Dear Public Leader,

Over 150 major medical organizations, representing over 650,000 health professionals have declared that climate change is a health emergency. This includes the Wisconsin Medical Society, whose physician membership strongly endorsed key policies to transition Wisconsin to 100% clean energy while preparing for climate change.

Climate change is here and harming our health now, and the public knows it. A transition to 100% Wisconsin-produced clean energy would clean our air, make us healthier, pay for itself, and create thousands of good-paying jobs benefitting both rural and urban Wisconsinites.

This document will help you develop ways to talk to your constituents about climate change, clean energy, and health. It consolidates key polling to highlight why your constituents want you to do so. It combines that polling driven messaging with the evidence base on clean energy benefits. Although the polling in this document is national, you can use this link to access polling specific to your district.

Over 80% of voters support policies to expand clean energy. Regardless of your party, it's clear that talking about these issues, and more importantly, supporting policy which transitions our state to Wisconsin-produced clean energy is not only good policy, it's good politics. Depending on your particular constituency, clean energy policies can be framed as climate change solutions with health, economic, and justice benefits, or without mention of climate change for their benefit to health, jobs, energy costs, clean air, and rural economies.

At WHPCA we look forward to working with you in the months and years ahead to protect the health of you and your constituents.

Sincerely,

Over 300 Doctors, Nurses, & Health Professionals from Across Wisconsin
Building a clean energy economy is good for Wisconsinites.

It will save Wisconsin lives, create jobs, and save us all money.

A transition to Wisconsin-produced clean energy would clean our air, make us healthier, pay for itself, and create thousands of good-paying jobs.

- It would save 1,900 Wisconsin lives each year, mostly from cleaner air. This means fewer asthma and heart attacks, less cancer, and fewer stillbirths and premature births.\(^6\)
- It would save $21 billion/yr in avoided health damages. \(^6\)
- It would add 160K jobs to Wisconsin's economy. \(^6\)
- It would increase Wisconsin's GDP by $14 billion. \(^6\)
- It is a major opportunity for rural economies to create rural jobs and boost township revenue that keeps schools open and roads repaired. \(^7\)

Building a clean energy economy is possible. We can transition to a 90% clean grid by 2035, while saving consumers money, without sacrificing reliability. \(^8\)

**Messaging: Climate Framing**

Climate change is already making Wisconsinites sick.

- Worse heat waves threaten the elderly, those with heart disease, and those who work outside.
- Worse air pollution makes kids vulnerable to asthma.
- Larger storms and worse flooding contaminate both rural wells and city drinking water.
- Warmer temperatures threaten to bring new diseases and increase the threat of vector-borne illness.
Support for climate action is growing fast

Across the political spectrum

80-90% of voters support expanding clean energy

The key divides are not between Republicans & Democrats

Pew polling shows the main divides are actually between:

- Moderate and Conservative Republican voters
- Millenial and Older Republican voters
- Male and Female Republican voters

Essentially it is older male more conservative Republican voters that are the only ones not heavily favoring climate policy.

Supports Fossil Fuels

Supports Developing Alternative Energy

Messaging: Clean Energy Framing

Framing clean energy benefits for rural and urban communities:

Shifting to clean energy promises all Wisconsin communities cheap, never-ending sources of locally produced energy that clean our air and bring more jobs. Rural communities will benefit especially from more jobs and more property tax revenue to fund local schools and roads. Urban communities will benefit in particular from cleaner air, more jobs, and a more just energy system.

For more information on climate polling please see:

1. Two-Thirds of Americans Think Government Should Do More on Climate, Pew Research Center
2. An Open Letter to Candidates, Medical Society Consortium on Climate and Health

WWW.WICLIMATEHEALTH.COM
OVER 150 MAJOR U.S. HEALTH AND MEDICAL ORGANIZATIONS, REPRESENTING OVER 650,000 HEALTH PROFESSIONALS, HAVE DECLARED THAT CLIMATE CHANGE IS A HEALTH EMERGENCY.

WHICH REASONS TO SUPPORT A TRANSITION TO CLEAN ENERGY ARE THE MOST IMPORTANT?

Americans increasingly view health as a primary impact of climate change. Improving health and cleaner air are bipartisan reasons to support the expansion of clean energy and climate policy. 

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**Reasons**

- Reduce energy costs
- Get energy from sources that never run out
- Reduce water pollution
- Increase America’s energy independence
- Provide a better life for our children and grandchildren
- Reduce air pollution
- Improve people’s health
- Create jobs and a stronger economy
- Make energy costs more stable
- Save plant/animal species from extinction
- Protect God’s creation
- Protect communities harmed by fossil fuels
- Reduce military costs of energy access
- Reduce influence of fossil fuel industry
- Make the U.S. a global energy leader
- Reduce global warming

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**Table**

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Republicans</th>
<th>Democrats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce energy costs</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Get energy from sources that never run out</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Reduce water pollution</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Increase America’s energy independence</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Provide a better life for our children and grandchildren</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>Reduce air pollution</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Improve people’s health</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Create jobs and a stronger economy</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

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**Mean importance rating**

- Republicans
- Democrats

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**% Who chose this as the single most important reason**

- Republicans
- Democrats

---
### AN INCREASING NUMBER OF AMERICANS THINK THAT CLIMATE CHANGE’S HARM TO HUMAN HEALTH ARE BECOMING MORE COMMON

An increasing number of Americans think that climate change’s harms to human health are becoming more common.

### WHY THIS MESSAGING IS GOOD FOR YOU

POLLING GUIDE

WHY THIS MESSAGING IS GOOD FOR YOU

**WHICH POLICIES HAVE SUPPORT? PROVIDING SOLUTIONS**

<table>
<thead>
<tr>
<th>Policy</th>
<th>Support</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting about a trillion trees to absorb carbon emissions</td>
<td>90%</td>
<td>9%</td>
</tr>
<tr>
<td>Providing a tax credit to businesses for developing carbon capture/storage</td>
<td>84%</td>
<td>15%</td>
</tr>
<tr>
<td>Tougher restrictions on power plant carbon emissions</td>
<td>80%</td>
<td>19%</td>
</tr>
<tr>
<td>Taxing corporations based on their carbon emissions</td>
<td>73%</td>
<td>25%</td>
</tr>
<tr>
<td>Tougher fuel efficiency standards for cars</td>
<td>71%</td>
<td>28%</td>
</tr>
</tbody>
</table>

% U.S. Adults (across political leanings)

WWW.WICLIMATEHEALTH.COM
A CLEAN ENERGY ECONOMY WOULD BENEFIT ALL OF US

Shifting to a clean energy economy free of fossil fuel air pollution would ultimately:

- **Save at least 250,000 American lives each year**.\(^9,10\)

- **Produce $700 billion each year in benefits from avoided health costs and improved labor productivity**.\(^10\)

For more information & health messaging

3. Republicans and Democrats Differ in their Primary Reasons for Supporting Clean Energy, from the [Yale Program on Climate Change Communication](https://climate.yale.edu/)

4. George Mason University Center for Climate Change Communication

5. Reframing climate change as a public health issue: an exploratory study of public reactions

6. Wisconsin Opportunity in Domestic Energy Production: The Economic and Health Benefits of 100% In-State Energy Production

7. Wind and Solar, the New Cash Crops.

8. Goldman School of Public Policy, 2035 The Report


All figures are from research conducted by the Pew Research Center, the Yale Program on Climate Change Communication, and the George Mason University Center for Climate Change Communication.

PROTECTING HEALTH: A CLIMATE POLICY

A GUIDE TO HOW YOUR CAMPAIGN CAN BENEFIT FROM HEALTH MESSAGING