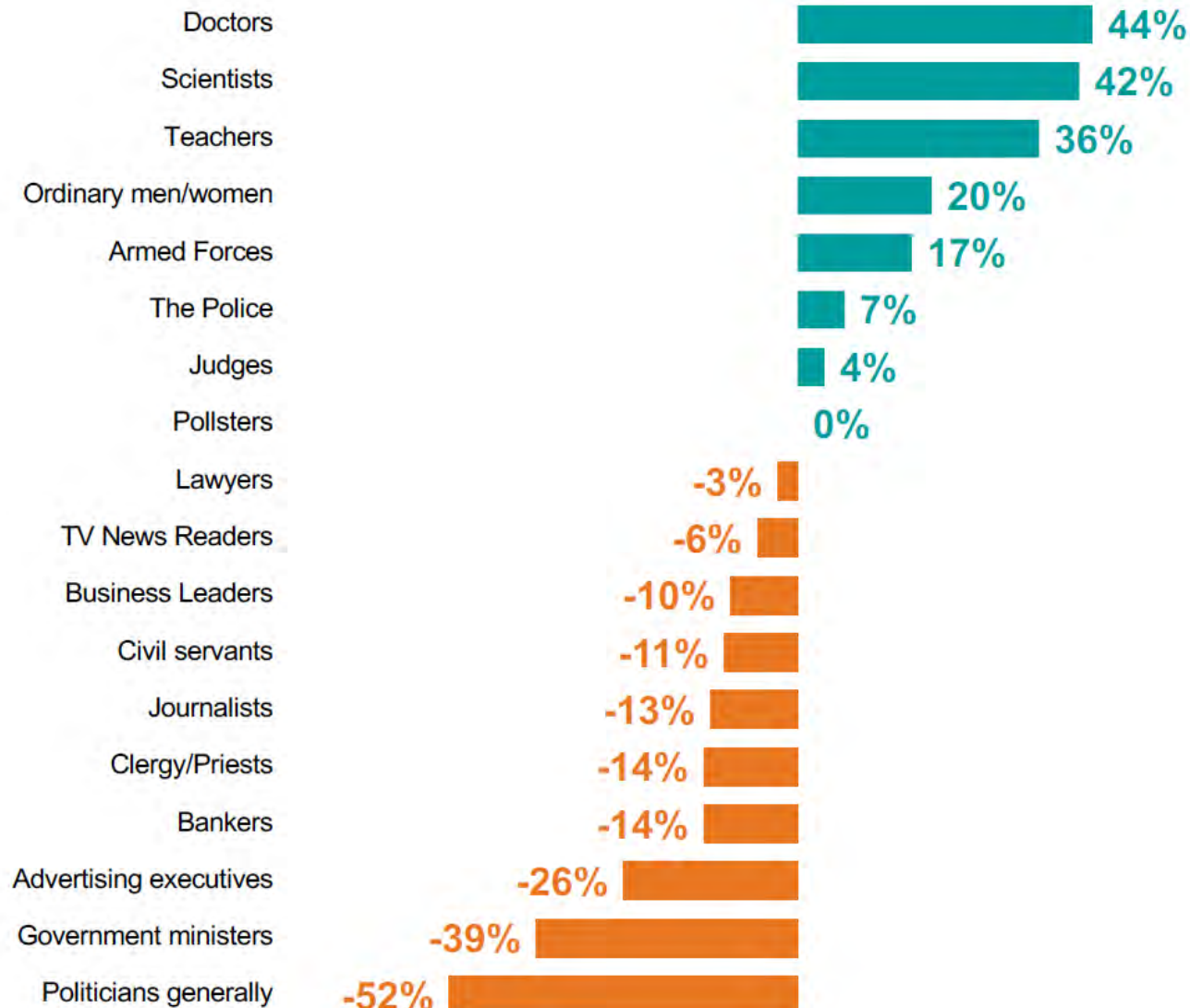
## NET TRUST

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

### Net trustworthy

(% 1-2 out of five, subtract % 4-5 out of five)



Ipsos Global Trustworthiness Index 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022



# Health as an Effective Message

Lessons from climate change research:

- Surveys conducted with >7,500 participants in 5 countries (China, Germany, India, UK, USA)
- Participants asked to read 5 pairs of statements, and asked which would make them more likely to support policies tackling climate change

Findings:

- Health\* and Environmental framing increased support
- Economic framing had no effect
- Opportunity\* framing increased support > Threat
- Present impacts more motivating than Future impacts

Focusing on current health impacts and opportunities in public policy messaging = more motivating to change behaviour

# Teachers, doctors call for ban on 'fossil fuel propaganda' in B.C. schools

A FortisBC curriculum developed for public schools has been downloaded more than 35,000 times. Opponents are now calling on the B.C. government to ban what they describe as fossil fuel company 'propaganda.'



[Stefan Labbé](#)

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*Dr. Lori Adamson, an emergency room doctor in Salmon Arm, B.C., launched a call to ban educational material from fossil fuel companies in B.C. schools after her son came home with an activity from the gas company FortisBC. | Contributed by Dr. Lori Adamson*

## CAPE BC x BCTF Campaign

Dr. Lori Adamson:

- ER physician in Salmon Arm, BC
- Led a campaign to ban fossil fuel promotion by Fortis BC in BC schools
- Highlighted science behind health and climate harms of LNG extraction and use
- Gained almost 100 organizational signatories, including BC Teachers' Federation, VIHA

Impact:

- National media coverage
- Education Minister met with stakeholders + rightsholders to review, revise education resources policy
- FortisBC removed "Energy Leaders" curriculum from its website



# PaRx: Canada's National Nature Prescription Program

- Based in evidence behind the nature-health connection
- Parks Canada collaboration led to 90+ national and international media pieces, reaching 200,000,000+ people globally with 6,000,000,000+ media impressions
- Endorsed by CMA at COP15
- Over 10,000 prescribers, including > 5% of all physicians in Canada

PaRx



# Translating Knowledge to Impact

Refine the message:

- Novel and applicable
- Timely
- Controversial
- Evidence grounded in story

Partner effectively:

- Inter-sectoral
- Relevant
- Connect with community and advocacy groups to determine community needs and amplify science and messaging in creative ways
- Befriend media







# 'Don't just publish another paper. Let's do something,' says scholar-advocate Cindy Blackstock

**Dr. Blackstock reflects on the merits of blending academia and activism.**

BY BECKY RYNOR  
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