

### A SNAPSHOT OF NARRATIVE CHANGE AND STORYTELLING APPROACHES

[Climate Change, Health & Equity](#) (CCHE) is a 5-year \$30 million initiative from the Kresge Foundation that aims to build the capacity of health care and public health to promote equitable climate resilience practices, mobilize health care and public health practitioner engagement in climate advocacy, and strengthen community-based leadership to accelerate implementation of equitable policies that advance climate resilience and health equity.

#### **CATALYST MIAMI** CATALYST MIAMI: EXTREME HEAT ACTION PLAN

*Strengthening our communities today. Collectively transforming tomorrow.*



[Catalyst Miami's](#) ongoing partnerships with researchers, academia, federal agencies, local government, media, philanthropies, community-based organizations and public health contributed to the success of its [Extreme](#)

[Heat Action Plan](#) and a proliferation of projects, programs and studies related to climate resilience in the face of extreme heat. Published in 2022 after nearly two years of interviews, listening sessions, public workshops and community organizing, the Plan outlines 19 actions within three goals.

Taken together the actions aim to reduce the health and economic impacts of increasing extreme heat

and create a baseline for further research and new partnerships around extreme heat. Perhaps the biggest win is narrative change around heat that was attributed to Catalyst Miami and their partners' work.

*"There's been a win in a narrative change around heat (long-term and within the last year) that was attributed to our and our partners' work. There is now political will and narrative that there's a real problem here and we need action. We've come such a long way from having to explain why we need to a Chief Heat Officer [as in 2020 and 2021]." – Catalyst Miami Focus Group Participant*

**The Extreme Heat Action Plan is leading to tangible benefits for community, including:**

- Increased funding for weatherization and tree planting in neighborhoods disproportionately impacted by extreme heat.
- Air conditioning units for public housing.
- Department of Energy grant for resilience hubs and cooling sites.
- Proposed worker protection ordinance.
- Training for health care and community disaster volunteers.
- Pilot testing to change heat advisory/warning thresholds.

*"[The success of the process for the Extreme Heat Action Plan] has led to ripple effects and other actors and FL municipalities working on policy change based on this model. That people's ideas turned into solutions that may bring relief and tangible benefits to them, is also a step to restore trust in government." – Catalyst Miami Focus Group Participant*

## OTHER EXAMPLES FROM CCHE GRANT-FUNDED PARTNERS



The [American Public Health Association's \(APHA\)](#) partnered with the National Center for Healthy Housing to offer Climate

Communications Bootcamp, a two-day training to build skills around delivering key climate and health messaging, as well as communicating and engaging with policymakers, media and other key audiences. The training culminated in a Capitol Hill visit for 77 participants interested in putting their new skills into practice in meetings at the U.S. congressional offices in D.C. The training included a segment on using the Kresge climate and health messaging framework.



[Go Austin Vamos Austin \(GAVA\)](#) engaged with federal and state legislators to

discuss the need for legislation to support residents with accessing flood insurance. Frances Acuña of GAVA engaged with representatives across all levels of government and initially faced numerous roadblocks when trying to advocate for her community. With time, Frances shifted her talking points and instead highlighted the district-wide benefits of establishing new legislation around flood insurance. As a result, Frances was able to successfully communicate with legislators and experienced more momentum in advocating for her community. This success highlighted the importance of GAVA working to understand their target audience's values and using those values to inform their narrative around equitable climate and health solutions.