



**COUNTY OF SAN LUIS OBISPO HEALTH AGENCY  
PUBLIC HEALTH DEPARTMENT**

[www.slopublichealth.org](http://www.slopublichealth.org)

# OUTSIDE **IN** SLO

**WE TAKE HEALTH AND CLIMATE CHANGE PERSONALLY**

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# Campaign Goals

- Raise awareness about the connection between climate change and health
- Promote actions that reduce risks of climate change & improve health
- Train staff, clients, and community organizations
- Do it all on a shoestring budget



# Campaign Style

- Co-benefit (“win-win”) Framing
- Emotionally Compelling – Connect with family health, values, and emotions
- Action Oriented
- Personal and Locally Relevant
- Positive



# Planning: Feb – Aug 2014

- Recruited community partners
- Developed logo and tagline
- Drafted evaluation plan
- Developed print materials
- Hosted a kick off meeting



# Materials

- Brochure
- 4 one-pagers
- Stickers
- Window Decals
- Promotional Giveaways



Photo: Courtesy of SLO County APCD

We care about healthy living in San Luis Obispo County. That is why we are concerned about climate change. Now is the time to come together as a community and talk about how climate change is affecting our well-being. The good news is, many actions that help limit climate change also improve the health of our families and community.

"I take climate change and health personally because I want a hopeful future for my children. My daughter loves riding her scooter to school. We go to SLO's farmer's markets to get the ripest produce as often as possible."  
- Dr. Penny Borenstein,

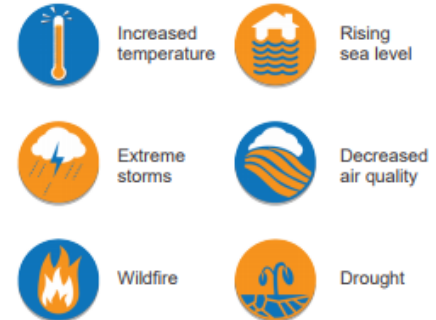
Resident and SLO County Health Officer

## Climate Change Affects Our Health

Climate change is an important public health issue. While these impacts will touch all of us, children, pregnant women, seniors, people with chronic diseases (like heart disease and diabetes), outdoor workers and farmers, people living in poverty, and some communities of color are at greater risk. Impacts on our health include:

- Heat illness and death (increasing temperature, heat waves)
- Respiratory illness (increasing temperature, air pollution, wildfire)
- Allergies from pollen, molds and air pollution
- Injuries, illness, death and mental stress (storms, disasters)
- Infectious and vector borne diseases (increasing temperature, rainfall)
- Water borne disease, water quality (drought, floods, contamination )
- Loss of housing and jobs, economic impacts

Climate change threatens our health now and will impact our way of life in the future. We can see some of these changes today across the United States and right here in SLO County, including:



To learn more and get involved, go to:  
[healslo.com](http://healslo.com)

OutsideIn SLO is a partnership between San Luis Obispo County Public Health Department and the California Department of Public Health.



# Campaign Activities

- 20+ presentations
- Outreach booths at farmer's markets
- Media coverage
- Social media posts
- WIC curriculum
- Radio PSA's



# Meeting with Congresswoman Capps



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# “Health, Climate Change, & Resilient Food Systems”

Secretary Karen  
Ross



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# WIC Climate & Health Class

- WIC and Health Promotion staff collaboration
- Dec 2014 – Jan 2015
- June – July 2016
- Reached ~2000 families



# 20 Minute Lesson – Flip Chart



- Climate vs. Weather?



- How is the climate changing?



- How will it impact SLO County?



- How does it impact your family's health?



- What can you do?



# Suggested Actions

- Transportation – walk, bike, bus, & train
- Home – energy use, drought resistant landscape, shorter showers
- Drinking Water
- Local Food

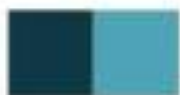
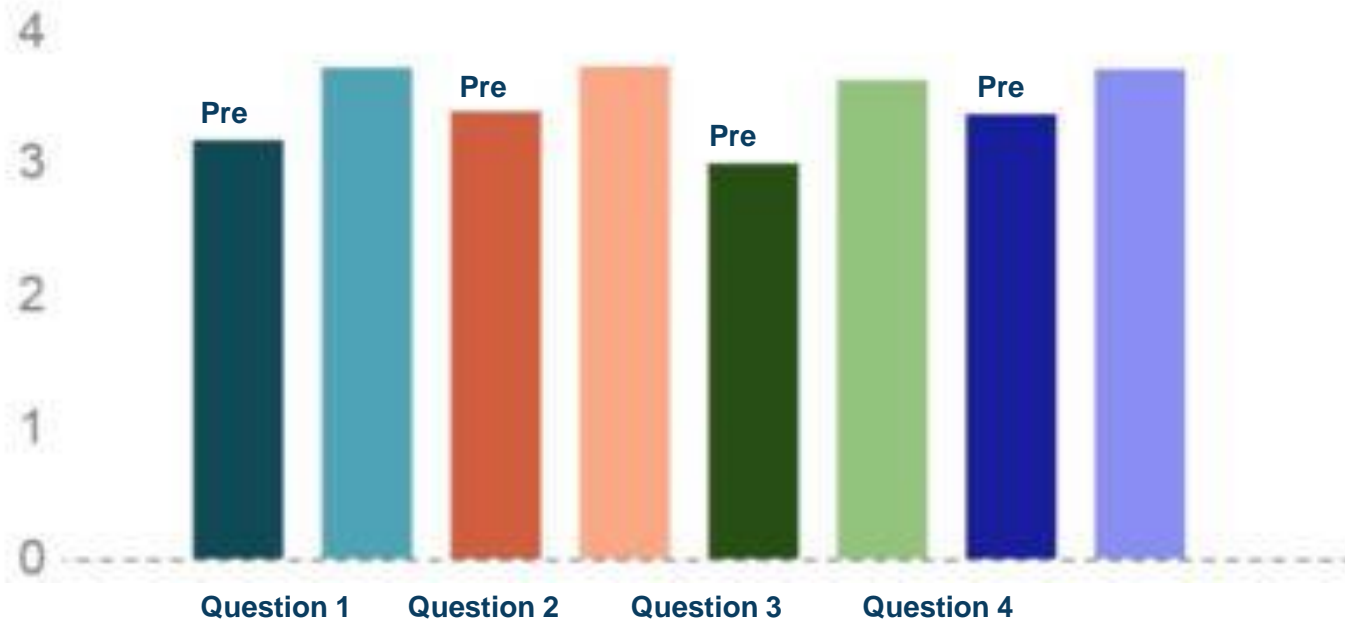


# Evaluation

- Pre and post evaluation completed for 400+ clients
- Separated by language and group/individual education format
- Two parts to survey:
  - Behavior change
  - Knowledge
- Follow-Up Calls



# Intention of Participants to Change Behavior Pre Vs. Post Education



Question 1: How important is climate change to you?



Question 2: Do you think you and your family will make changes to help your health and the environment?



Question 3: Will you talk about climate change with your family and friends?



Question 4: In the next 3 months, will you be able to make changes to help your health and the environment?

# Evaluation Results

- Behavior Change based question all showed significant ( $p < 0.05$ ) changes
- Increased intention to engage in healthy and climate friendly activities
- No changes between treatment groups
- Minimize paper – minimize the workload on WIC staff



Curriculum available at:  
[www.healslo.com/webinar-resources](http://www.healslo.com/webinar-resources)



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# Lessons Learned

- Climate change as a health issue was new for the public as well as staff
- People were receptive to campaign messages and willing to engage
- The co-benefit framework was instrumental to the success of the campaign
- Challenge moving from education to engagement
- Need for additional resources



# For More Information

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