Health Professionals for a Healthy Climate: Advocacy-Guided Education

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Agenda

1. Review examples of HPHC’s educational initiatives
2. Gain an understanding of the basic components of planning, implementing, and evaluating climate education
3. Outline a plan for your own educational session
4. Receive feedback from HPHC members about your plans
Who are Health Professionals for a Healthy Climate?

“We inspire and activate the health care community to address climate change through interprofessional education, clinical practice, and public advocacy.”
HPHC: What do we do?

- We educate (How and why does the climate crisis put public health at risk?)
  - Who? And why?
  - Definition issue: Climate AND pollution AND sea levels AND...

- We are a resource

- We advocate

- We organize
We EDUCATE. Here’s how:
Education Example: Small group discussions

Spring 2020 focus: envisioning 2050 and the pathway there

Invitation to attend: Wednesdays, 10 am to noon

Jan 16, Feb 5, Feb 19, Mar 4, Mar 18, Apr 1, Apr 15, Apr 29

Center for Bioethics conference room, Boynton Student Clinic Building, UMN East Bank

• Climate & Health Study Group
  • Outgrowth of a 2017 fall graduate seminar “The Environmental Ethics of Healthcare”
  • Regular bi-weekly sessions in small group format
  • Primary purpose: self-education of HPHC members
  • Slow growth; addition of speakers to regular attendees
  • Large national mailing list
Education Example: Small group discussions

**CLIMATE-HEALTH CONVOS**

- **Climate Convo/Happy Hour**
  - **Public**
  - **Hosted by Health Professionals for a Healthy Climate**
  - **JAN 10**
Education Example: Online Curricula (& Presence)
Changing Hearts and Minds

Using effective communication to inspire climate action

TALKING ABOUT CLIMATE AND HEALTH - COMMUNICATION AND ADVOCACY TIPS FOR HEALTH PROFESSIONALS

Vishnu Laalitha Surapaneni, MD, MPH
Assistant Professor, General Internal Medicine, UMN

March 21, 2019

Webinar with Health Care Without Harm
Education Example: Online Curricula (& Presence)

Health Professionals for a Healthy Climate in the News

COMMUNITY VOICES

Environmental bill comes due, and it must be paid

By Bruce D. Snyder | 06/19/2019
Education Example: Online Curricula (& Presence)

Social Media

HP4HC  @HP4HC  ·  Jan 15

Appealing to staffers in the office of @GovTimWalt to #StopLine3! #Citizens

Kristi White, Ph.D.  @KristiWhitePhD  ·  Jan 15

“We don’t have the carbon budget for Line 3.”

@LaaliMD talking about the catastrophic effects of increasing carbon on human health.
Climate Change and Health

Understanding the connection between climate and health is essential for all disciplines.

Climate Change and Health: An Interprofessional Response

https://globalhealthcenter.umn.edu/education/climatehealth
Education Example: In-person presentations
Academic, health center, community – you name it!

- The Climate Crisis and Public Health
- Climate Crisis, Health and Policy
- Groups addressed include: the MN Radiologic Society, the MN DFL Environmental Caucus; UM Pharmacy students
Education Example: In-person presentations

Exhibit Outreach
Over 4,000 in-person touch-points in 2019
Education Example: Conferences

**Osher Lifelong Learning Institute Course**

October 10th – Climate Science 101
October 17th – The Health Impacts of Climate Change
October 24th – The Economic Impact of Climate Change
October 31st – Climate: State Government Response
November 7th – Energy Innovations in Minnesota
November 14th – Actions that seniors can take to have the biggest impact
November 21st – Global Solutions: Signs of Transition to a Positive Future
Education Example: Conferences

“Climate Justice in an Unjust Climate” – University of Minnesota

• (Or, “Minnesota Climate Forum: Conversations with policy and industry leaders”)
• Sponsored by the Center for Bioethics at UMN and the Department of Geography.
• A public sector panel, and a private sector panel.
Obstacles & Challenges

“Everything has been done except what is necessary.” -- Bruce Snyder (2019)

• Partial solutions are important and are on the path.
• “The future is contingent.”
• “Work with your friends; don’t worry about your enemies” -- Albert R. Jonsen
• “We have no money, so we must think.” -- International public health slogan
• “Everything is a thing.”
• Simplify.

“Success is the art of going from failure to failure without loss of enthusiasm.” -- Winston Churchill (sometime between 1874 and 1965)
We’re going to share some tools – but first, let’s take a break for questions.
So how do we do this (educate)?

Plan

Implement

Evaluate
Or in other words…

- Gap Analysis
- Network Mapping
- Content Collation & Creation (Launch)
- Debrief
Using 22 as our exemplar
Informal Gap Analysis

- What is the problem or issue you want to address?
- What is the current status of this situation?
- What is the desired outcome?
- What resources are needed?
The Gap Analysis - *Who needs to know what?*
Let’s workshop it.

Let’s dig into your idea for an educational event, product, etc.

Spend a few minutes doing a brief gap analysis individually or in pairs.
Informal Gap Analysis

- What is the problem or issue you want to address?
- What is the current status of this situation?
- What is the desired outcome?
- What resources are needed?
Network Mapping

- Questions to consider:
  - What is the main focus of your work?
  - Who else is working in this space?
  - What resources do they have that could help you?
  - What resources do you have that could help them?
- Relevant examples:
  - Health organizations
  - Environmental organizations
  - Political organizations
  - Universities & Academia
  - Health care systems (HealthPartners)
  - Minnesota agencies/state departments
  - Community groups (Rotary, churches)
The Network Map - Who will help promote this? Who will help present it?
Let’s workshop it.

Let’s dig into your idea for an educational event, product, etc.

Spend a few minutes doing a brief network map individually or in pairs.
Network Mapping

• Questions to consider:
  • What is the main focus of your work?
  • Who else is working in this space?
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• Relevant examples:
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Content Creation (& Collation)

- Who is your audience?
- How are you going to reach them?
- What do you want them to know?
- What do you want them to do?
- Assess the value of information:
  - Evidence-based
  - Action-oriented
  - Motivating
Content Creation (& Collation)- What exactly does our audience need to know?
Let’s workshop it.

Let’s dig into your idea for an educational event, product, etc.

Spend a few minutes creating a brief content outline individually or in pairs.
Content Creation
(& Collation)

- Who is your audience?
- How are you going to reach them?
- What do you want them to know?
- What do you want them to do?
- Assess the value of information:
  - Evidence-based
  - Action-oriented
  - Motivating
Debriefing

- Why? This work is extremely difficult.
- Who?
  - Internal
  - External – surveys, interviews
- Personal debriefing
  - There are questions, objections, and critiques. Push toward questions.
  - Clarify what sort of feedback is needed.
  - Balance criticism with praise.
  - Avoid unnecessary language trouble
  - Tell the truth
The Debrief
Let’s workshop it.

Let’s dig into your idea for an educational event, product, etc.

Spend a few minutes outlining a debriefing session for your event individually or in pairs.
Debriefing

- Why? This work is extremely difficult.
- Who?
  - Internal
  - External – surveys, interviews
- Personal debriefing
  - There are questions, objections, and critiques. Push toward questions.
  - Clarify what sort of feedback is needed.
  - Balance criticism with praise.
  - Avoid unnecessary language trouble
  - Tell the truth
Guided Discussion
Debriefing/Question & Answer

- Which of these steps was easy for you to complete?
- Which of these steps was difficult for you to complete?
- How did your plan for an educational event or product change during this session?
APRIL 4, 2020
MCNAMARA ALUMNI CENTER
UNIVERSITY OF MINNESOTA
HEALTH PROFESSIONALS
FOR A HEALTHY CLIMATE

CODE BLUE
FOR PATIENT EARTH

REGISTRATION WILL BE OPEN IN EARLY 2020 AT
http://z.umn.edu/codeblue

FEATURED KEYNOTE
“The Psychology of Climate Change”
Christina Manning, PhD, Macalester College

Allina Health
ABBOTT NORTHWESTERN
HOSPITAL FOUNDATION

SCHOOL OF NURSING
University of Minnesota
Driven to Discover

CENTER FOR GLOBAL HEALTH
& SOCIAL RESPONSIBILITY

University of Minnesota
Driven to Discover
Thank you.
HPHC can be a resource for your organization.

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