



CANADIAN
WILDLIFE HEALTH
COOPERATIVE

Communicating Climate Change: A Whole Earth Perspective

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Principle #1 – Can't talk about climate change in isolation

KM 122

Climate change will occur in the context of an extremely variable biophysical, social, agricultural, social, agricultural and economic landscape and can only be understood within this landscape



Avoid – Apocalyptic
Attention Deficit
Disorder



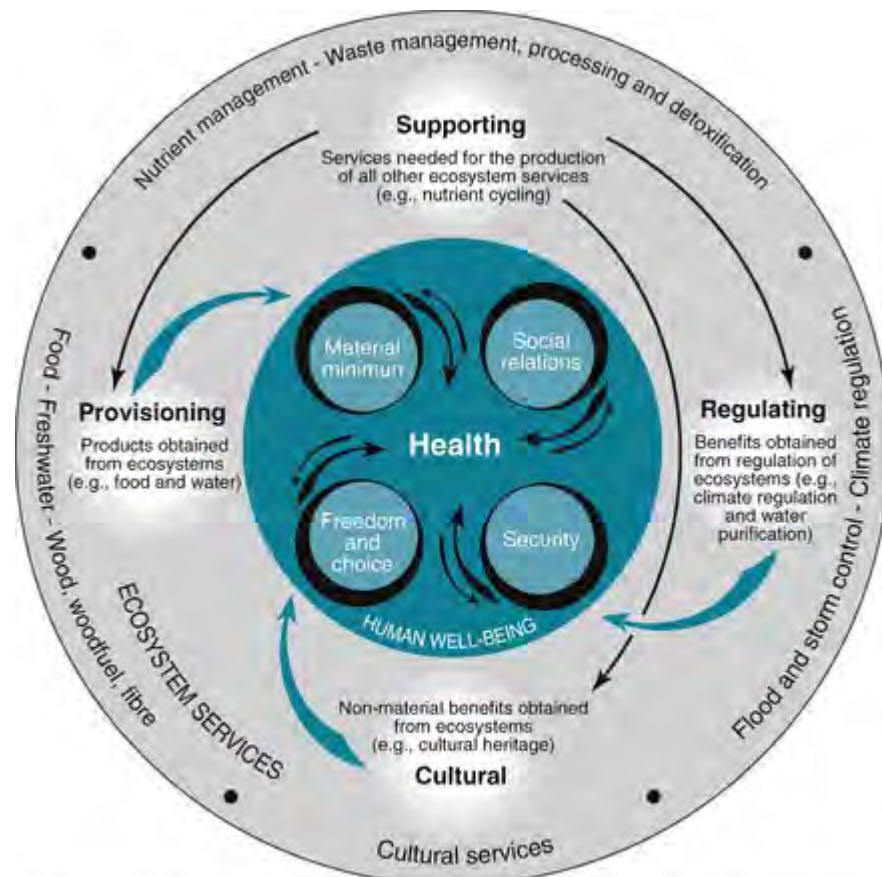
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Climate change is a socio-ecological problem

“The overall guiding principle [in health promotion policy] for the world, nations, regions and communities alike, is the need to encourage reciprocal maintenance—to take care of each other, our communities and our natural environment.”

—*Ottawa Charter (1986)*



This figure identifies five main aspects of human well-being, with health as the central aspect. Human health is affected directly and indirectly by changes in ecosystems. The basic requirements for human well-being (i.e., material minimum, good social relations, security, freedom, and choice) are inherently connected to health.

Interdependences make risk context specific

The Global Risks Report 2016

Top 10 risks in terms of **Likelihood**

- 1 Large-scale involuntary migration
- 2 Extreme weather events
- 3 Failure of climate-change mitigation and adaptation
- 4 Interstate conflict
- 5 Natural catastrophes
- 6 Failure of national governance
- 7 Unemployment or underemployment
- 8 Data fraud or theft
- 9 Water crises
- 10 Illicit trade

Top 10 risks in terms of **Impact**

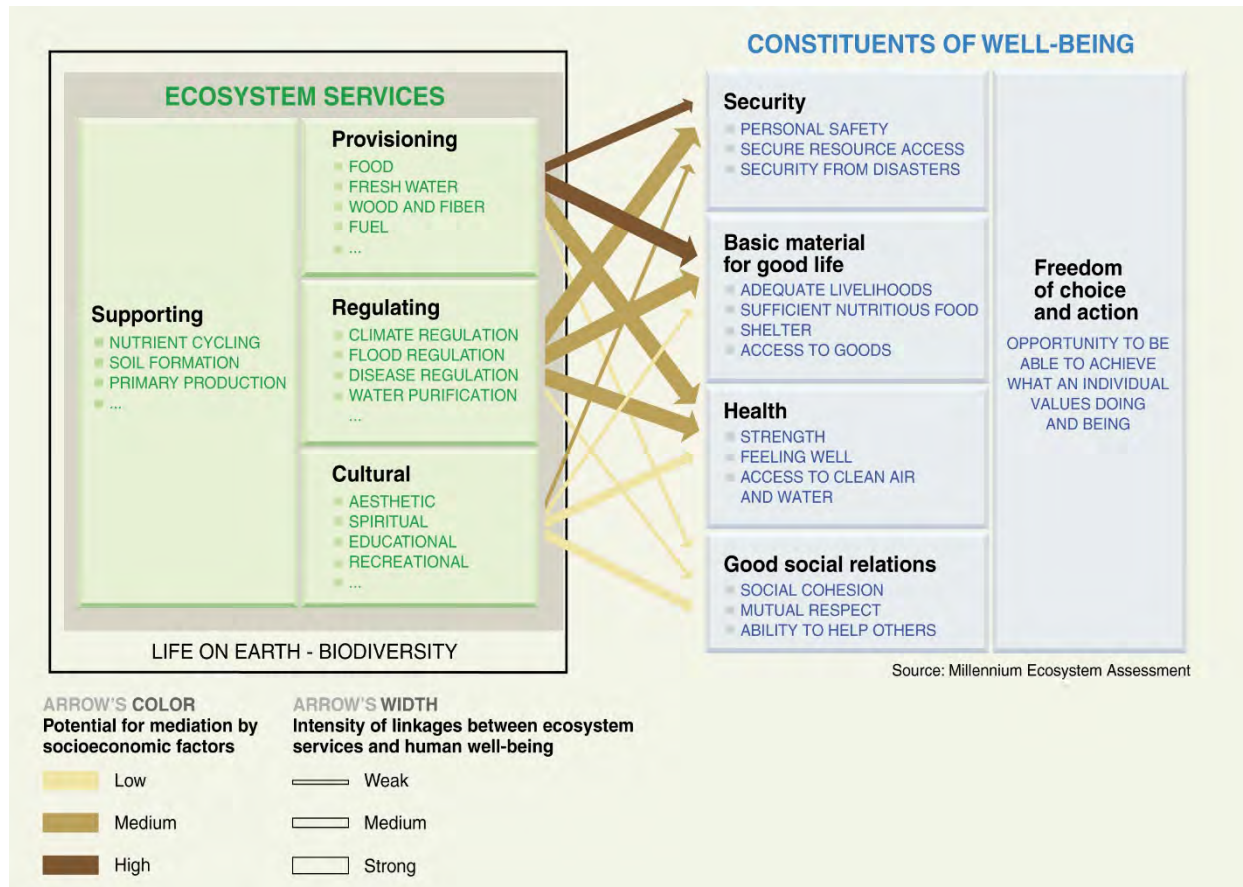
- 1 Failure of climate-change mitigation and adaptation
- 2 Weapons of mass destruction
- 3 Water crises
- 4 Large-scale involuntary migration
- 5 Energy price shock
- 6 Biodiversity loss and ecosystem collapse
- 7 Fiscal crises
- 8 Spread of infectious diseases
- 9 Asset bubble
- 10 Profound social instability

Categories

-  Economic
-  Environmental
-  Geopolitical
-  Societal
-  Technological

Read more: wef.ch/risks2016 #risks2016

Principle #2 – It's not just about risk. Communicate what we are trying to protect

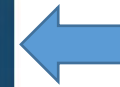


Resilience to the acute problems of climate change will require attention to the positive environmental determinants of health

Prosperity needs people and planet
partnerships (so does climate protection)

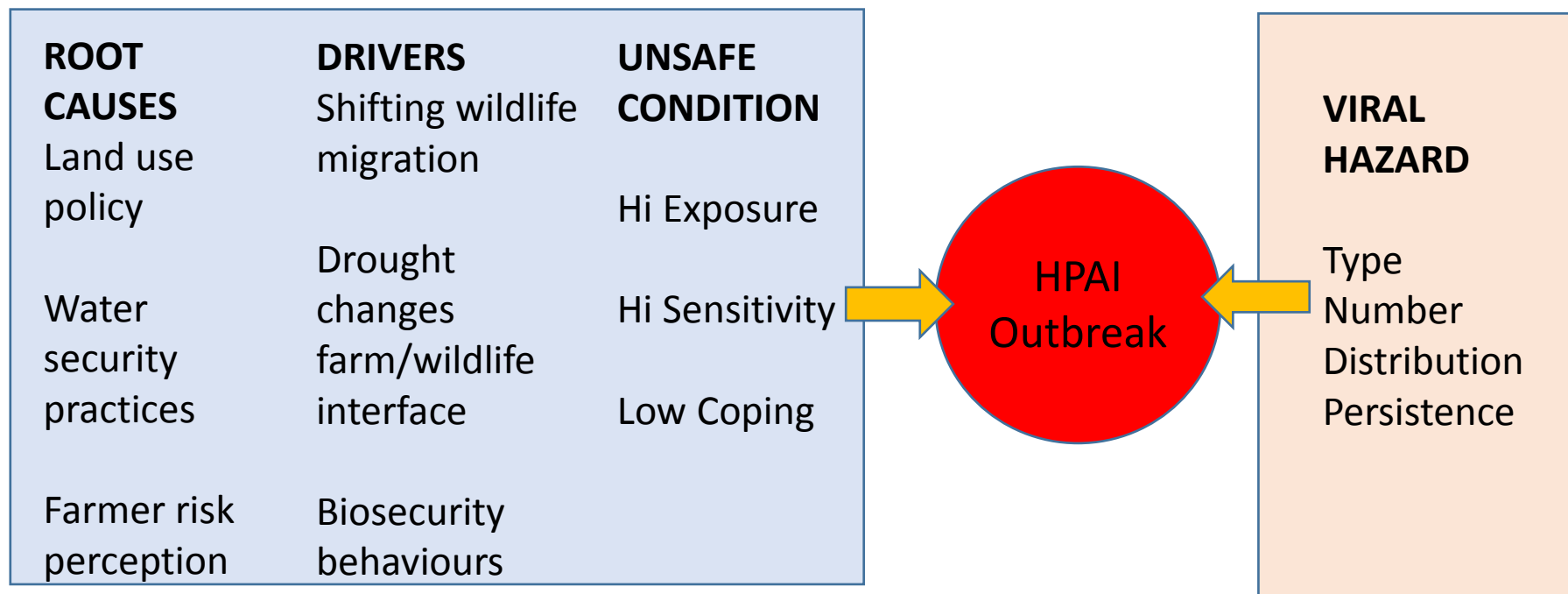


The
foundation
upon which
all else is
built



Principle #3 – Effective interdisciplinary communication is needed for climate change harm reduction.

Who influences this avian influenza system?



Cross-sectoral communication is key



Category of Surprise	Example	Response
Knowable in retrospect but elude detection	Emergence of West Nile virus in Americas	Specialized Generalists Connect specialized pools of knowledge, changing governance
Fail to recognize actionable signal or not able to respond despite warning	Neotropical Cryptococcus in Canada	
Unanticipated consequences of socio-ecological interactions	EU fishing policy linked to Ebola emergence	Coping & Adaptation Build resilient socio-ecological systems
Previously inconceivable events	Prion environmental persistence	

The fruit smoothie best practice



My problem
My approach



Your problem
Your approach



Your problem
We'll help



Blend our skills
together for a
shared problem

Food fights – the new best practice

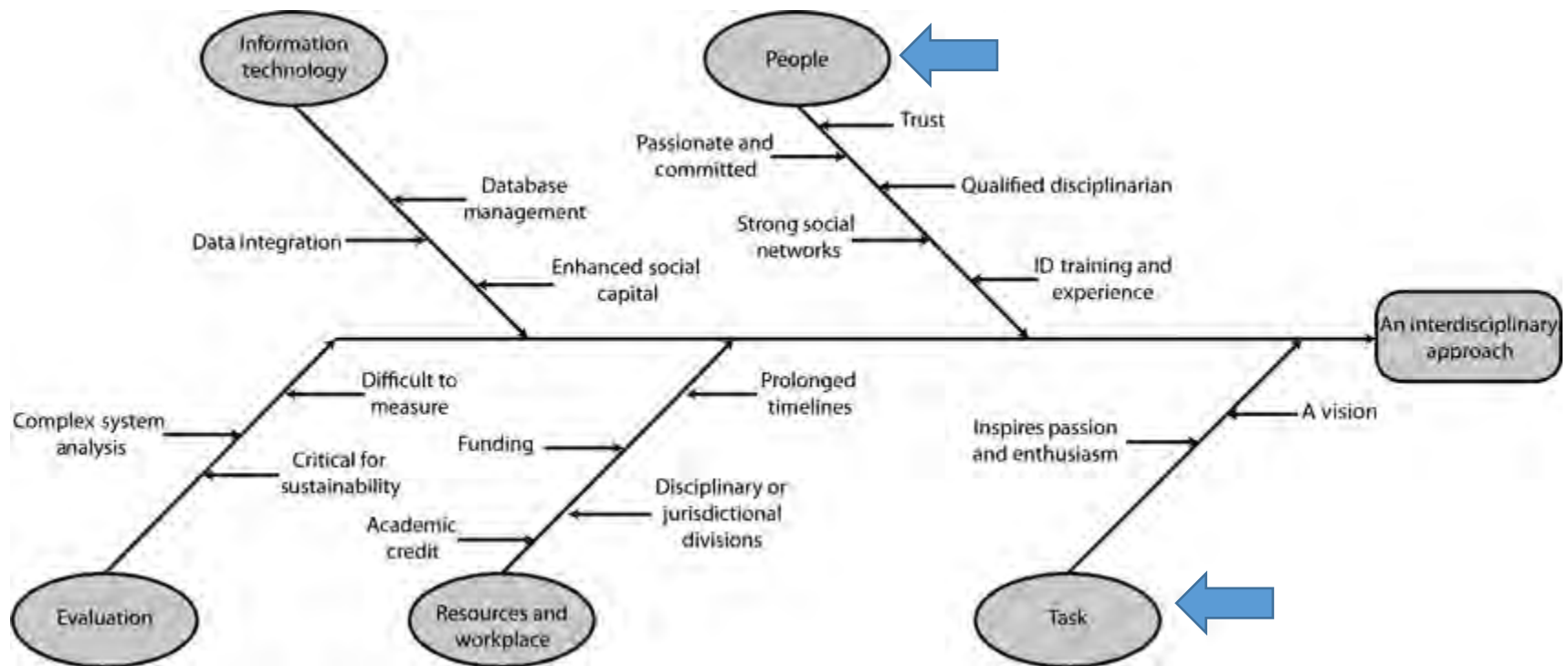


- In the same mess together
- Your problem mixes with my problem
- Problems overlap in the same place

The *healthscape*

- the biophysical and social space in which everyday health occurs
- include multiple populations, multiple problems, multiple advantages

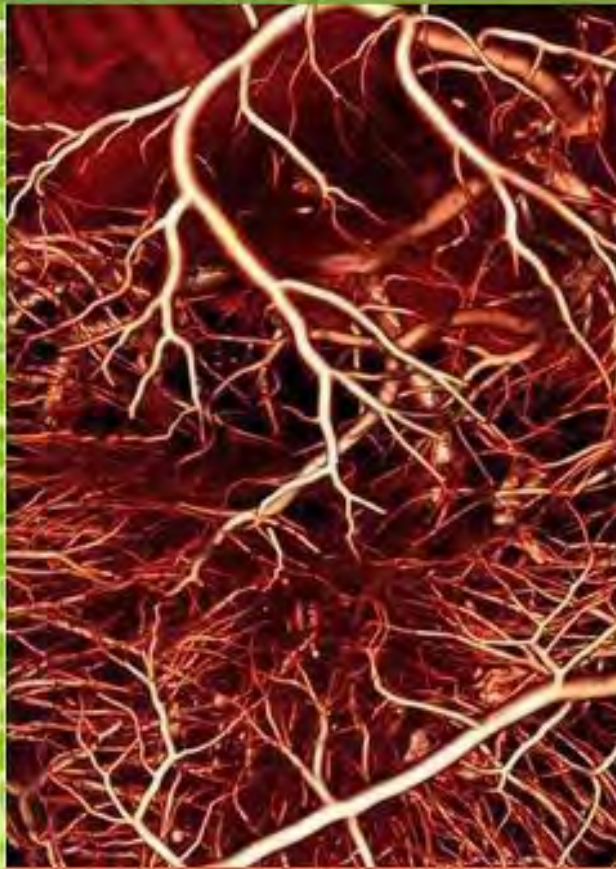
How to work in the collaborative healthscape



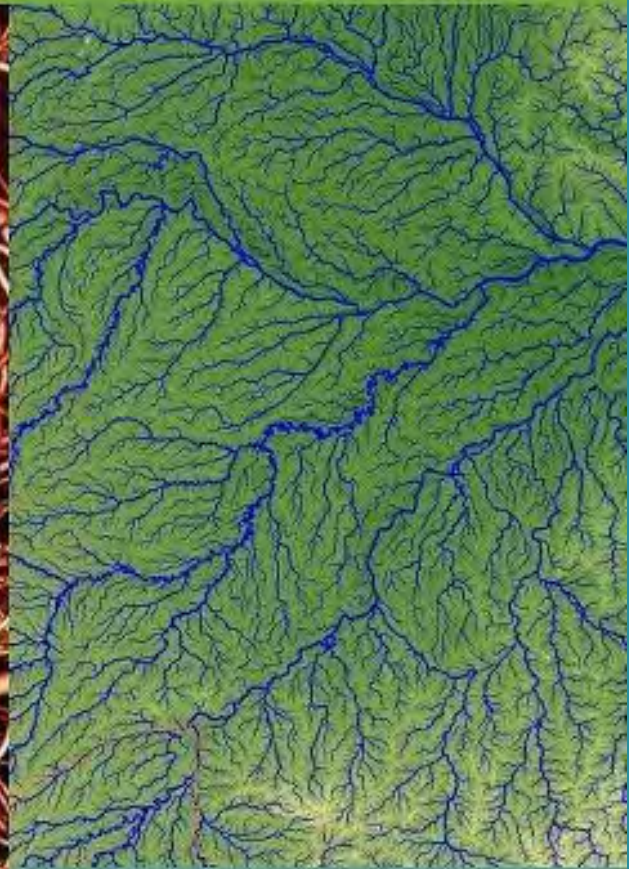
WE ARE NATURE



Close-up of a small leaf



Blood vessels of a human heart



River network of the Amazon