

FORWARD FOR HEALTH: BUILDING CLIMATE JUSTICE SOLUTIONS

TODAY'S PLAN

8:45 – 9:00 AM | Welcome

Claire Gervais, MD

9:00 – 10:00 AM | Air Pollution, Climate Change, and Reproductive Health Outcomes

Amy Kalkbrenner, PhD, MPH

10:00 – 11:15 AM | Wisconsin Climate Justice in Action

Moderator: Pamela Guthman, DNP, RN-BC

Keveia Guiden | Energy Burden

Young Kim | Milwaukee Flood Vulnerability and Health Assessment

Brittany Keyes, PT, DPT, ATC | The Air We Breathe...

Rod Erickson, MD | Impact of Climate Change on Rural Populations

11:15 – 11:30 AM | Break

11:30–12:15 PM | Electrifying the Transition for Health: From Your Home to Your Community

Joel Charles, MD, MPH

12:15 – 1:00 PM | Lunch

1:00 – 2:00 PM | Climate Change and Mental Health

Moderator: Lisa Cottrell, PhD, CBSM, DBSM

Christy Wilson Mendenhall, PhD

Dekila Chungyalpa

2:00 – 3:00 PM | Climate-Smart Healthcare Vignettes

Moderator: Kelly DeMarco, OTR/L

Bryan Webster, MD | Wildwood Family Clinic

Mary Evers Statz | UW Health

Jamie Ferschinger | Sixteenth Street Community Health Center

3:00 – 4:00 PM | Interdisciplinary Action Today for a Healthier Wisconsin Tomorrow

Moderator: Chirantan Mukhopadhyay, MD

Cameron Kiersch, DNP, BSN | Teaching Climate, Health, & Social Justice with Podcast

Katie Tredinnick, DVM/MPH Student | Veterinary Perspectives & Movement Building

Joel Charles, MD | Electrifying Your Community

4:00 PM | Networking

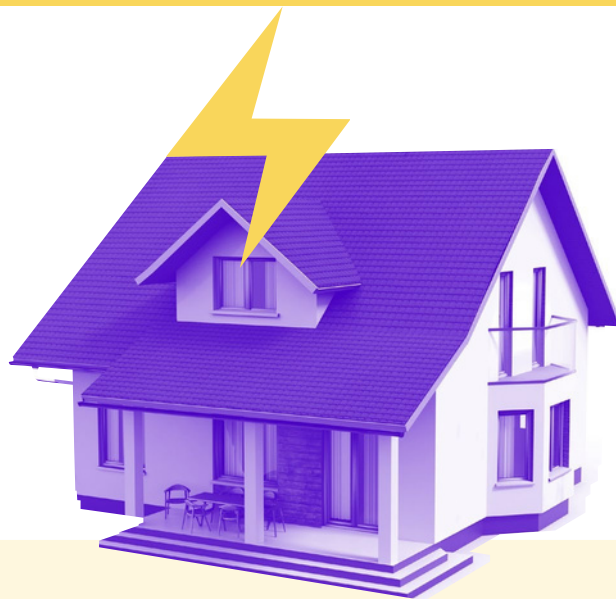
~4:30 | Moving to Blind Shot Social Club, 177 S Fair Oaks Ave, a six minute walk down the Cap City Bike Trail



For all resources from today (including our playlist) scan the QR code or visit www.wiclimatehealth.org/2023-resources

What does it mean to electrify?

To electrify everything, you'll need to replace any machine that currently burns fossil fuels — your gas-powered car, furnace, water heater, kitchen stove and dryer. You might also install some new electric machines, like solar panels, a home storage battery and an upgraded electrical panel and wiring. You don't have to do this all at once — you can wait until the next time your car or air conditioning needs to be replaced. The IRA is a financing tool to help you convert your household to run fully on electricity, backed by renewable energy. You can use the IRA money over the next ten years to electrify at the pace that works for you.



Why go electric? There are three key reasons, all of which will substantially improve your quality of life, and that of the people around you.

Money money money money

Running electric appliances and driving EVs were already becoming cheaper than fossil-fueled machines, but the IRA incentives make this financial choice even more compelling by bringing down the up front costs of electric machines themselves. Households will save on average \$1,800 a year by going electric. You'll also no longer be beholden to the volatility of oil (yo-yoing gas prices!). In the coming years, electric appliances will become cheaper and cheaper to buy and run. For low-income households, the IRA's up-front discounts will unlock lower energy bills year over year.



Save on average \$1800 a year by going electric!

Home clean home

Going electric improves your home health and safety in a number of ways. We know that burning gas in the home is akin to living with a smoker, and is a major factor in childhood asthma. But beyond cleaner air, electric home heating and cooking are more even and consistent, providing better thermal comfort, and greater temperature control.



Burning gas in the home is akin to living with a smoker.

You've got the power

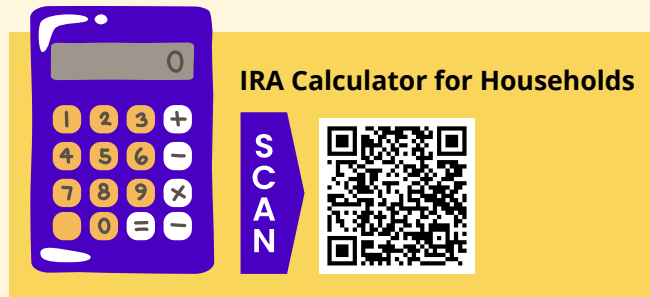
For too long, we've been told there's not much we, as individuals, can do to fight the climate crisis. And while it's true that we need more systemic policy changes (hello IRA), it's also true that 42 percent of energy-related emissions come from our homes and vehicles. Going electric is the equivalent of growing a victory garden — doing your part to help build a resilient, climate-safe future. The bonus is that you control your power — renewable energy that comes from your roof means you're not beholden to foreign dictators and price volatility, and that you're keeping money in your community, supporting local businesses and helping onshore good-paying jobs.



42% of energy-related emissions come from the home.

Jolt into action

A quick overview to get you going



⚡ Key things to know / Timelines

Electrify now!

Some incentives are available **right now**, and others will **start in 2023**. You can [check out our calculator](#) to see which incentives are available to you, and when you can start accessing them. And these are just federal incentive programs — you might have state and local incentives available now, too.

Who gets the money? Everyone!

Your IRA electric bank account is a mixture of up-front discounts right when you buy electric appliances, tax credits you can claim later, and low-cost financing. Your income determines the particular makeup of your bank account.

Show me the money!

[Use our calculator](#) to get an overview of the money available to you, and start thinking about your plan. There are provisions of all kinds, for every kind of household. In the following pages, we'll highlight key incentives for specific groups. We'll also show you some samples of households that might be like yours, so you can get a sense of what your electrification journey might look like.

⚡ The cheat sheet

Switching to electric appliances: The IRA offers households up to \$14,000 in up-front discounts to switch over to electric appliances — covering up to 100 percent of project costs for low-income households and up to 50 percent of costs for moderate-income households. For remaining costs and for households who don't qualify for the up-front discounts, the IRA includes major tax credits for electrification and energy efficiency upgrades. Low-cost financing — which will bring down the monthly, financed costs of electric machines — will also become widely available in the months ahead.

Purchasing electric vehicles: The IRA offers up to \$7,500 toward the purchase of a new electric vehicle and up to \$4,000 toward the purchase of a used electric vehicle. Starting in 2024, these incentives can be accessed as up-front discounts.

Installing rooftop solar and home storage: The IRA provides 30 percent off the cost of rooftop solar, home batteries and geothermal systems.

Making major investments in affordable housing and multifamily rental units. While it may not be consumer-facing, the IRA includes significant funding for rental housing to go electric, cut costs, and increase safety and resiliency.

Is your household income low or moderate?



The IRA targets the most money to low- and moderate-income households who can least afford to upgrade to electric, yet stand to benefit the most from the lower operating costs.

“Low income” or “moderate income” is relative to where you live and

how big your family is. Compared to the “Area Median Income” (AMI) for your region, any household making less than 80 percent of AMI is considered low income, and any household making between 80 percent and 150 percent of AMI is considered moderate income.

Low- and moderate-income families are eligible for up-front discounts that can pay for lots of electrification upgrades! Low-income families will have 100 percent of their electrification costs covered up to \$14,000, and moderate-income families will have 50 percent of their costs covered (but they can pair the discounts with tax credits for additional savings).

→ Read our case study ([page 18](#)) to see how a low-income family will pay almost nothing to electrify their home.

→ Read our case study ([page 20](#)) to see how a moderate-income family will electrify their home for half-off and use tax credits to recoup some of the remaining cost.

Is your household income too high to qualify for up-front discounts?



If your household income is over 150 percent of your Area Median Income, you won't qualify for the IRA's up-front electrification discounts. In the Denver suburbs, that might mean an income over \$160,000 for a family of four... or in Lancaster, Pennsylvania, an income over \$100,000 for a household of two.

Instead, these folks can take advantage of the IRA's electrification tax credits, which will reduce final costs by up to 30 percent!

→ Read our case study ([page 28](#)) to see how a high-income family will electrify their home by taking full advantage of the 30 percent tax credits.

Low-cost financing — which will bring down the monthly, financed costs of electric machines — will also become widely available in the months ahead.

Most households will qualify for the new EV tax credit, too, though some very high-income households won't. Very expensive cars also won't qualify. So, if you have your eyes on a future electric Ferrari, you're on your own for that one.

Are you a renter?



The IRA's up-front electrification discounts and electrification tax credits can all be used by renters! Renters are also eligible for the used and new EV tax credits.

Many electrification upgrades (including window-unit heat pumps, induction cooktops / stoves, and heat pump clothes dryers) are portable, so renters can bring them to their next homes and won't have to leave any savings behind.

→ Read our case study ([page 24](#)) to see how a couple of low-income renters will be able to install portable, window-unit heat pumps for free!

Renters can also switch to fully renewable electricity from their utility or subscribe to community solar — which will be cheaper because of the IRA's renewable energy supply incentives.

And although they're not exactly consumer-facing, the IRA includes multiple provisions that will benefit renters by incentivizing energy retrofits in apartment buildings.

For all case studies & details visit the full guide at www.rewiringamerica.org/IRAGuide or scan the QR code



Breakout 1: Your plan

Up-front discount Tax Credit

The most important thing is to get Rewiring Ready. This means creating an electric plan, like the households in our case studies. Of course, your plan needn't be as extensive. Just knowing what's available to you, and how to get ready to electrify, is your first step. Because if your furnace dies in the middle of a cold winter night, you may make an emergency decision that locks in higher costs and fossil fuels emissions for the next 20 years. We've grouped things that make sense to upgrade together in the table below. Fill in the year you might upgrade each of these items. We've done the first one for you, to encourage you to switch to a clean electricity plan ASAP!

Fill In Year!	Buying	Up-front discount, low-income	Up-front discount, moderate-income	Tax credit
2022	Clean electricity			
	Electrical wiring (pre-wire outlets early!)	100% up to \$2,500 (HEEHR A)	50% up to \$2,500 (HEEHR A)	
	Electrical panel (if under 100-amps)	100% up to \$4,000 (HEEHR A)	50% up to \$4,000 (HEEHR A)	30% up to \$600 (25C) or 30% uncapped (25D), depending on the corresponding upgrade ⁹
	Weatherization	100% up to \$1,600 (HEEHR A)	50% up to \$1,600 (HEEHR A)	30% up to \$1,200 (25C)
	Heat pump	100% up to \$8,000 (HEEHR A)	50% up to \$8,000 (HEEHR A)	30% up to \$2,000 (25C)
	Heat pump water heater	100% up to \$1,750 (HEEHR A)	50% up to \$1,750 (HEEHR A)	30% up to \$2,000 (25C)
	Electric/induction stove	100% up to \$840 (HEEHR A)	50% up to \$840 (HEEHR A)	
	Heat pump clothes dryer	100% up to \$840 (HEEHR A)	50% up to \$840 (HEEHR A)	
	New EV	\$7,500 (30D) ¹⁰		
	Used EV	30% up to \$1,000 (30C) ¹¹		
	EV Charger	30% up to \$1,000 for some census tracts (30C)		
	Rooftop solar	30% (25D)		
	Geothermal heat pump	30%(25D)		
	Battery storage	30%(25D)		

⁹. 25C provides households a 30% tax credit for an electrical panel upgrade, capped at \$600, if it's upgraded in conjunction with another upgrade covered by 25C (like a heat pump or heat pump water heater). 25D provides households a 30% uncapped tax credit for an electrical panel upgrade if it's upgraded in conjunction with rooftop solar.

10-11. In 2023, the electric vehicle incentives will be accessible as tax credits. Starting in 2024, these incentives will be transferable to dealerships in exchange for up-front discounts.

*Not every household will be eligible for every incentive: product standards, income limits, and other eligibility requirements apply. For more information on the incentives, check out the [calculator](#).

CLIMATE-SMART TOOLKIT

WHPCA developed this tool to provide a starting point for budding green teams in Wisconsin.

NEEDS ASSESSMENTS & FOCUS AREAS

GHG EMISSIONS

Why is assessing Greenhouse gas (GHG) emissions so important? While some emissions metrics may be required to report to state or federal agencies, knowing your system or facility's emissions will be important data to help your Green Team identify areas in which your team can cut down on emissions. Tracking emissions also helps you to quantify changes as you aim to lower your GHG emissions.

Knowing your direct and indirect emissions also will help your team to develop goals, and demonstrate your team's findings to stakeholders like your Executive Team. Finally, keeping an eye on emissions data will help you track progress over time, especially as you implement your team's green initiatives!

Need help calculating your emissions?
Practice Greenhealth's Accounting Tool provides a way to help gauge the impact of your organization. ASHE also has paid services that are designed to help collect and analyze emissions data, including a helpful [energy dashboard](#) that tracks progress.

ENERGY STAR RATING

Do you know your system or building's ENERGY STAR management data to see how it compares to other buildings? Click the links below to see more information.

Energy Star Assessment Matrix - [for MW](#)
Energy Star Assessment Matrix - [for AS](#)

WHY EMISSIONS DATA IS IMPORTANT

A first step to use your GHG Data

1. GET A BASELINE
Establish a baseline and to ensure you have your green team set a baseline for your organization's current emissions.

2. SET GOALS

BUILDING TEAM STRATEGY

ROLES AND GOALS

In this section we discuss important ideas on how to keep your Green Team engaged and motivated as you tackle challenges in your organization. More than likely, your team is a group of volunteers with their own lives, jobs, and other commitments. You will need a plan to stay energized to keep fighting for the health of patients and the climate.

DEFINING YOUR MISSION

Defining values or a mission may seem redundant at first. Obviously, we all are aiming to reduce carbon emissions, so what is the point? For your team, a mission statement can help members set SMART goals that are relevant and tie back to your overall mission. Sharing your mission with others will help demonstrate why your work is so valuable, and why others should be interested in your work.

SETTING GOALS & OBJECTIVES

SMART goals are Specific, Measurable, Achievable, Relevant, and Timely. Setting SMART goals will help you and your team to stay within the scope of your goals, and frame your step-by-step objectives accordingly. When accomplishing tasks, your team should be able to relate them to a larger goal.

ASSIGNING ROLES

Roles can be an important part of organization and accountability on your team. Members knowing their roles as well as strengths and weaknesses will make communication and accomplishing objectives flow more smoothly. Think about which roles may suit your team and your team's goals. Consider which roles can be assigned to team members to work outside of your organization for different projects.

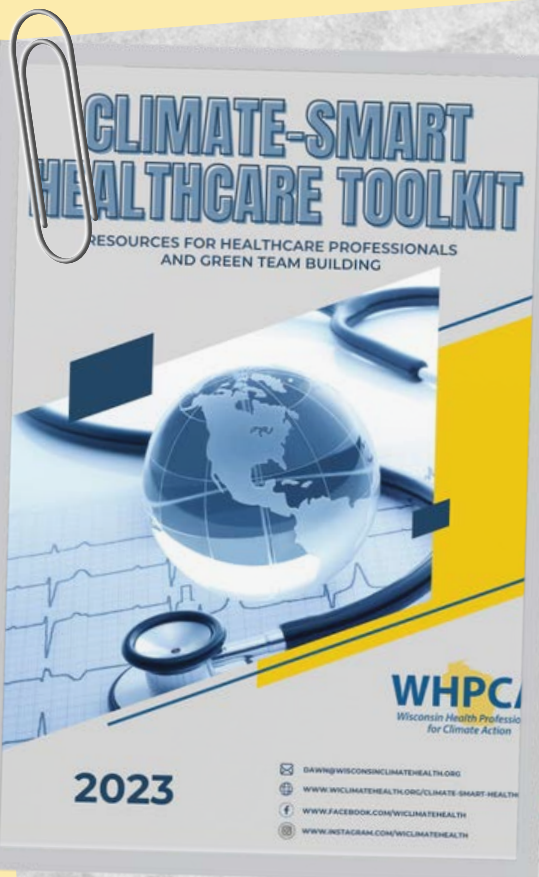
SOME EXAMPLES OF ROLES INCLUDE:

1. Energy sustainability lead
2. Waste management lead
3. Social media/newsletter coordinator
4. Systems expert
5. Supply chain management liaison

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WHPCA's goal is to provide this resource alongside Green Team Leadership trainings and expert advice from Climate-Smart healthcare professionals within our organization.

ACCESS THE TOOLKIT



INCLUDES:

- STEP-BY-STEP GUIDE TO STARTING GREEN TEAMS
- IDEAS FOR GREEN PROJECTS AND OBJECTIVES
- SUCCESS STORIES
- EDUCATION ON EMISSIONS
- ADDITIONAL RESOURCES





The Solutions for Pollution Campaign calls on the Biden administration to carry out its responsibilities under our nation’s bedrock environmental laws, including the Clean Air Act, and set the strongest possible safeguards on pollution. Federal agencies ask for feedback from the public before finalizing pollution rules, and these comment periods are the best time for healthcare professionals to speak up and demand the strongest possible pollution safeguards!

The 2023 Campaign in Progress:

Good Neighbor Air Quality Plan – Success!

The Good Neighbor Air Quality Plan to improve downwind air quality reduces smog-forming pollution from power plants and industrial facilities in upwind states that endangers communities and families in downwind states.

A Win! After feedback from the public, including letters and press from Wisconsin health professionals, the EPA finalized the Good Neighbor plan on March 15. The EPA estimates in 2026 this plan will prevent approximately 1,300 premature deaths, avoid more than 2,300 hospital and emergency room visits, cut asthma symptoms by 1.3 million cases, avoid 430,000 school absence days, and avoid 25,000 lost work days.



Soot Air Quality Standards – In progress, EPA currently reviewing comments

The Soot Air Quality Standards or particulate NAAQS standards limit dangerous fine particulate pollution that triggers asthma attacks and leads to respiratory problems, heart attacks, and premature death.

The EPA's comment period closed on March 28. Our health professionals had a morning segment on Wisconsin Public Radio, wrote and published letters to the editor and opinion editorials, and hosted a community event on air quality and health equity. More than 9,500 Wisconsinites submitted comments calling for the strongest possible soot pollution safeguards. Thank you for speaking up!



COMING SOON

We are watching for agencies to propose the following safeguards in 2023 – Get ready to take action with us!

Get action alerts in our newsletter or through our Policy & Advocacy team. Pro tip: prepare your public health story now. Then you can use this for op-eds and comments when it's announced.

!! Carbon Pollution Safeguards

Could limit carbon pollution from fossil fuel-fired power plants, which are responsible for 1/4 of US carbon pollution.

The same statutory authority could also be used to set carbon pollution standards for industrial sources.

~Likely late April or May

Mercury & Air Toxics Standards

Requires coal plants to reduce mercury, acid gases, and other hazardous pollutants. Mercury causes permanent damage to the brains of babies and fetuses, leading to developmental delays, learning disabilities, and birth defects.

Proposal just released on April 5, public feedback will open soon

Coal Ash Standards

A set of requirements for the safe disposal of coal ash from power plants. Unsafe coal ash disposal in landfills or ponds can contaminate groundwater and surface water with toxic chemicals, pollute air with dust, and cause catastrophic spills.

~Likely in 2023

Power Plant Wastewater

Limits pollutants in wastewater discharge from coal-fired power plants, which can include mercury, toxic metals, and other dangerous chemicals.

~Likely in 2023

Breakout 2: Connecting to Your Community



Individual Steps

What will you do to transition your home? What behaviors would you like to try changing (biking/transit/walking, food, +)? What would you like to learn or explore more?



Home & Interpersonal Steps

Who will you invite to your house party? What meetings or events will you attend? What conversations would you like to start?



Workplace & Organizational Steps

Who will you engage within your workplace? How will you engage your students, colleagues, leadership, or others? What is your first goal?



Community & Policy Steps

What local changes can you get involved with/start looking into? What policies will you take action on?



Figure from National Center for Chronic Disease Prevention and Health Promotion. (2011)

STRONGER TOGETHER

WISCONSIN HEALTH PROFESSIONALS FOR CLIMATE ACTION



HEALTHY CLIMATE
WISCONSIN

WHO ARE WE?

The climate crisis is a health emergency. We are committed to advocating for equitable solutions that decrease the impact of climate on human health. We create and share resources, educate, network, empower our members to advocate for their communities health, and catalyze the transition to climate-smart healthcare in Wisconsin.

Since our 2020 launch, here's just a peek at what we've accomplished:

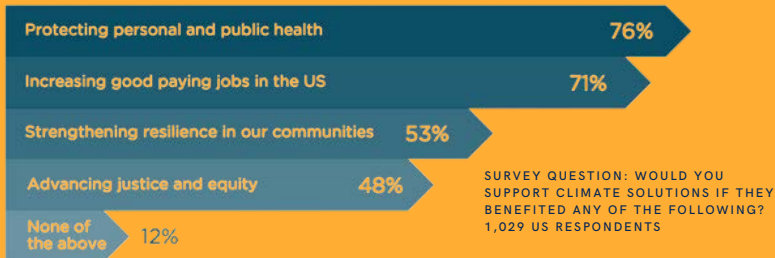


- Our members have had over **159 press hits**, including op-eds, news articles, TV interviews, and podcasts.
- We partnered to create reports and toolkits such as the [Wisconsin Medical Alert](#) and the [Costs of Inaction](#). Our Medical Alert was cited in Wisconsin's first Clean Energy Plan released by Governor Evers in 2022.
- We've co-hosted **22** educational events and given talks at an additional **56** events or health courses/conferences.
- Our health professionals gave hundreds of oral/written testimonies and met with policymakers. This **moved policy on all levels**, including local energy resolutions (i.e., Brown County), expanded solar financing, IRA, and more!

WHY US?

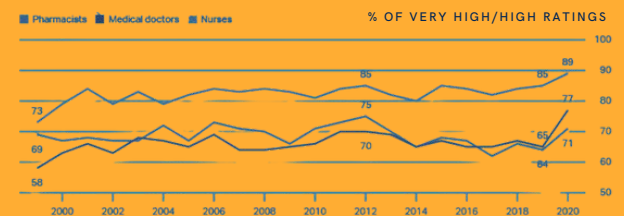
THE MAJORITY OF AMERICANS SUPPORT CLIMATE SOLUTIONS THAT PROTECT HEALTH

ECOAMERICA 2020



HONESTY & ETHICAL RATINGS OF HEALTH PROFESSIONALS (PUBLIC TRUST)

GALLUP, 2020



- Health professionals are highly trusted and are critical messengers/advocates
- Health professionals live & work in diverse communities across the sociopolitical spectrum
- Health is the most effective messaging for increasing climate policy support

WHERE?

We aim to empower, protect, and bring resiliency to all communities in Wisconsin. Our work has been so impactful that we are being recognized nationwide. For example, in February 2023, our Director was invited to a private White House Event with prominent leaders from our state.

No matter where you are in the state or what type of public health or healthcare worker you are, we welcome you! Our meetings are primarily virtual, but we are expanding into more local and regional in-person events and meet-ups!



HOW?

Practice raising your voice and connect with us by joining one of our working groups! Or help support our volunteers by making a gift. The climate health emergency is here, but together we can build resilient communities. A little gift today creates a brighter tomorrow. Support our work to bring clean energy, clean air, and better health to your family and neighbors. Scan the QR code to give!

SCAN ME

