SPEAKING TO THE MEDIA ABOUT CLIMATE AND HEALTH
WHY SPEAK TO THE MEDIA?

• Important channel to raise awareness about the health impacts of climate change
• The healthcare sector is responsible for 4.4% of global net emissions
• Climate change is already impacting your patients
WHAT IS NEWS?
WHAT IS NEWS?

- New information
- Conflict and controversy
- Change
- Unexpected stories
- Human impact
- Proximity
WHAT ISN’T?

- Internal processes
- Weak messages
- Jargon
MEDIA INTERVIEWS
INTERVIEW PREPARATION

- Make sure you feel ready and prepared
- Tailor your messages
- Take control
- Focus on a few, clear messages
- Bring data and evidence (but ensure it is user friendly)
- Bring a new angle to the story/news peg
DURING THE INTERVIEW

• Keep calm
• Engage - show you care
• Avoid rambling
• Use clear, simple language
• Be quotable
• Be honest/admit mistakes

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ADDITIONAL TIPS
RULES OF ATTRIBUTION

• On the record – Direct quote
• Off the record – Quoted indirectly
• Background
DIFFICULT QUESTIONS

• ABC – Answer the question, bridge to a more comfortable area, and conclude
• Zoom out or Zoom in
• Revert to core message
• Simple answers
MASTERING MEDIA INTERVIEWS

• Introduction to basic interview techniques and how to speak to the media
• Aimed at health professionals
• Includes key messages on climate change and health
HELP US PROMOTE CLIMATE ACTION!

• Become a spokesperson on climate change and health
• We offer support to health professionals looking to speak to the media