CLIMATE-HEALTH MESSAGES BUILD SUPPORT FOR CLIMATE ACTION

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Executive Summary

1. Executive Summary

Why does this study matter?

Climate change and the insufficient action in the face of this challenge has become a fully-fledged global health crisis – a reality which, as this study shows, is of great concern to the public. From extreme heat to increasingly intensive storms, from drought to ever more pervasive diseases, the health impacts of climate change are already affecting every aspect of life across the world. In turn, this is resulting in overcrowded healthcare systems which are unsuited to the challenges of the 21st Century. With foundational evidence suggesting that the public care about the impacts of climate change on their health, there has been a growing need to delve into what truly moves people. Reaching people where they are, in ways that resonate with their concerns for their health and climate can accelerate action.

What does this study explore?

The study fills an unmet gap by exploring whether messaging on climate-related health impacts affects the public's views of the climate crisis and support for climate action, and how these health-related messages compare to non-health related ones. In doing so, it sheds light on the role of health in climate change messaging. In addition, it provides a representative picture at the country-level of public attitudes towards climate-health issues. It thus provides an opportunity to engage audiences on specific themes that increase both their understanding of the issue and hope for a better future. It also allows practitioners to break thematic siloes and galvanise the potential of intersecting climate and health areas to spark urgent, solutions-driven action.

How was the study conducted?

To gain these insights, a randomized control trial was carried out, focusing on four countries: Brazil, India, Japan and South Africa. Over 30,000 respondents were surveyed between September 12 and October 5, 2025. Twelve different climate-health messages as well as four non-health related climate messages were tested and compared to a control group which received no message (for more information, please see the appendices at the end of this report).

Who is this report for?

This report is intended for a wide range of practitioners – communicators, policy experts, engagement specialists, healthcare professionals, scientists, philanthropies, and for those in the political ecosystem. Given the urgency of addressing the climate crisis and in turn the global health crisis, this study hopes to bolster communications and engagement efforts that chart a safer and healthier future for all.

Partnership and contact

This study was developed through a partnership between the Climate Opinion Research Exchange (CORE) and the Wellcome Trust. To engage further on climate and health insights, please reach out to:

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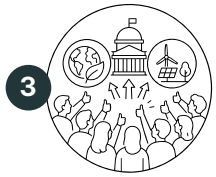
1.1. Key Findings

This research offers a significant shift in the opportunity to engage the public on climate change by demonstrating that

Health impact messages are twice as likely to shift people's attitudes towards climate change when compared to non-health related climate messages.

A large majority of the public, over 80%, are concerned about climate change across the four countries, and around three-quarters or more know that it is harming people's health.



The public are keen for governments to do more on climate change, and view taking action to prevent climate from harming public health as particularly urgent.

Large majorities also support the vast majority of climate policies that the study asked about.

Salient messages

Health messages resonate more than non-health messages across the countries in this study. However, the specific health factors that drive this resonance differ between countries, suggesting that health messages are most impactful when they are tailored to local public health priorities. Amongst the most impactful messages are the following:

Brazil

Mental health and climate change: messages surrounding stress, anxiety and trauma from extreme weather events resonate particularly strongly with Brazilian audiences. Brazilians also responded strongly to **food and water insecurity messaging**, as well as to information showing that climate action can strengthen both the **economic and social dimensions of life.**

India

The health impacts of rising **air pollution** is the topic that most resonates with the public. Indian audiences also respond to highlighting the impacts of climate change on **access to healthcare,** as well as the **positive economic outcomes** of taking action on climate change.

Japan

Extreme heat caused by climate change and its resulting health impacts resonate strongly with Japanese audiences. **Air pollution, detrimental effects on older people's health, extreme weather, and infectious diseases** resulting from climate change also affect public opinion.

South Africa

The impact of climate change on **children's health** is particularly moving for South African audiences. In addition, messages pertaining to the impact of the climate crisis on **food and water security**, as well as on **maternal health**, resonate with South Africans.

Cross-cutting Insights

When the data across all four countries is aggregated, the survey finds that the following topics had the most consistent effects on public attitudes:

Extreme heat and health: The growing threat of heatwaves and their toll on people's bodies and healthcare systems was particularly concerning for respondents across the board.

Food and water insecurity: Emphasizing the connection between extreme weather events and their resulting impacts on health, supply shortages, and the rising cost of essentials, moved people across geographies.

Children's health: Highlighting the effect of climate change on the health and wellbeing of the youngest generation affected people's attitudes towards climate change.

These actionable findings should instill confidence amongst practitioners and policymakers, enabling them to positively engage their concerned stakeholders.

02

Introduction

2. Introduction

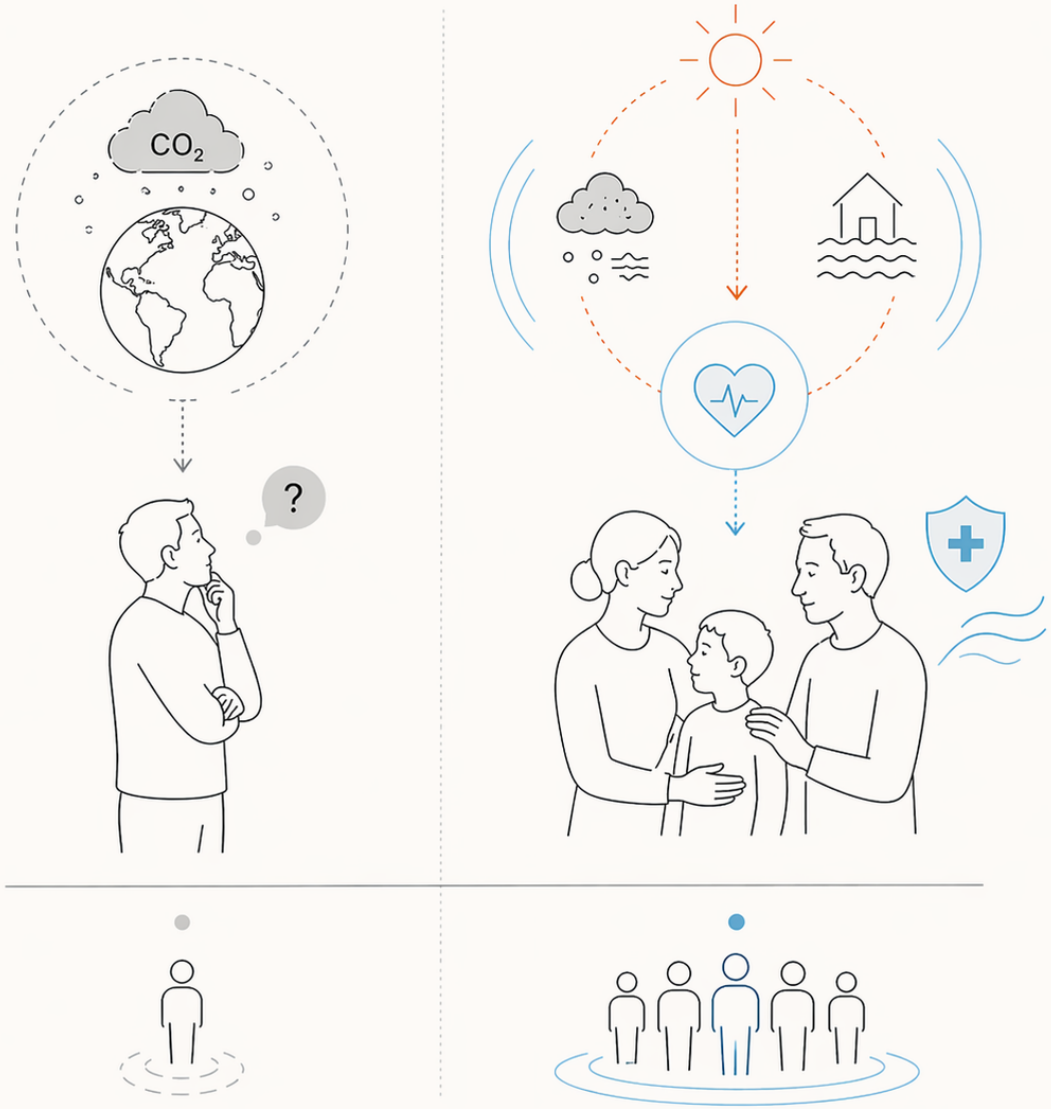
The health impacts of climate change are well established, from the increased risks of a wide range of diseases to the visible health effects of more frequent and intense natural disasters - climate change is harming the public's health. While there is evidence to suggest the power of health messages in unlocking public support for climate change, there is limited research on which messages increase public awareness of health impacts and move them on climate policy and action.

Within the above context, this report seeks to fill this gap by addressing the following research questions:

1. How do climate-health messages compare to non-health messages in terms of moving the public?

2. Which climate-health messages resonate most with the public?

3. What are attitudes towards climate-health messages more broadly?



To answer these questions, this study carried out a randomized control trial in Brazil, India, Japan, and South Africa with over 30,000 respondents. It tested 16 separate messages against a control group who did not receive any message, with approximately 400 respondents in each treatment group and 1000 respondents in the control group. The control group provides a nationally representative picture of public attitudes in each country, which is unaffected by the messages tested within this study.

Two broad domains of messages were tested – 12 on climate and health and four on other issues related to climate change. The health-related messages specifically focused on general health, heat and health, air pollution, maternal health, children's health, older people's health, infectious diseases, mental health, extreme weather and health, food and water insecurity, economic and social costs, and access to healthcare. Non-health messages focused on nature, future generations, jobs and economy,and cost of living. All messages share a common narrative structure with theme-specific inserts.

The full messages are listed in the annex below.

The study included over 40 outcomes to assess public attitudes related to climate change and its impacts, demand for broad governmental climate action, and support for a range of illustrative policies - as well as how each message impacts these attitudes. While full data is available on

- How concerned people are about climate change;
- Whether people believe climate change harms their health;
- Whether the public wants the government to take action on climate change generally;
- Whether the public wants the government to take action to prevent climate change from harming health;
- Whether the public supports 12 policies which are illustrative of the types of different actions governments may take to prevent climate change from harming the public.

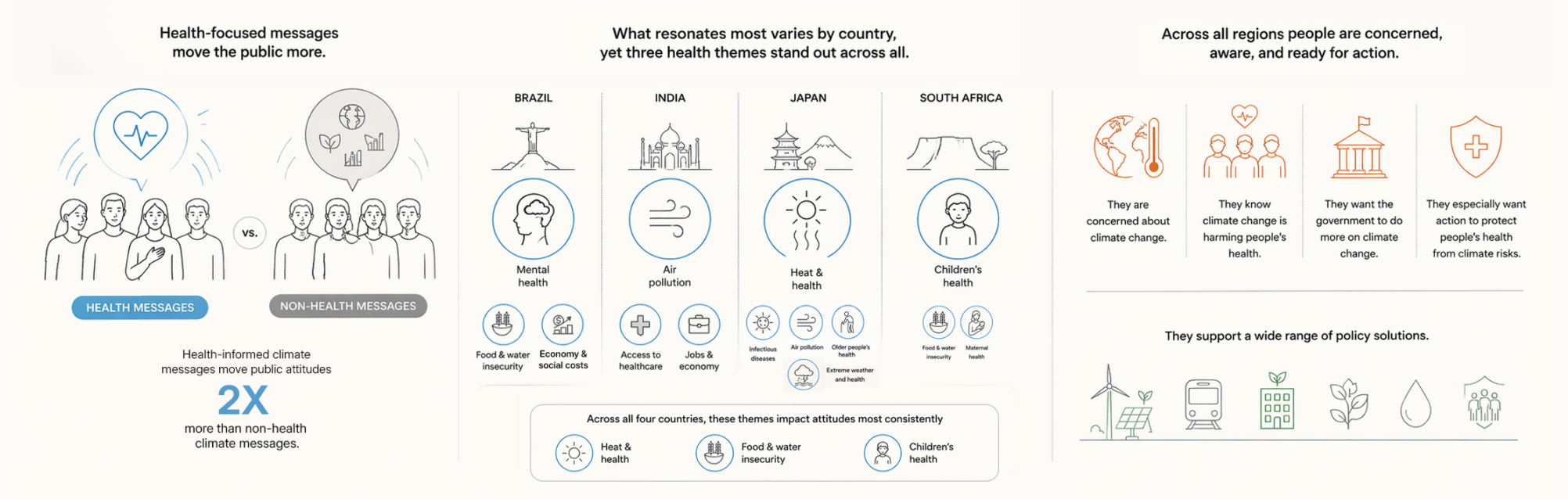
This report presents the overall outcomes of the study in and across the four countries, followed by conclusions and recommendations. It also includes the methodology and messages used as appendices. More detailed data and a full presentation of findings can be accessed by scaning the QR code below:

https://climateopinion.org/.

03

Outcomes of the Study

3.Outcomes of the Study



The data is clear - the public are more swayed by health-related messages than messages focused on other aspects of climate change, with health messages changing attitudes twice as often as non-health messages. However, which aspect of health affects attitudes most varies by country. In Brazil, messaging about the impacts of climate change on mental health has the largest impact, while messaging on food and water insecurity as well as the the economic opportunities from climate action also resonate. In India, air pollution, access to healthcare, and jobs and economy messages lead to the most frequent shifts in attitudes. In Japan, the heat and health message resonates the most. In South Africa, the children's health message most frequently changes attitudes. When looking at the overall picture including data from all four countries combined into a single dataset, three health-related messages affect attitudes most consistently: heat and health, food and water insecurity, and children's health.

The data also tell a consistent story about where the public is in terms of their attitudes towards climate change and health - they are concerned about climate change, and they know climate change is impacting people's health. They want the government to do more about climate change generally, and they particularly want the government to take action on climate change to prevent it from harming people's health.They support a wide range of different policy options that were asked about in this study.

Brazil

3.1 Attitudes towards climate and health in Brazil

Brazil has experienced a wide ranging set of impacts of climate change and also hosted the COP30 conference. The data show that the impacts of climate change on health are particularly moving to the Brazilian public. As a result, it is perhaps unsurprising that a large majority of the public is concerned about climate change and aware of the link between climate change and health. The Brazilian public also wants its government to take more action on climate change. To do so, the government has the support of the public in taking a wide array of actions, with majority support for using all but one of the policies asked about on this survey to help abate the impacts of climate change. This section of the report demonstrates the above, using nationally representative data on public attitudes towards climate change in Brazil.

Health messages amplify concern for climate and support for action in Brazil

When informed about the health impacts of climate change, data show that the Brazilian public becomes more concerned about the climate crisis. In all, health-related information increases public concern for climate change and support for government action. Moreover, these shifts are larger than in response to non-health related information.

The results of the survey clearly show that health messaging resonates more with Brazilian audiences than non-health messaging. Of the 16 messages tested in Brazil, the top ten were all health messages, with non-health messages ranking as those with the least resonance among the Brazilian public. Overall, health messages changed 7.5 attitudes on average out of the approximately 40 measures tested in the full study, while non-health messages shifted one attitude on average.

Certain health messages resonate particularly strongly with the Brazilian public. The one that stands out the most is **mental health.** The strains that the climate crisis can have on an individual are varied, from the psychological impacts of extreme heat, to the stress and anxiety caused by the loss of livelihoods and the resulting inability to provide for one's family. In all, mental health shifted 24 attitudes in the survey, showing a strong resonance in the minds of the Brazilian public.

Mental health is followed by **food and water insecurity** which shifted 11 attitudes, as well as the **economic and social costs** and their accompanying health aspects which shifted ten attitudes. **Maternal health, heat and health**, and **older people's health** follow close behind, with nine and eight attitudes shifted respectively.

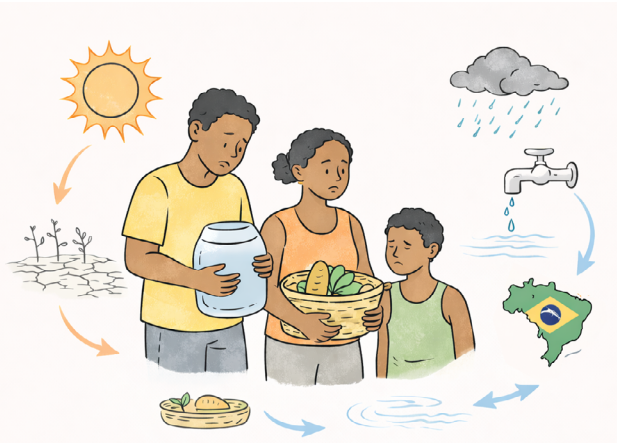
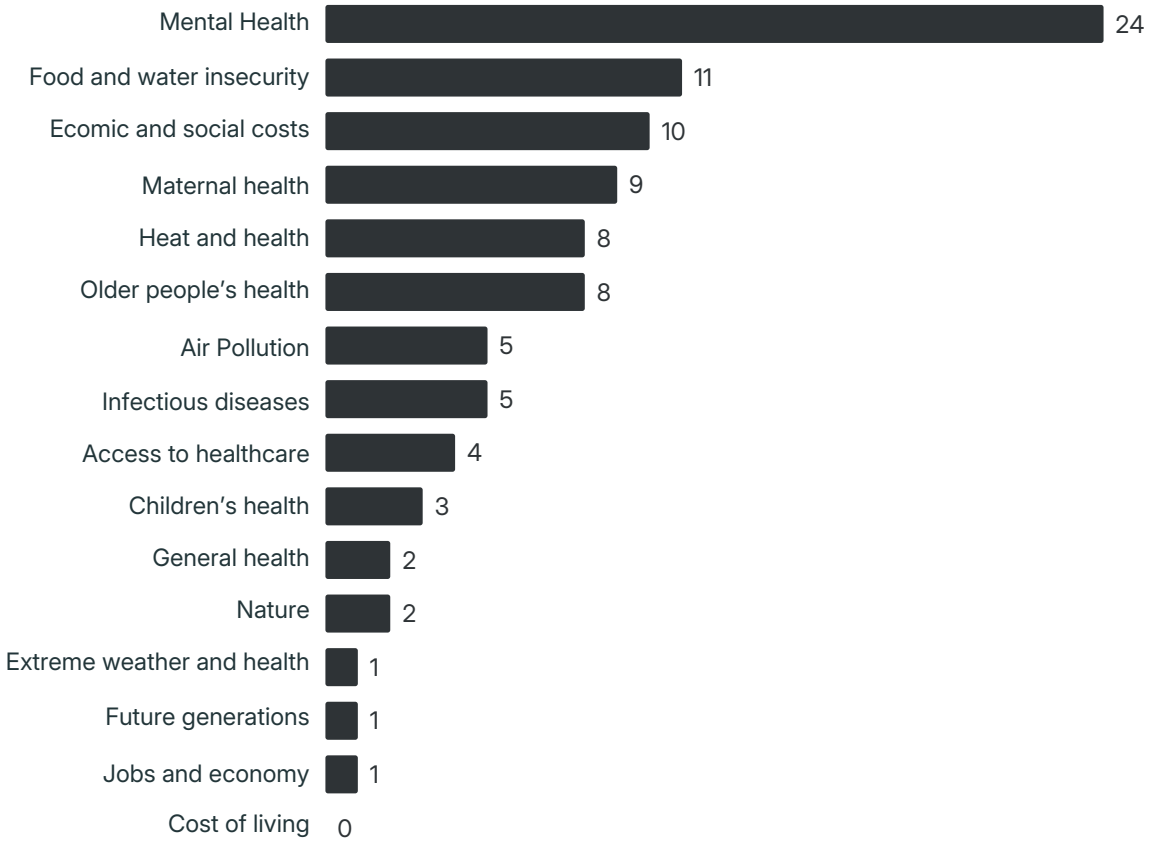


Figure 1

Message effects in Brazil

Message scores overall



Caption: The chart above shows an overall score for the messages. It was calculated by counting how many times a message had a positive effect on one of the over 40 attitudes measured in the survey and comparing that to the number of times it had a negative impact. By subtracting these two numbers from each other, we identify which messages are most likely to affect attitudes across the spectrum of subjects the study captured.

The results paint an important picture about which messages resonate with the Brazilian public. Communicating the impacts of climate change on people's mental health and the urgency of seizing the opportunity to enact solutions clearly has the largest impact on public attitudes in Brazil. In addition, the impact on food and water supply, economic and social costs, as well as extreme heat all move the Brazilian public. Information about the impact of climate on vulnerable segments of the population, notably mothers and the elderly, also resonates with the public.

Brazilians are concerned about climate change and its impacts

Brazilians are concerned about climate change. In total, 93% report that they are either somewhat concerned (24%) or very concerned (69%) about climate change. The messages about maternal health and food and water insecurity lead to five percentage point increases in the share of the public that are very concerned about climate change. One cause for concern is the health impacts of climate change, which people are well aware of. In total, 87% of the public believes that climate change is having a negative impact on people's health. Only 9% believe climate change is not connected to people's health, and the remaining 4% is uncertain. From this already high baseline, attitudes do not shift upward significantly in response to the different messages tested in this study.

The Brazilian public want the government to act

Brazilians want their government to be doing more to take action on climate change. In total, 79% of the public reported they want their government to do much more (51%) or more (28%) on climate change. In response to hearing about mental health, the share of Brazilians who want the government to do much more increases by five percentage points.

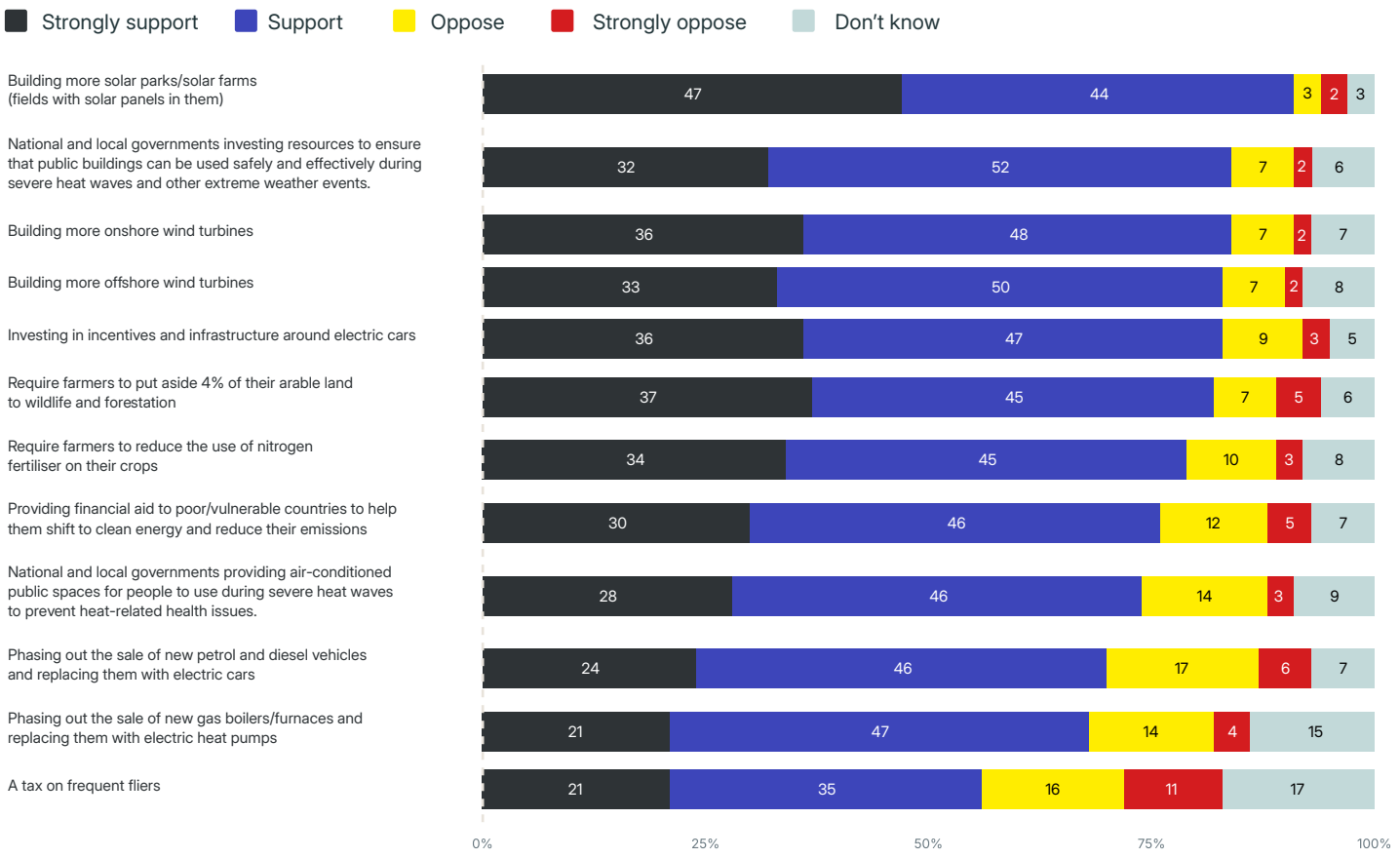
The public wants the government to act urgently to prevent climate from affecting the public's health. In total, 82% want the government to take urgent action to prevent climate change from affecting people's health. The mental health and economic and social costs messages both lead to five percentage point increases in the share of people reporting that they want the government to act urgently.

Brazilians support a wide range of policy options that would help address climate change. The most supported policy - building more solar parks and farms - is favoured by 91% of the public. In total, 84% of the public support national and local governments investing resources to ensure that public buildings can be used safely and effectively during severe heatwaves and other extreme weather events. The same share (84%) supported building more onshore wind turbines.

Figure 2

Policy support in Brazil

Do you support or oppose the following policies? (%)



The public becomes more supportive about the above policies when they learn about a number of impacts of climate change on health. To understand how strongly the messages affect attitudes towards policy, how many policies a person supported from the illustrative 12 policies was counted. This was then compared across the different message groups. The messages about older people's health, mental health, and the economic and social costs of climate change all led to the average person supporting an additional ⅓ of a policy. That is to say, in the control group, people supported an average of 9.13 policies, while in the older people's health group, the average person supported 9.46 policies. In the mental health group, the average number of policies supported was 9.48, and in the economic and social costs group 9.45 policies were supported.

India

3.2 Attitudes towards climate and health in India

Climate change is abundantly visible in India - from the country's challenges with air pollution to the extreme heat it increasingly experiences, climate change's impacts are felt by the Indian public. In this context, the health consequences of climate change are particularly resonant with Indian audiences. This is also reflected in the fact that the vast majority of the Indian public is concerned about climate change and are aware of climate change being harmful to their health. In turn, people would like the government to do more to prevent climate change from harming health. A substantial majority of the public supports using all of the policies this survey asked about. Using the data collected within the scope of this study, the current subsection demonstrates these findings.

Health messages amplify concern for climate and support for action in India

In line with the effects of climate-health messaging on public attitudes in Brazil, messages focusing on the health dimension of the climate crisis resonate strongly with the Indian public. The data suggest that health messages, also in this case, shift attitudes more than non-health messages.

The results show that health messages resonate, all in all, more with the Indian public than non-health messaging.

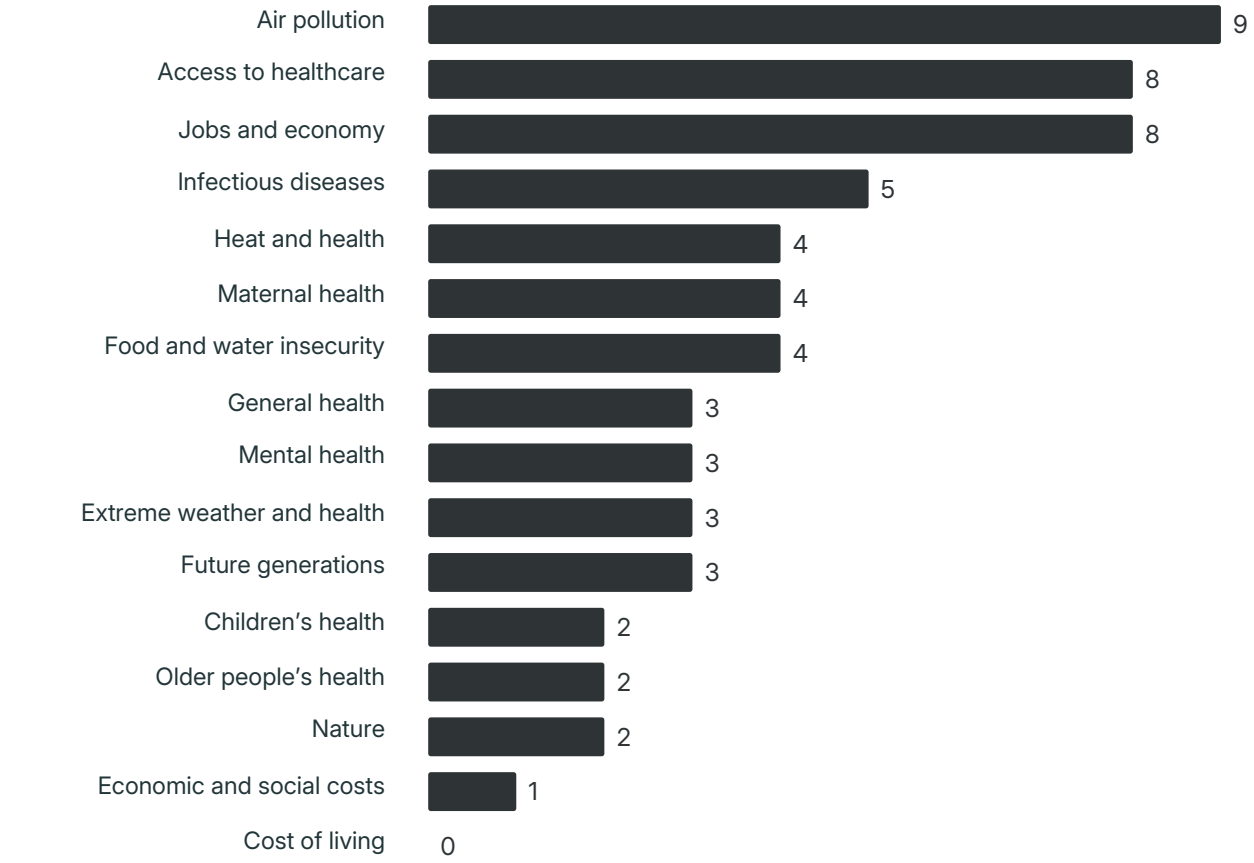
The following chart shows a comparison of the different messages that were tested and the extent to which they resonate with the Indian public.

Overall, health messages shift on average four attitudes, compared to 3.25 attitudes for non-health messages.

Figure 3

Message effects in India

Message scores overall



Caption: The chart above shows an overall score for the messages. It was calculated by counting how many times a message had a positive effect on one of the over 40 attitudes measured in the survey and comparing that to the number of times it had a negative impact. By subtracting these two numbers from each other, we identify which messages are most likely to affect attitudes across the spectrum of subjects the study captured.

The survey data show that some health messages resonate more than others with the Indian public. **Air pollution** is the topic that resonates the most with Indians, showing that the public is very receptive to one of the key challenges that continues to face the country. Air pollution remains a major global problem, resulting from the burning of fossil fuels, as well as other climate-aggravated events such as wildfires. The health impacts of air pollution are stark and varied, causing strokes, heart and lung disease and cancer. It is also known to affect the most vulnerable populations, such as children and mothers, more acutely.

Messaging on the climate crisis's impact on **access to healthcare** also shifts a significant number of opinions in India. The public is clearly moved when they find out about the destruction that extreme weather events can have on health infrastructure, including overburdening them, as well as by the opportunity to strengthen them to cope against the frequency and severity of climate impacts.

Messaging surrounding **jobs and the economy**, a non-health message, resonates as much with the public as access to healthcare, being the one non-health message to perform strongly in the Indian survey. This suggests that learning about the climate crisis's impact on job security can deepen concern among Indian audiences.

Indians are concerned about climate change

The survey shows that the vast majority of the Indian public is concerned about climate change, with 91% of the public reporting they are either very concerned (72%) or somewhat concerned (19%) about climate change.

A number of messages increase the degree of concern Indians express about climate change. The future generations message leads to a ten percentage point increase in the share of the Indian public reporting they are very concerned about climate change. The infectious disease and access to healthcare messages both lead to seven percentage point increases in the share of the public that report being very concerned about climate change.

A large majority is also aware of the link between climate change and health.
Three quarters (76%) report they are aware that climate change impacts human health. Both the heat and health, and air pollution messages lead to a six percentage point increase in the share of the public who make the connection between climate change and health impacts.

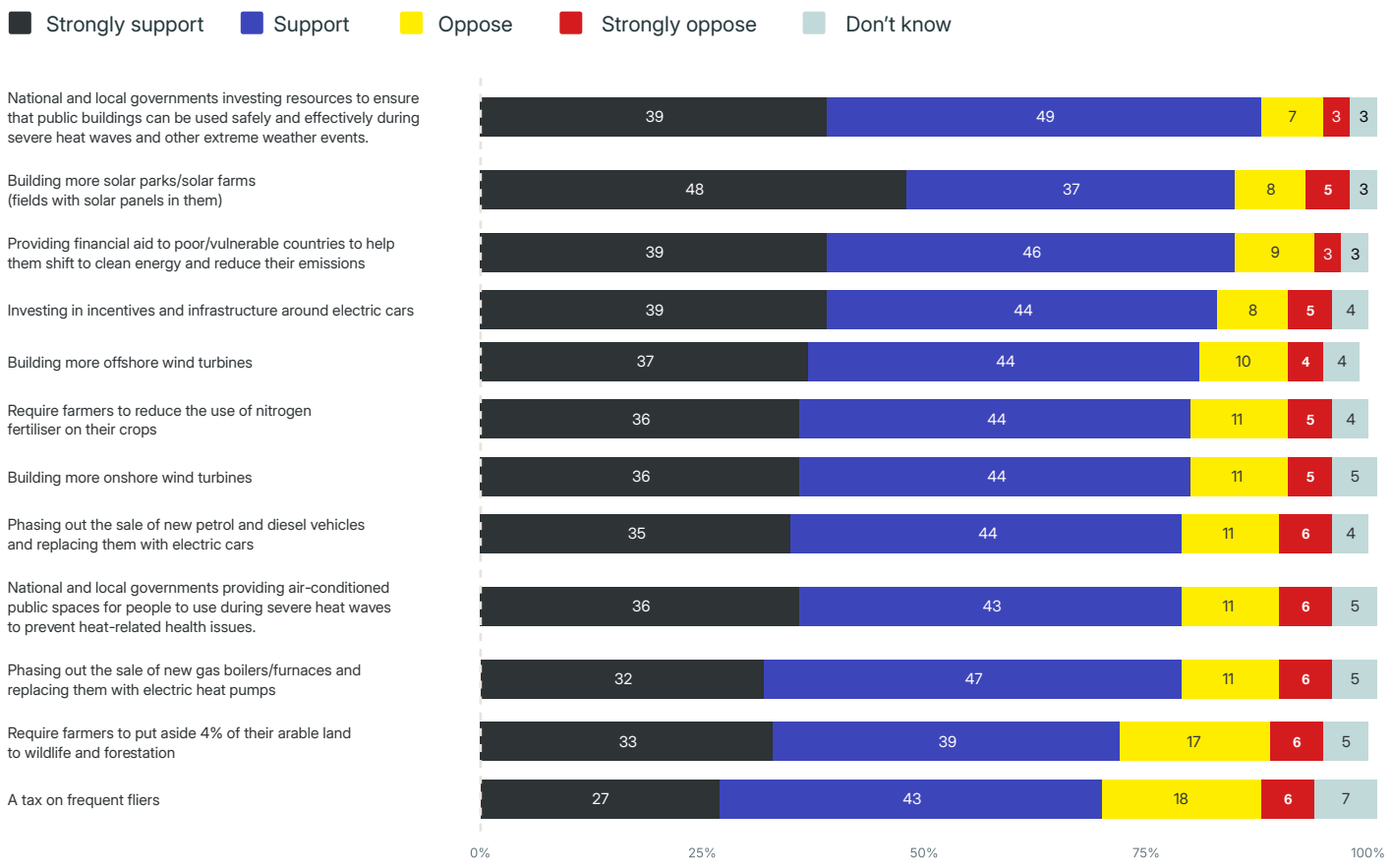
The Indian public want the government to act

In line with the findings presented above, three quarters (74%) report that the **government should take urgent action to prevent climate change from affecting health,** and two thirds want the government to do much more (37%) or more (29%) about climate change. Notably, the message about future generations leads to a seven percentage point increase in the share of the public which reports the government should do much more about climate change. The air pollution message leads to an eight percentage point increase in the share of the public that wants the government to take urgent action to prevent climate from harming people's health. Similarly the access to healthcare message leads to a seven percentage point increase.

Figure 4

Policy support in India

Do you support or oppose the following policies? (%)



A substantial majority of the public also supports all of the policy options the survey asked about.

The most strongly supported policy was national and local governments investing in public buildings to be used safely during severe heatwaves and extreme weather events, with 88% of the public either supporting (49%) or strongly supporting (39%) this policy. Interestingly, building more solar parks or solar farms has the highest level of strong public support (48%), with a total of 85% of the public supporting this policy. The public also expressed strong support for providing financial aid to vulnerable countries to help them transition to clean energy and reduce emissions, with 85% reporting support for this policy. With the high level of existing support, it is perhaps unsurprising that there is a lack of significant shifts in overall policy support in response to the different messages tested within the study.

Japan

3.3 Attitudes towards climate and health in Japan

Climate change in Japan is affecting daily life, with increasing numbers of extreme heatwaves among other impacts of climate change. By surveying a nationally representative sample, this report provides insights into public attitudes on climate change in Japan and an understanding of which messages resonate most with Japanese audiences. In line with the abovementioned findings in Brazil and India, the data suggest that the impacts of climate change on health are highly resonant with the public. This is on top of a high level of concern about climate change in Japan, with the public being well-aware of the impact of climate change on health and a majority supporting more government action. Public uncertainty is higher than in the other countries when people were asked about the 12 illustrative policies, but opposition remains low and support remains high.

Health messages amplify concern for climate and support for action in Japan

When looking at message effects in Japan, the data confirm a consistent trend observed in Brazil and India - health-focused messaging resonates more than other types of climate narratives, such as those focused on nature, future generations, jobs, or the cost of living. However, the specific health outcomes that drive this resonance differ between countries, calling for messages tailored to local public health priorities.

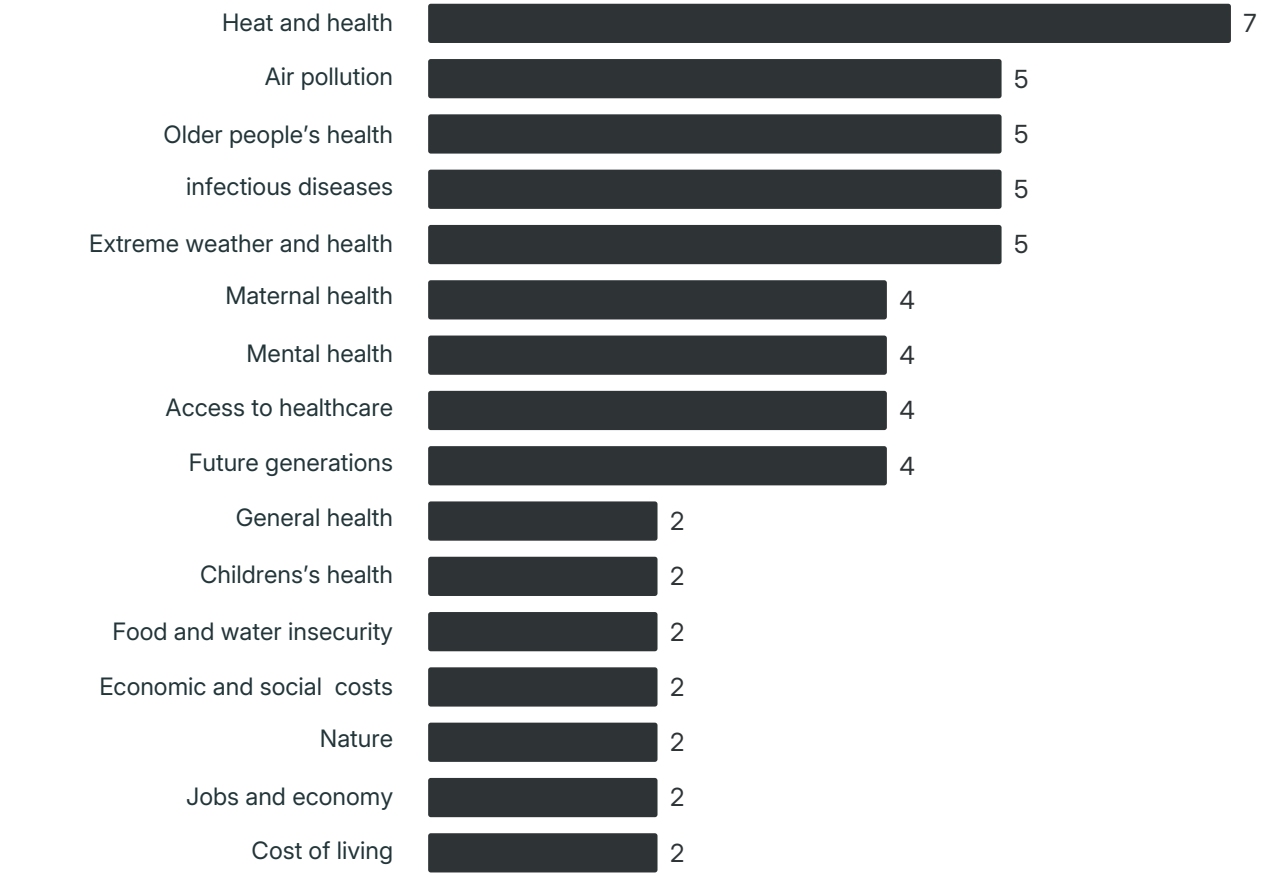
The survey results show that, in all, health messages resonate more with the public when compared to non-health messages. As is shown in the following table, the most impactful messages are all health messages, with the exception of the future generations message, which is the only non-health-focused message not to figure at the bottom of the graph. While the average health message shifted 3.9 attitudes, the average non-health message moved 2.5.

In Japan, the message that most consistently resonates with the public is the one about the health effects of **climate change-induced heatwaves,** which moved seven attitudes. Greenhouse gas emissions from the continued burning of fossil fuels has driven up global temperatures which are resulting in more severe heatwaves than ever before. The health impacts of this are varied, from mental health pressures to acute illness and even death. In recent years, Japan has been experiencing increasingly severe heatwaves, which have killed hundreds of older people each year. Reminding the public of these health impacts of climate-induced heatwaves and opportunities to enact solutions to cope against them increases support for climate action. Furthermore, the survey shows that five attitudes shift in response to the health-related messages around **air pollution, older people's health, infectious disease, and extreme weather.**

Figure 5

Message effects in Japan

Message scores overall



Caption: The chart above shows an overall score for the messages. It was calculated by counting how many times a message had a positive effect on one of the over 40 attitudes measured in the survey and comparing that to the number of times it had a negative impact. By subtracting these two numbers from each other, we identify which messages are most likely to affect attitudes across the spectrum of subjects the study captured.

The Japanese public is concerned about climate change

Most of the Japanese public (88%) is concerned about climate change. Approximately half (49%) report being very concerned about climate change, and a further 39% report being concerned. The messages tested within this study do not lead to statistically significant changes in attitudes. This likely stems in part from the relatively high baseline of concern in Japan.

The connection between climate change and health is also clear to Japanese citizens. In total, 84% of the public connect these two issues. Only 8% do not see climate change as connected to health, and a further 8% are uncertain over whether there is a connection between the two subjects. The heat and health message tested within this study leads to a three percentage point increase in levels of concern around climate change.

The Japanese public want the government to act

A clear majority also wants the Japanese government to do more on climate change. One in five (20%) want the government to do much more, and approximately half (47%) want the government to do more. There is relatively more variation in Japan compared to other countries on this attitude, with relatively larger shares expressing uncertainty. About one in six (17%) report the government is doing the right amount. Only 7% report the government should be doing less (3%) or much less (4%). One in ten (10%) are uncertain on this issue in Japan. None of the messages tested within the study lead to significant changes on this attitude.

A majority of the public (58%) believes that the government should take urgent action to prevent climate change from harming the public's health. Only 23% do not agree with this idea, and 19% are uncertain. Attitudes on this measure do not change significantly in response to the different messages explored within this study.

Attitudes towards government policy in Japan are broadly supportive, though there are relatively high degrees of uncertainty on some policies the survey asked about.

A large majority of the public (79%) supports national and local governments investing resources into public buildings that can be used safely and effectively during heatwaves and other extreme weather events. A similar share (78%) reports support for providing air-conditioned public spaces for people to use during severe weather. The next most supported policy was building more offshore wind turbines, with 59% of the public expressing support. The relatively low level of support in Japan, however, stems from relatively high levels of uncertainty. For example, 33% of respondents are uncertain about requiring farmers to reduce the use of nitrogen on their crops. Similar shares (31%) are uncertain about phasing out the sale of new gas boilers and replacing them with electric heat pumps. Because of these relatively high levels of uncertainty in Japan, support appears weaker relative to other countries within the study. However, there are no policies which the study asked about which are opposed by more people than those who support it. Uncertainty creates an opportunity for communicators to tailor more informative policy guidance and messages. The messages tested within this study do not lead to significant changes in attitudes towards an index of these policies.

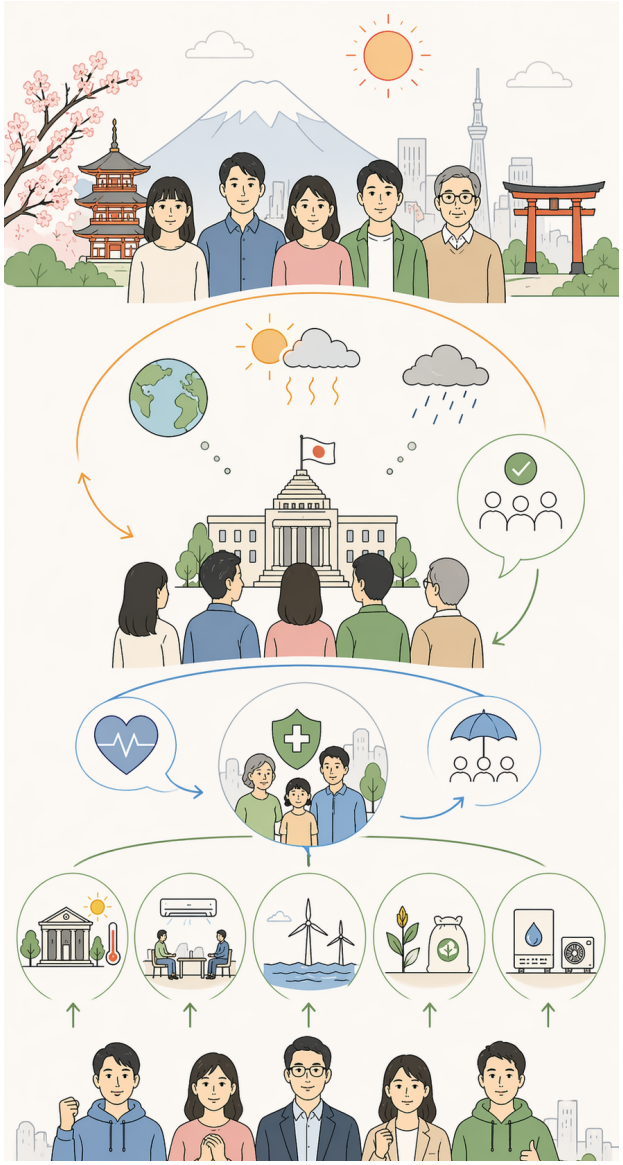
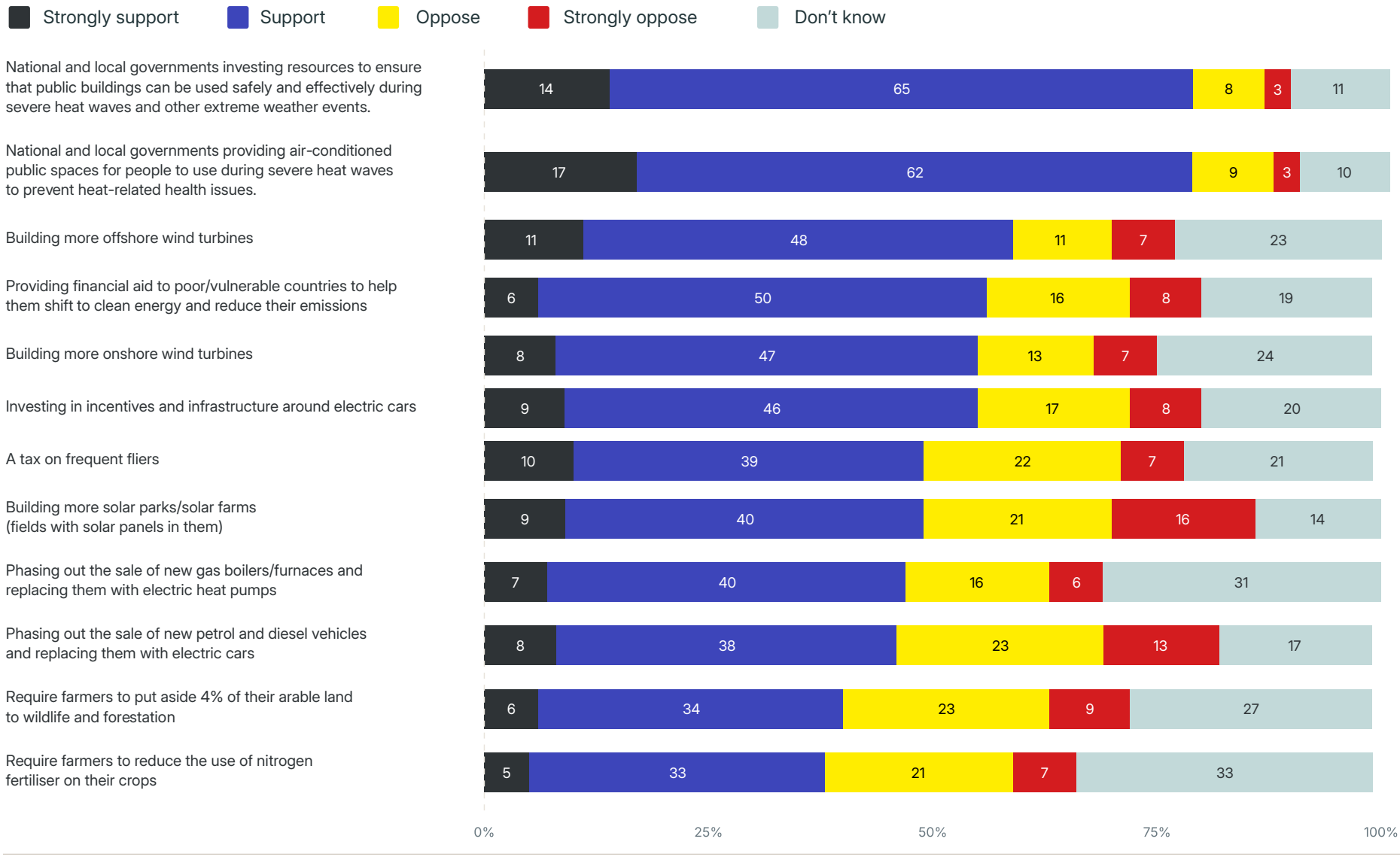


Figure 6

Policy support in Japan

Do you support or oppose the following policies? (%)



South Africa

3.4 Attitudes towards climate and health in South Africa

Climate change is already impacting the health and livelihoods of South Africans in several ways, including threats to water security and food production. In line with these climate impacts, our data demonstrate that information about the health impacts of climate change moves the public more than other types of information about climate change's effects. Similarly, there is high public concern about climate change and awareness that climate change is harming the public's health. Concomitantly, South Africans want the government to take more action on climate change, particularly in preventing it from harming people's health. There is considerable support for a range of policies asked about in this survey, leaving the government with a wide set of popular policy tools to implement in response to public voice. This section of the report lays out these findings within the South African context in more detail.

Health messages amplify concern for climate and support for action in South Africa

The survey data for South Africa confirms the trend seen in the other countries of this report, namely that when informed about the health impacts of climate change, the South African public becomes more concerned about the climate crisis and more supportive of government action. Moreover, these health-related messages have larger impacts on public attitudes than the non-health messages tested within this study.

When analysing the impact of the 16 tested messages, as shown in the following graph, the survey shows that **health messages resonate more with the public than non-health messages.** On average, health messages shifted 6.9 attitudes, while non-health messages shifted 3.75 attitudes. The ten most impactful messages in the South African survey were all health messages.

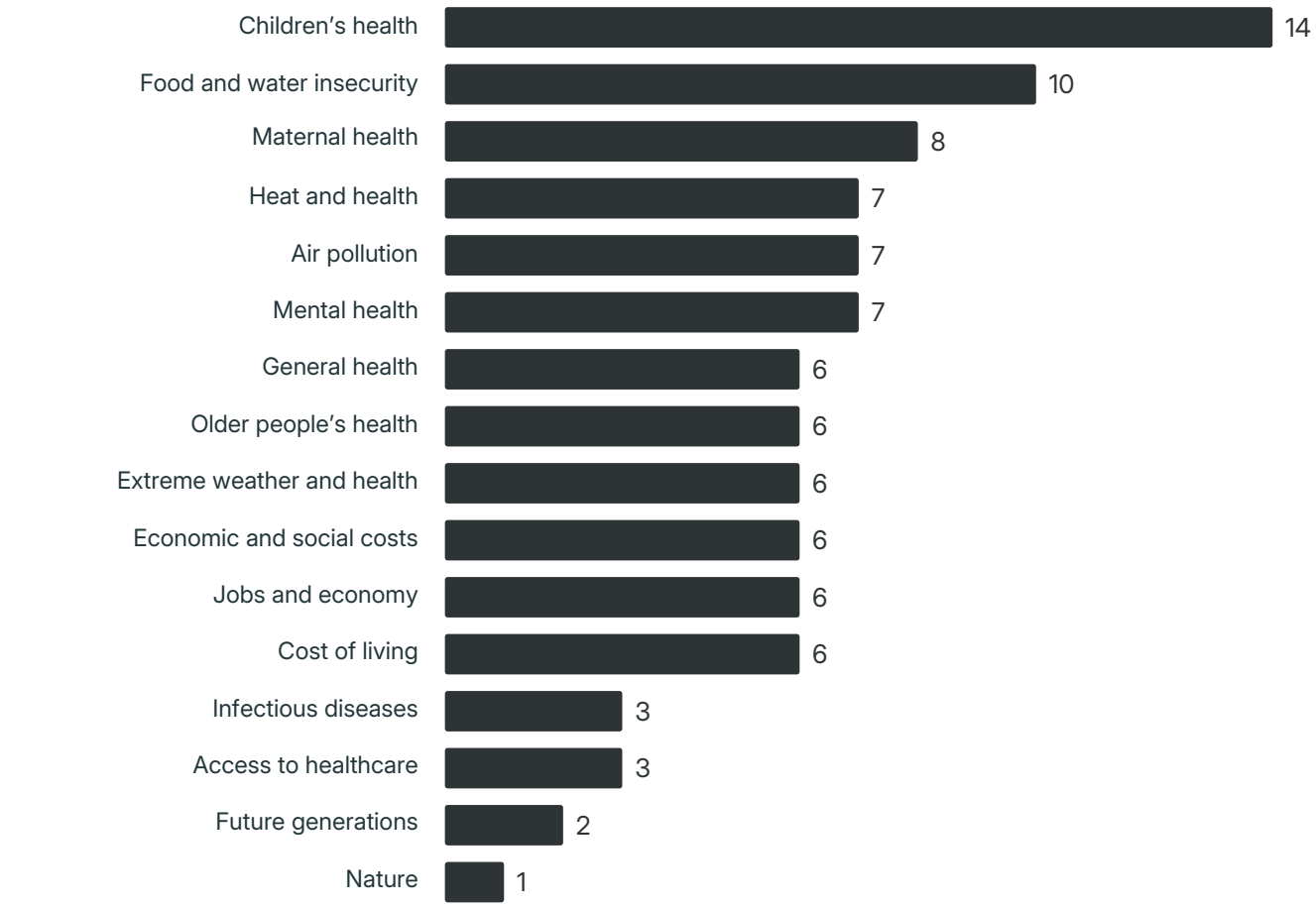
The results of this survey show that the children's health message resonates the most with the South African public.

Children are among the most vulnerable populations whose health is impacted by climate change. Air pollution from burning fossil fuels, as well as wildfires linked to extreme heat, can have long-lasting effects on children's health that may persist into adulthood, and these impacts can begin in the womb. Heatwaves and malnutrition caused by a disrupted food supply can also have adverse effects on children's health. In all, when reading about these climate impacts on children's health, 14 attitudes changed in South Africa.

Figure 7

Message effects in South Africa

Message scores overall



Caption: The chart above shows an overall score for the messages. It was calculated by counting how many times a message had a positive effect on one of the over 40 attitudes measured in the survey and comparing that to the number of times it had a negative impact. By subtracting these two numbers from each other, we identify which messages are most likely to affect attitudes across the spectrum of subjects the study captured.

Food and water insecurity also resonates strongly with the South African public, changing ten attitudes overall. These are issues that South Africa has been exposed to in recent years, particularly as a result of extreme droughts. Furthermore, maternal health shifts eight attitudes, while heat and health, air pollution, and mental health all shift seven attitudes, showing overall the significant concern that South Africans have about a range of impacts climate change has on human health.

The South African public is concerned about climate change

The vast majority of South Africans are concerned about climate change. Overall, 87% of the public is concerned about climate change. This includes 60% who are very concerned and 27% who are somewhat concerned. Only 3% are not concerned at all and 9% not very concerned.

Most of the health messages tested in this study make the public more concerned about climate change in South Africa. The heat and health message leads to a ten percentage point increase in the share of the public that reports being very concerned about climate change. The children's health, mental health, and food and water insecurity messages all lead to seven percentage point increases in the shares of the public reporting they are very concerned about climate change. The air pollution and maternal health messages lead to six percentage point increases in the very concerned segment of the public. The jobs and economy message leads to a five percentage point increase in the share of people who are very concerned about climate change.

Most South Africans also recognize that climate change is hurting people's health. Four in five (80%) report that climate change is harming people's health. Only 15% report that climate and health are unconnected, with the remaining share of the public uncertain. The messages about children's health, mental health, extreme weather, and jobs and economy increase the share of people making the connection between climate and health. Children's health and older people's health messages lead to an increase of six percentage points in the share of the public who believe that climate change is having a negative impact on people's health. The extreme weather message led to a five percentage point increase. The jobs and economy message leads to three percent more of the public recognizing the connection between health and climate change.

The South African public want the government to act

A large majority also wants the government to do more.

85% of the public wants the government to do more or much more, the highest share of any of the countries asked about in this study. This includes 49% who want the government to do much more and 36% that want the government to do more. The children's health message increases the share of the public that wants the government to do much more by six percentage points.

Most of the public wants the government to specifically act to prevent climate change from harming public health.

Overall, 82% report the government should take urgent action on the issue. One in eight (13%) do not think it should be a priority. The remainder of the public is uncertain about whether this should be a priority. None of the messages tested within this study affect attitudes on this metric, likely stemming in part from the fact that baseline support for urgent action is already high at 82%.

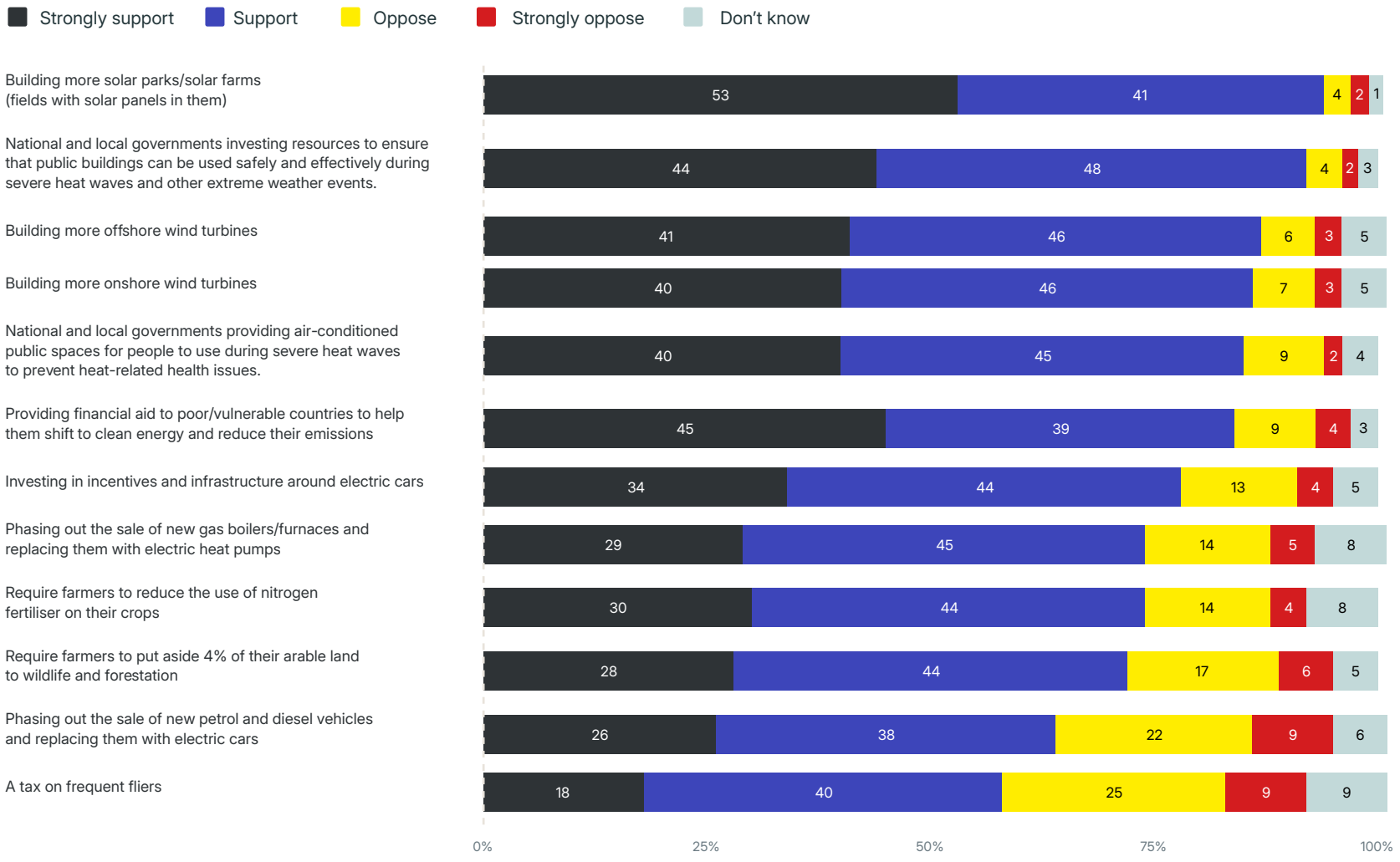
The survey asked about 12 different policies - all of the policies were supported by at least 58% of the public.

The most supported policy was building more solar parks or solar farms, endorsed by 94% respondents. This was followed by support for national and local governments investing in public buildings that can be used during heatwaves and other extreme weather events (92%), and building more offshore (87%) and onshore (85%) wind turbines.

Figure 8

Policy support in South Africa

Do you support or oppose the following policies? (%)



The data also show that when study participants are informed by climate change's impact on maternal health, and its economic and social costs for the health system, public support for climate-related policies increases. The maternal health message leads to an increase from 9.45 policies supported to 9.74, while the economic and social costs message leads to an increase to 9.88 from the same 9.45 policy baseline.

3.5 Health-informed climate messages increase concern and support for action across all geographies

The previous sections of the report have presented the survey results by country in detail, providing insight into the extent to which health messages resonate with the general public, particularly regarding concern about climate change and support for governmental policies. This section provides an aggregate overview of the data from the four countries, when taken together, using the same metrics as those used in the previous sections detailing messaging effects.

The aggregate data confirm the trend seen in each individual country: health messages resonate more with the general public than non-health messages. Notably, as is shown in the following chart, the merged data show that health messaging shifts ten attitudes on average, while non-health messages shift 5.25 attitudes on average.

In all, the data show that health messaging resonates with the public twice as much as non-health messaging.

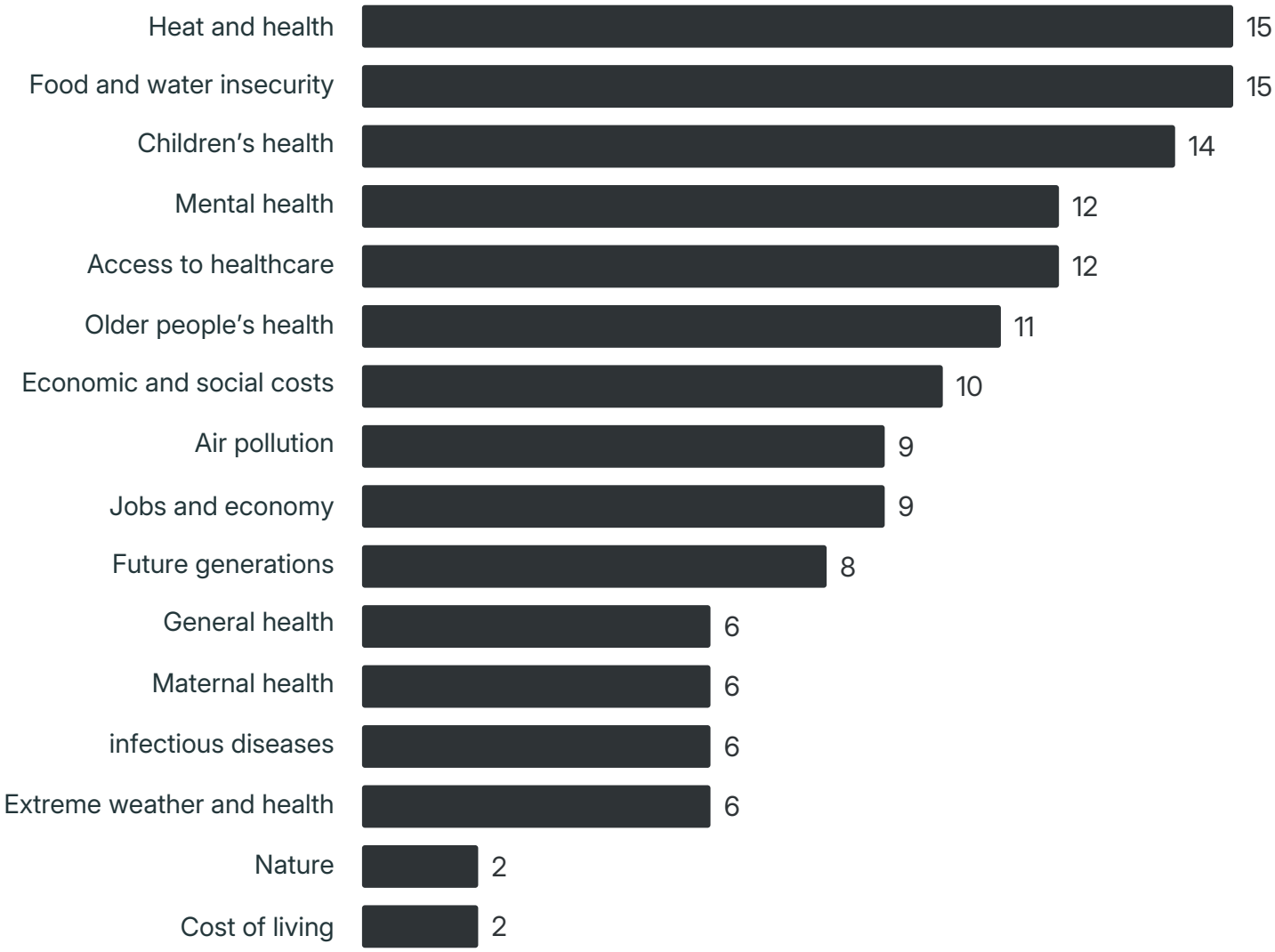
Most impactful health messages across the four countries

The results of the analysis show that the heat and health, food and water insecurity, and children's health messages are the topics that consistently resonate most often with the general public. The messaging scores at the cross-geography level show that heat and health, and food and water insecurity messages both shift a total of 15 attitudes. The children's health message shifts a total of 14 attitudes. In contrast, the nature message and cost of living messages only shift two attitudes each.

Figure 9

Message effects across the four countries

Message scores overall



Caption: The chart shows an overall score for the messages. It was calculated by counting how many times a message had a positive effect on one of the over 40 attitudes measured in the survey and comparing that to the number of times it had a negative impact. By subtracting these two numbers from each other, we identify which messages are most likely to affect attitudes across the spectrum of subjects the study captured.

The study also enables an understanding of which specific messages resonate the most with the public across the four countries, especially in relation to concern about climate change, as well as support for government action.

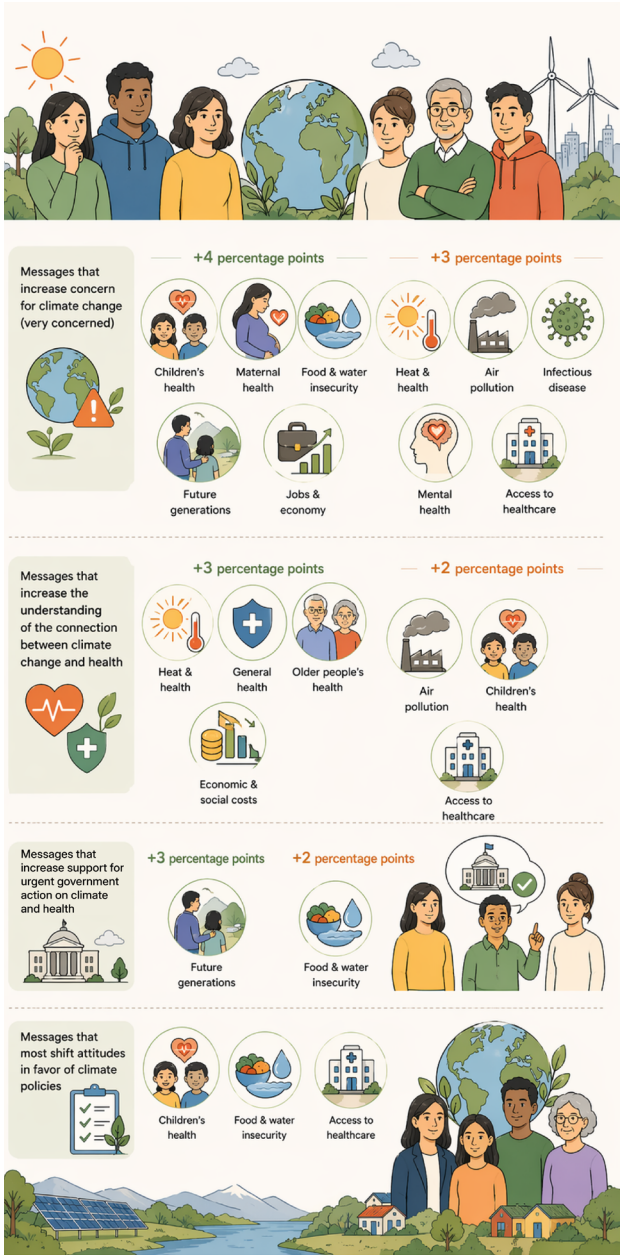
Concern for climate change is affected by a number of messages across the merged data. Messaging about children's health, maternal health, and food and water insecurity led to four percentage point increases in the shares of the public reporting that they were very concerned about climate change. Similarly, the non-health related messages on future generations, and jobs and economy had the same effect (four percentage point increases). The heat and health, air pollution, infectious disease, mental health, and access to healthcare messages all lead to three percentage point increases in the share of the public becoming more likely to be very concerned about climate change.

Exposure to the health-informed climate messages in this study increases understanding of the connection between climate change and health. The heat and health, general health, older people's health, and economic and social costs messages each increase the share of the public reporting that climate change is having a negative impact on health by three percentage points. The air pollution, children's health, and access to healthcare messages all lead to two percentage point increases in acknowledgement of the link between climate and health.

When taken together, the data does not show a noticeable shift in the impact that the messages have on the need for the government to do more. This stems from the fact that the messages which do change opinions vary in each country, with the future generations message being most effective in India, the mental health message in Brazil, and the children's health message in South Africa shifting attitudes.

The public becomes more likely to support urgent government action to prevent climate change from harming people's health as a result of the different messages. Information surrounding food and water insecurity and future generations, the latter a non-health message, nudges people towards believing that the government should take urgent action by two and three points respectively.

When all of the policy related questions are taken together, the **children's health, food and water insecurity, and access to healthcare messages are most likely to change attitudes in favor of climate policies** across the data.



04

Conclusions and Recommendations

04. Conclusions and Recommendations

This study provides an opportunity for communicators to meet people where they are. It locates people's concerns of how climate change impacts health as well as unlocks their support for moving the needle on climate action. This report has taken the temperature on the salience of health and climate change in public opinion across four countries at a time when climate impacts are more severe than ever, but also at a critical time for climate diplomacy. COP30 saw the launch of the Belem Health Action Plan, a roadmap that aims to strengthen health systems and action across the world, especially in the most vulnerable countries. Alongside this, philanthropic initiatives like the Climate and Health Funders Coalition, which committed USD 300 million to these efforts, were also launched to complement governmental commitment.

It is in this context that the findings of this report play out. The results of the study clearly demonstrate that climate and health messages resonate strongly with the public, even more so than other messages related to climate change, lending much support to the current momentum.

The health impacts of climate change are a key concern for the public. This study demonstrates that when informed about the health consequences resulting from climate change, the public's concern and subsequent demand for effective government action increases.

The public in each country within this study respond to specific health issues, including (overwhelmingly) mental health in Brazil; air pollution, and access to healthcare in India; extreme heat as well as air pollution, older people's health, infectious diseases, and extreme weather in Japan; and children's health, and food and water insecurity in South Africa.

Extreme heat, the impact of food and water insecurity on human health, as well as children's health are cross-cutting concerns across the four geographies studied.

The study also shows that the public want the government to take concrete action to both safeguard public health in the face of increasingly dire climate impacts and that they are, overall, supportive of a range of policies governments may implement towards this. The publics of the four countries are particularly likely to support governmental investment in public buildings that can be used during extreme weather, investments in solar parks, and provision of cooling spaces for the public to use during extreme heatwaves, as illustrative examples. These results have important political significance. It is clear that in the four countries studied, there is political space and support for concrete government action to tackle the climate crisis, and that this only grows when the public is informed about the impacts of climate change on human health.

4.1 Key Recommendations

The findings lay clear the effectiveness of health in extending the reach of climate communications and engagement. This novel investigation into specific climate and health themes presents an opportunity to tailor initiatives that reach people where they are and prioritise issues important to them, consequentially increasing support for policy and governmental action. The following recommendations are made on the basis of this study:

Increase engagement around health and climate change:

It is of central importance that the health impacts of climate change, which are already here and visible, are effectively communicated to the public across different types of media. Health is of immediate and tangible concern to the public and understanding how climate change impacts it has an effect on people's perceptions of climate change. Enacting solutions that counteract health impacts that people are concerned about and strengthening health systems can deepen engagement with public audiences.

Tailor engagement and communications to country priorities:

Grounding narratives and messages in context is critical to engaging audiences. Health and climate are both personal and proximal realities for people. It is important therefore that specific aspects of personal, local and national priorities are reflected in communications, so the public relates to the story being told.

Activate public support for policy solutions:

The public in the four countries surveyed for this study showed great support for a wide range of policy solutions. Communicating concretely and proactively about policy solutions, backed as they are by public opinion, helps accelerate science- and health-informed climate policy.

05

Appendix 1 : Research Design and Data Analysis

This appendix of the report provides a detailed description of the study's methodology, first describing the study's data collection process and then describing the data analysis carried out for the study.

Data Collection

The study's questionnaire was developed with the goal of being able to address a number of gaps in understanding of attitudes around the climate-health attitude nexus. Specifically, it aimed to address the following research questions:

- How do climate-health messages compare to non-health messages in terms of moving the public?
- Which climate-health messages resonate most with the public?
- What are attitudes towards climate-health messages more broadly?

In order to address the above research questions, the questionnaire consisted of questions pertaining to climate change related opinions as well as attitudes on climate change and health. In this regard, the survey questionnaire included questions about:

- Salience and sympathy towards climate change;
- Attitudes towards climate impacts on health;
- Attitudes towards taking climate action;
- Climate policy;
- Social and demographic variables;
- Questions needed to create the Yale Six Americas Segments.

The full study questionnaire is available on the **CORE website.**

Scan the QR code to visit the CORE website.

The study uses a randomized control trial (specifically a survey experiment). Within a randomized controlled trial, some study participants are given a treatment, while others are inside of the control group. In the current context, this means that participants in the treatment groups saw one of sixteen different messages, while the control group did not see a message. Thereafter, participants, regardless of whether they were in the treatment or control group, were asked questions about their attitudes towards the different subjects described above. Through randomly assigning participants to the treatment and control groups, people in the treatment and control groups are on average the same across all characteristics except for which message they received, enabling an understanding of the causal effect of the message on attitudes. As a result, differences in attitudes between the treatment and control groups can be attributed to the message that people have been exposed to. Similarly, this design enables an understanding of whether one message impacts an outcome relative to another message. This point is of particular importance here given that two of the study's three topline research questions focus on the relative efficacy of the different messages, explicitly looking at the relative strength of different climate-informed health messages and the strength of these messages compared to non-health climate messages.

In this study, the control groups received no message rather than a neutral message, i.e., one which contains information about an unrelated topic.This choice stems from the fact that it is challenging to create a message which is entirely unrelated to any of the climate change topics tested in this study. For instance, one strategy would be to simply describe the number of seconds, days, weeks, and months in a year. Yet, this seemingly innocuous message could plausibly prime respondents to think about the passing of time and the impacts of climate change on future generations. Provision of a neutral message could therefore be a less precise control in this case due to greater risks of biasing results.

The study tested 16 different messages, including 12 messages focused on issues related to climate-health impacts and four non-health related climate messages. The subjects of the messages include

- General health;
- Heat and health;
- Air pollution;
- Maternal health;
- Children's health;
- Older people's health;
- Infectious diseases;
- Mental health;
- Extreme weather and health;
- Food and water insecurity;
- Economic and social costs;
- Access to healthcare;
- Nature (non-health);
- Future generations (non-health);
- Jobs and economy (non-health);
- Cost of living (non-health).

The full text of the messages are presented in the next appendix.

Data collection was carried out between 12 September and 5 October 2025 by Dynata, a first-party data provider. The survey respondents were recruited via a standard opt-in panel model, wherein respondents answer surveys in exchange for monetary benefits or alternative compensation (e.g. gift cards). The survey questionnaire was unbranded.

The study included a total of 30,041 adult respondents across the four countries, including 7,503 respondents in Brazil, 7,561 respondents in India, 7,411 respondents in Japan, and 7,558 respondents in South Africa. The following table provides the breakdown of the number of respondents in control and treatment groups in each country. Overall, there are approximately 400 respondents in each treatment group and 1000 respondents in the control groups for each country. Initial respondents were randomly assigned to groups, with probability proportional to the size of each treatment and control group using quasi-random number generation. Thereafter, least fill was used to assign respondents to treatment and/or control groups with probability again proportional to the size of the groups taken into account. The combination of 1000 respondents in the control group and 400 in each treatment group enables the detection of a minimal detectable effect size of approximately 8.3 percentage points, though this varies based on specific characteristics of each question.

The survey was designed to approximate national population distributions through the use of quotas and post-stratification weighting to ensure broad representation across age, gender, and region. Furthermore, oversampling of the control group provides a sufficient level of precision to achieve a theoretical margin of error of plus or minus 3.1%. The data were weighted based on gender, age, and region to ensure that any imbalances in the sample were corrected for in final estimation. Despite these best efforts to achieve a nationally representative picture, the authors acknowledge that online surveys face challenges in terms of achieving representativeness. Internet penetration and variation in other contextual factors may also offer additional limitations to the experiment design.

The data analysis presented within this report presents frequencies in the total sample and within each country. Frequencies provide the overall picture within a country and within a messaging group. Message effects are calculated as the difference in responses between the control group and different message groups. To determine whether differences are statistically significant, univariate regression analyses were performed. [1] The regression outputs are available upon request.

Figure 10. Sample size by country and message group (number of respondents)

	Brazil	South Africa	India	Japan
Control group	1,007	1,016	1,022	1,000
General health	406	408	406	401
Heat and health	406	411	406	400
Air pollution	406	408	410	400
Maternal health	406	409	409	408
Children's health	406	409	410	400
Old people's health	406	409	407	400
Infectious diseases	406	409	410	400
Mental health	406	408	408	400
Extreme weather and health	406	409	410	401
Food and water insecurity	406	409	410	400
Economic and social costs	406	409	408	400
Access to healthcare	406	409	409	400
Nature	406	408	409	400
Future generations	406	409	409	400
Jobs and economy	406	409	409	401
Cost of living	406	409	409	400
Total sample	**7,503**	**7,558**	**7,561**	**7,411**

[1] Ordered logistic regressions without don't knows for questions with three or more response options and binary logistic regressions for binary response options; the threshold for statistical significance is set at $p<0.05/t>1.96$ for a two tailed test.

06

Appendix 2:

Messages

This section provides the messages tested within this study. Each message was developed by an experienced communications professional who works on climate change and its health impacts. The messages were reviewed and refined in consultation with teams working across social research, insight, communications, media and related areas. Authors recognize standard limitations of message testing studies, including absence of repeated exposure and complexities of real-world communications settings. The messages are numbered, with all text between bolded headlines a single message.

1. GENERAL HEALTH

We all want to keep our families and communities healthy and safe from harm. **But climate change is threatening our health.**

Smoke and fumes from burning oil, coal and gas are heating the planet, fuelling extreme weather and poisoning the air we breathe.

Heatwaves, floods and droughts are killing more people, spreading disease and making food and water harder to get.

Air pollution is triggering heart and lung disease and killing millions every year. If we don't act now, health risks will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world where everyone can thrive.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

2. HEAT AND HEALTH

We all want to keep our families healthy, happy and safe from harm. **But climate change is leading to more frequent and intense heatwaves, putting lives at risk.**

As pollution from burning oil, coal and gas drives up global temperatures, we are seeing more heat related illness and death.

Heatwaves are also disrupting sleep, education, work and mental health.

If we don't act now, health risks will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now

3. AIR POLLUTION

We all want to keep our families and communities healthy and safe from harm. **But air pollution is putting our health at risk.**

The culprit? Toxic smoke and fumes from burning oil, coal and gas.

That polluted air causes strokes, heart and lung disease, and cancer. It kills millions each year.

It harms brain development in our children, threatens pregnancies and strains already overburdened health systems.

As climate change accelerates, air quality is worsening due to heat and wildfires. If we don't act now, health risks will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and absorb harmful pollutants.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

4. MATERNAL HEALTH

We all want to give our kids a healthy start in life. **But climate change is putting pregnancies at risk.**

With pollution from burning oil, coal and gas driving up global temperatures, we are starting to see more pregnancy complications, preterm birth and loss.

At the same time, heatwaves, floods and storms are disrupting antenatal care, transport and power in maternity wards.

If we don't act now, health risks to mothers and babies will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for every mother and baby.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

5. CHILDREN'S HEALTH

We all want our children to be able to lead healthy, fulfilling lives. **But climate change is harming children before they've even had a chance to grow up.**

As pollution from burning oil, coal and gas heats up the planet and poisons the air we breathe, children are particularly vulnerable.

More frequent and intense heatwaves are making them sick.

Disrupting their childhood and education, and stopping them from playing sports outdoors. Affecting their brain, heart, and lung development, and putting them at risk of malnutrition and fatal diseases.

If we don't act now, health risks to children will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for our children.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

6. OLDER PEOPLE'S HEALTH

We all care about the wellbeing of our parents, grandparents and elders. **But climate change is putting their health at risk.**

As pollution from burning oil, coal and gas drives up global temperatures and poisons the air we breathe, older people are particularly vulnerable. Extreme heat is causing heatstroke, heart attacks, and kidney disease.

Air pollution is worsening heart and lung conditions.

Extreme weather like floods and wildfires are cutting off access to essential care. If we don't act now, health risks to older people will worsen as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for all generations.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

7. INFECTIOUS DISEASE

We all want to keep our families and communities healthy and safe from harm. **But climate change is spreading infectious diseases.**

As pollution from burning oil, coal and gas drives up global temperatures, we are starting to see mosquitoes and ticks move into new regions and stay active for longer periods, spreading diseases like malaria, dengue, and Zika.

At the same time, heat and floods are fuelling waterborne and foodborne illness and straining public health.

Climate change is also making future pandemics more likely.

If we don't act now, infectious disease rates will increase as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and prevent diseases from spreading.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

8. MENTAL HEALTH

We all want to be able to live happy, healthy lives where we can thrive. **But climate change is harming our mental health.**

As smoke and fumes from burning oil, coal and gas drive up global temperatures and poison the air we breathe, we see rising rates of anxiety and depression.

At the same time, climate disasters like floods and wildfires are taking lives, destroying our homes and businesses, and causing long-lasting trauma.

If we don't act now, the toll on our mental wellbeing will increase as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our mental and physical health.

Stopping deforestation and investing in sustainable farming will protect the natural world that is so essential to our wellbeing.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

9. EXTREME WEATHER EVENTS AND HEALTH

We all want to keep our families and communities safe. **But climate change is causing more intense and frequent extreme weather events, putting our lives at risk.**

As pollution from burning oil, coal and gas drives up global temperatures, we are seeing catastrophic floods, heatwaves and storms. These events are causing deaths, injuries and serious illnesses, as well as fuelling infectious disease outbreaks.

Extreme weather is causing trauma and displacement and pushing already overburdened health systems to the brink.

If we don't act now, these dangers will keep worsening as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and preserve natural buffers against extreme weather events.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

10. FOOD AND WATER SECURITY

We all want our families to always have enough to eat and drink. **But climate change is making that harder.**

As pollution from burning oil, coal and gas heats up the planet and causes more extreme weather, crops are failing, supply chains are being disrupted and food prices are rising. Meanwhile, droughts are drying up water supplies, while floods are contaminating them.

When essentials like food and water are unavailable or unaffordable, every aspect of our health suffers.

If we don't act now, food and water insecurity will keep increasing as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

11. ECONOMIC AND SOCIAL COSTS OF HEALTH IMPACTS

We all want our communities to thrive. **But climate change is threatening our health, livelihoods and economies.**

As pollution from burning oil, coal and gas drives up global temperatures, poisons the air we breathe and causes more extreme weather, it is making it dangerous or impossible for people to work.

Climate-fuelled disasters and diseases are pushing families into poverty, due to missed work days, lost jobs and premature deaths.

If we don't act now, financial insecurity will keep increasing as temperatures continue to rise.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and more prosperous world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, improve our health, and create new jobs.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

12. ACCESS TO HEALTHCARE

We all want our loved ones to get the care they need when they are sick. **But climate change is making that harder.**

As pollution from burning oil, coal and gas drives up global temperatures and poisons the air we breathe, it is making more people sick and piling pressure on already overburdened health services.

From heatstroke, heart and lung conditions to infectious diseases, the pressure on health systems is increasing. Extreme weather like floods and wildfires are damaging health facilities and cutting off access to essential services, right when they are needed most.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier and safer world for everyone.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health.

Stopping deforestation and investing in sustainable farming will protect nature and ensure we have nutritious food for our families.

Strengthening healthcare systems will help us cope with the impacts of climate change and build more resilient communities.

To turn these solutions into reality, governments must act now.

13. NATURE, BIODIVERSITY AND STEWARDSHIP

We all depend on the natural world that surrounds us -to breathe clean air, drink fresh water, grow food, and sustain life. **But climate change is pushing the balance of nature to a breaking point.**

As pollution from burning oil, coal and gas drives up global temperatures and poisons the air we breathe, habitats are vanishing, coral reefs are dying and over a million species are at risk of extinction.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to be good stewards of the Earth and build a healthier future.

Protecting nature and combating climate change go hand in hand.

Stopping deforestation and investing in sustainable farming will safeguard natural carbon sinks, ensure we have nutritious food for our families, and help protect us from extreme weather.

At the same time, rapidly phasing out fossil fuels and investing in clean energy will save lives and wildlife, clean our air and water, and give the planet the chance to heal.

To turn these solutions into reality, governments must act now to tackle climate change.

14. FUTURE GENERATIONS

We all care deeply about the future of our children and younger generations. **But our kids are growing up in a world with a lot of frightening challenges. Amongst the biggest is climate change.**

With temperatures rising and extreme weather events becoming more frequent, our children are already suffering. These impacts are only set to get worse if we don't act, with more heatwaves, floods, wildfires, and droughts causing death, disease, displacement, and food and water shortages.

The best years of our children's and grandchildren's lives could be full of disruption on a devastating scale.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a healthier, safer and more prosperous world for our children.

Rapidly phasing out fossil fuels and investing in clean energy will save lives, clean our air and water, and improve our health today and into the future.

Stopping deforestation and investing in sustainable farming will safeguard nature and ensure we have nutritious food for our families.

To turn these solutions into reality, governments must act now to tackle climate change.

15. JOBS AND ECONOMY

We all want secure, meaningful work that allows us to enjoy life and support our families. **But people are struggling. As climate change gets worse, economies and jobs are being put at risk.**

But there's a way to tackle both the employment and climate crises.

By moving away from polluting industries and investing in renewables, we can create a generation of secure jobs in new industries. Professionals and tradespeople will find fulfilling employment, such as installing solar panels and insulating homes. In many countries, clean energy industries are already prospering.

But the longer governments keep backing fossil fuels like oil, coal and gas, the

more people will be trapped in declining industries, facing unemployment and uncertainty.

The good news? We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize a once-in-a-generation economic opportunity and create a more prosperous world for everyone.

Rapidly phasing out fossil fuels, investing in clean energy and supporting workers through the transition will create stable jobs, grow the economy, and build a brighter future.

To turn these solutions into reality, governments must act now to tackle climate change.

16. COST OF LIVING

We all want to be able to provide for our families. **But climate change is making that more difficult by making life more expensive.**

Climate change-driven heat, drought and floods are devastating crops and driving up food prices. Storms, wildfires, and rising sea levels are destroying homes and businesses. Growing climate risks are leading to skyrocketing insurance prices or stopping companies from issuing it altogether, leaving families and communities to bear the cost.

Meanwhile, our dependence on the fossil fuels like oil, gas and coal that are causing the climate crisis, also makes us more exposed to volatile energy prices, pushing more people into poverty.

But there is good news. We already have the solutions and if we act on them, we can do more than simply avert climate catastrophe - we can seize the opportunity to build a more prosperous world.

Rapidly phasing out fossil fuels and investing in clean energy will lower bills and make life more affordable for everyone.

Stopping deforestation and investing in sustainable farming will safeguard nature and ensure we have cheaper and more nutritious food for our families.

To turn these solutions into reality, governments must act now to tackle climate change.

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