You Say...They Think (Environmental Health)

You Say...	They Think...	What's Triggered in Their Minds?	What Helps?
Our health is our most precious resource. We need to bring more attention to environmental health issues - and we need to take a proactive approach to promoting public health.	Yes, health is important! And so is the environment. We all need to recycle more. And we do need to get people to make healthier choices when it comes to diet and exercise.	*Environmental Health = Environmentalism Health Individualism*	• Use the Explanatory Metaphor Upstream Environments/Downstream Health to expand thinking about the ways in which the natural and built environment influences health outcomes and to distinguish it from merely "being green." • Expand on the frame element of Solutions, offering concrete examples of policies, programs, practices, or initiatives that foster environmental health.
Climate change is a public health issue.	Huh? I don't get it - is the hole in the ozone going to give me skin cancer?	*'Black Box' of Climate Change*	• For climate change communications, use the Value *Protection* to build support for addressing environmental problems to safeguard human health. • Use a clear, concise Explanatory Chain that spells out "what affects what, to what end" - showing how heat-trapping emissions are causing climate impacts, which then lead to specific human health problems.
Chemicals in the air and water supply can interact with and exacerbate existing health problems like inflammation, leading to increased rates of disease and more serious health consequences.	Yes! A lot of businesses make and market dangerous products. That's why it's so important to buy natural and organic cleaners and to properly dispose of cleaning and other household supplies.	*Consumerism Individualism Problem = Contaminants Solutions Confusion*	• Use Explanatory Metaphor Upstream Environments/Downstream Health to redirect public thinking away from individual consumer actions and toward an understanding of how better policies, smarter urban planning, and collective/community action could make a difference. • Offer examples of environmental health problems beyond contaminants, and talk about promotive and protective factors, not just threats and risks.
This is a social justice issue - our most vulnerable citizens, children in poverty, are more likely to be exposed to lead, industrial emissions, vehicle exhaust and other contaminants.	Sounds like the government is asleep on the job once again. Too bad for those poor kids - but hey, we can't all live out in the country just to enjoy the fresh air. Besides, more regulations would hamper the economy.	*Government = Ineffective Zero-Sum Thinking Fatalism*	• Use the Value *Fairness between Places* to replace zero-sum notions that helping some people comes at the expense of the well-being of others with the idea that everyone, regardless of where they live, deserves a healthy environment. • Use the Explanatory Metaphor Ground Crew to reframe the relationship of economic prosperity and environmental health as an issue that can be addressed by professionals trained to find the right balance among complex sets of interests.