

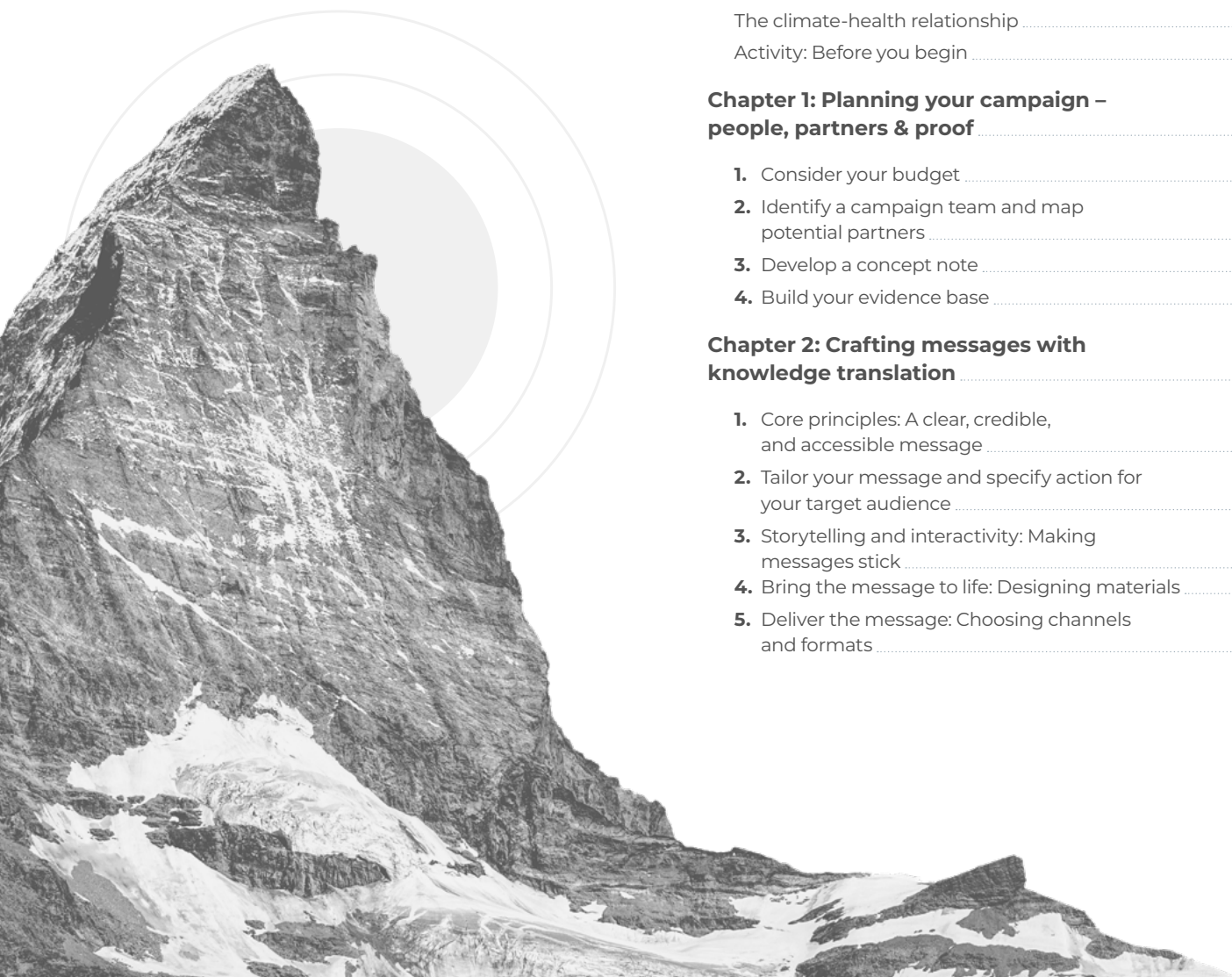
PROMOTING HEALTH IN A CHANGING CLIMATE

A Toolkit for
Creating Climate
Risk Preparedness
Campaigns



CONTENTS

Introduction and context	3	Chapter 3: Campaign implementation & management	16
Purpose	3	1. Create an action plan	16
Who is this toolkit for?	3	2. Define roles and responsibilities	16
How to use this toolkit	3	3. Engage external stakeholders	17
Suggested audiences for your campaign	4	4. Develop a visual timeline	17
Climate change risk preparedness	5	5. Define success metrics and evaluation methods	17
The climate-health relationship	5	6. Implement the campaign	18
Activity: Before you begin	7		
Chapter 1: Planning your campaign – people, partners & proof	8	Chapter 4: Monitoring and evaluation	19
1. Consider your budget	8	Troubleshooting challenges	19
2. Identify a campaign team and map potential partners	9	Assessing performance	10
3. Develop a concept note	9	Learning and improving	10
4. Build your evidence base	11		
Chapter 2: Crafting messages with knowledge translation	12	Chapter 5: Case studies and best practices	21
1. Core principles: A clear, credible, and accessible message	12	1. Making the message relatable, and using simple visual messaging	21
2. Tailor your message and specify action for your target audience	13	2. Harnessing the power of social momentum	22
3. Storytelling and interactivity: Making messages stick	14	3. Supporting behaviour change with practical tools and “nudges”	22
4. Bring the message to life: Designing materials	15	4. Using digital platforms for engagement	22
5. Deliver the message: Choosing channels and formats	15		
		Chapter 6: Low, moderate, and high budget approaches	23
		Lower-budget campaigns: Creative and strategic	23
		Moderate budget campaigns: Expanding and professionalising	24
		High-budget campaigns: Scaling up and widening impact	25
		Conclusion	26
		References	27



INTRODUCTION AND CONTEXT

PURPOSE

This awareness-raising campaign toolkit was developed as part of the [MOUNTADAPT project](#). MOUNTADAPT, a Horizon Europe project, supports community-driven, climate-resilient transformation of the health system in mountain areas, aiming to limit the impacts of climate change on the health and well-being of the population living in those areas.

In alignment with this goal, this toolkit is intended to help individuals, organisations, and institutions across the health system create effective awareness campaigns that respond to the health challenges posed by a changing climate. It equips users with practical resources, proven strategies, and communication guidance to build campaigns that foster informed action and personal and organisational preparedness, building community resilience to climate change. By encouraging science-based, locally relevant campaigns, the toolkit promotes informed decision-making, responsible behaviour, and stronger community engagement. The toolkit follows a multidisciplinary, capacity-building approach, so that the campaign efforts it supports are not only scientifically grounded and actionable but also adaptable across different cultural and regional settings.

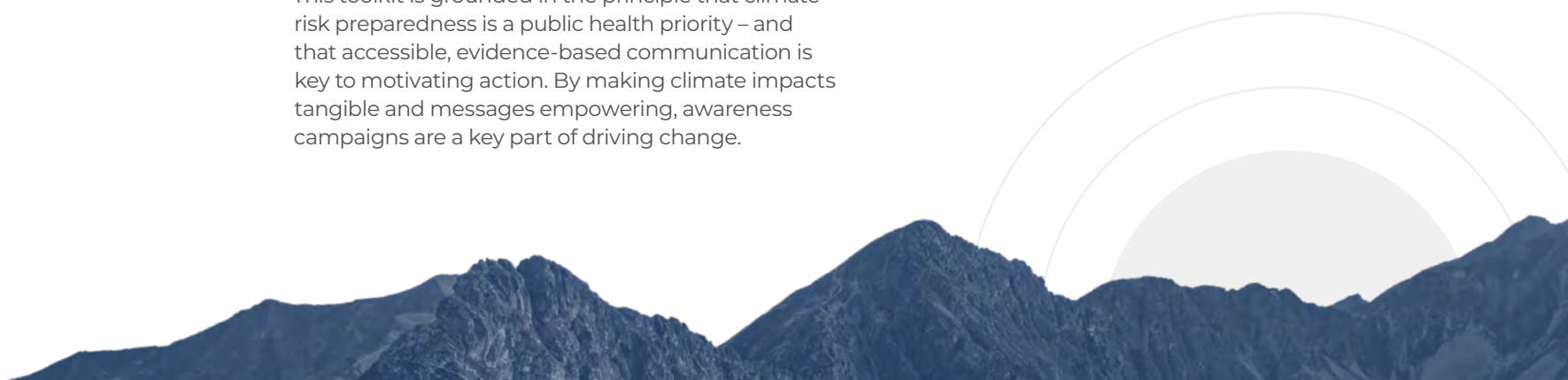
This toolkit is grounded in the principle that climate risk preparedness is a public health priority – and that accessible, evidence-based communication is key to motivating action. By making climate impacts tangible and messages empowering, awareness campaigns are a key part of driving change.

WHO IS THIS TOOLKIT FOR?

The toolkit is designed for individuals, organisations, and institutions across the health system – including (but not limited to) citizen groups, local healthcare providers, community organisations, researchers, public health agencies, and NGOs. Whether you're focused on individual preparedness or advocating for broader system-level change, this resource offers practical guidance to support your awareness-raising efforts.

HOW TO USE THIS TOOLKIT

Organised as a step-by-step guide, the toolkit combines climate-health insights with communication planning tools. It includes guiding questions, practical examples, and budget-conscious options to help you design a campaign that is effective, inclusive, and appropriate for your context, regardless of your available resources. Chapter 6 highlights budget-specific strategies, and additional tips are provided throughout.



SUGGESTED AUDIENCES FOR YOUR CAMPAIGN

Climate change affects everyone, making the entire general public a valid audience for awareness campaigns of this nature. However, the most effective campaigns are usually directed toward specific groups, with messages tailored to prompt particular actions or changes in behaviour.

When choosing your audience, it is important to consider their vulnerability to climate-related health risks, which can vary significantly by location and context. A strategic first step is to identify the major climate-related health risks in your area – such as respiratory illnesses, heat exhaustion or heatstroke, vector-borne and waterborne diseases – arising from extreme weather events like extreme heat, poor air quality, or flooding. Then, determine which population groups are most at risk. This approach helps ensure your campaign is both relevant and impactful.

Here are some examples of potential target audiences and why they might benefit from climate and health preparedness campaigns:

- **Healthcare professionals** may face surges in patients during heatwaves or disease outbreaks; and may need increased awareness of how to recognise and manage climate-related health impacts.
- **Older adults / elderly populations** are more likely to suffer from heat-related illness or mortality, especially if living alone or in poorly ventilated housing. The elderly are particularly vulnerable during extreme weather events.
- **Pregnant women** are vulnerable to heat stress and poor air quality, which can affect both maternal and fetal health.
- **Patients in healthcare settings** often have chronic conditions (e.g., cardiovascular or respiratory diseases) that are worsened by heat and pollution; and may be affected by healthcare disruptions during extreme weather events.
- **Families/parents with young children**, because children are more susceptible to dehydration, asthma triggered by air pollution, and waterborne diseases after floods.
- **Persons with disabilities and caregivers** may face mobility or communication challenges during climate emergencies, such as evacuations or power outages.
- **Policymakers and government officials** are key to enabling systemic changes and allocating resources for climate-resilient infrastructure, emergency planning, and public education.
- **Trade unions or worker associations** (e.g., outdoor workers) because extreme weather can cause dangerous exposure to extreme weather for workers in construction, agriculture, or delivery occupations.
- **Community-based professionals** (e.g., educators, social workers) are trusted messengers who can disseminate information on preparedness and support vulnerable populations during climate events.
- **Refugees, migrants, homeless individuals, and those in transitional housing** are often living in precarious conditions, making them highly vulnerable to climate hazards.

The overarching goal of any campaign focused on climate-related health risks must be to enhance not only awareness, but understanding and preparedness. Selecting a clear target audience based on their vulnerability and your intended outcomes will help shape your message and strategy, ultimately making your campaign more effective.



CLIMATE CHANGE RISK PREPAREDNESS

Understanding climate change risk preparedness is essential for building an effective campaign. The United Nations Office for Disaster Risk Reduction (UNDRR) defines risk preparedness as “the knowledge and capacities developed by governments, response and recovery organisations, communities, and individuals to effectively anticipate, respond to, and recover from the impacts of likely, imminent, or current disasters”.¹

In this toolkit, we focus specifically on **climate change** risk preparedness: the concept of risk preparedness in the context of potential health-related impacts of climate change. These impacts include extreme weather events as well as increased disease risks linked to environmental changes, both of which are explored in more detail below.

Importantly, climate change risk preparedness differs from traditional disaster preparedness by addressing not only crisis incidents but also slower, long-term shifts in health risks – such as increased disease transmission, more frequent heatwaves, and worsening air quality. These risks vary in frequency and severity depending on location and local conditions.

Therefore, climate change risk preparedness refers to the readiness of individuals, communities, institutions, and systems to anticipate, respond to, and recover from climate impacts in ways that minimise harm to health, well-being, the economy, and the environment.²

At the individual and community levels, climate change risk preparedness builds adaptive capacity – through awareness, experience, education, and training – enabling people to respond effectively to climate-related health risks. This preparedness supports broader systems by helping individuals maintain health and well-being during and after climate events.^{3,4} Strengthening this capacity across populations and institutions contributes to overall climate resilience.

“Climate change is also a health crisis. Human health and planetary health are intertwined. Countries must take meaningful action to protect their people.”

António Guterres

UN Secretary-General, 2024

THE CLIMATE-HEALTH RELATIONSHIP

The health impacts of climate change are already evident across the globe and are projected to escalate in the coming decades.⁵ Climate change poses a wide spectrum of health risks – both direct and indirect – stemming from environmental, biological, and systemic disruptions.

The central driver of these changes is the rise in global average temperatures – on land, in the air, and across the oceans – due to increased greenhouse gas emissions, causing global warming. This warming trend underpins many of the pathways through which climate change affects health.^{6,7}



DIRECT HEALTH IMPACTS

Higher temperatures increase the frequency, duration, and severity of extreme weather events (EWEs), including heatwaves, wildfires, floods, droughts, and storms. These events can lead to both morbidity (the worsening or onset of disease) and mortality (death), particularly in vulnerable populations.

- **Heatwaves** are among the most well-documented threats, significantly elevating risks for cardiovascular and respiratory diseases. Elevated temperatures exacerbate conditions such as hypertension, asthma, and chronic obstructive pulmonary disease.^{6,7}
- **Wildfires** release fine particulate matter, worsening air quality and triggering respiratory issues, particularly among children, the elderly, and those with pre-existing conditions.
- **Floods and storms** increase the risk of injury, drownings, and infectious disease outbreaks and contaminate drinking water sources.

INDIRECT HEALTH IMPACTS

Climate change also reshapes the ecological and social determinants of health:

- **Vector-borne diseases** such as dengue, Lyme disease, and West Nile virus are spreading into new regions due to warmer temperatures and changing precipitation patterns, which alter the habitats and life cycles of disease-carrying organisms like mosquitoes and ticks.
- **Water insecurity** is intensifying due to more frequent droughts, water contamination during floods, and disrupted sanitation systems, which lead to dehydration and waterborne illnesses.
- **Mental health effects** arise from both acute events (e.g., trauma following natural disasters) and chronic stressors (e.g., displacement, loss of livelihoods, and climate anxiety). Psychological distress, depression, and PTSD are increasingly recognised as significant climate-related burdens.

SYSTEMIC IMPACTS ON HEALTH SYSTEMS

Extreme weather events strain health systems by damaging infrastructure, disrupting supply chains, displacing healthcare workers, and increasing demand for services during crises. These disruptions reduce healthcare systems' capacity to respond effectively, leaving populations vulnerable precisely when care is most needed.

AWARENESS FOR ADAPTIVE CAPACITY

These challenges can seem overwhelming, but raising awareness is one of the most effective tools we have to help people adapt and embrace health-protective behaviours that strengthen their preparedness. Clear, evidence-based campaigns will help individuals and communities to:

- Better understand the specific climate risks they face,
- Adopt protective behaviours and preparedness measures, and
- Support wider systemic responses, including local adaptation strategies by municipal or regional governments, and national resilience planning.⁸

ACTIVITY: BEFORE YOU BEGIN

Before we get into the step-by-step process, an initial brainstorming session is essential.

Complete the following reading: [Climate Change and Human Health: Who's Most at Risk?](#) Although it's based in the United States, this source offers a clear overview of vulnerable groups – such as children, older adults, and low-income communities – that applies well to European contexts. It includes a simple flowchart explaining the three Determinants of Vulnerability – exposure, sensitivity, and adaptive capacity – to help you understand what puts people “at risk” from climate impacts. This framework will guide your thinking as you begin identifying your audience and message.

Now, use the following questions to reflect and write down ideas:

Who do you want to talk to, and what do you want to say?

Whose actions do you want to influence?

How can you speak to them in a way that resonates?

It does not need to be polished. It's just a space to explore ideas freely.

Try jotting down your thoughts on paper or using a mind map. Think about:

- The climate-related health issues that concern you or your region most (e.g. heatstroke, asthma, vector-borne diseases) and the specific climate hazards (e.g., extreme heat, flooding, air pollution) that cause or worsen them.
- The people or communities most affected.
- The kind of change you hope your campaign will inspire.
- The best ways to reach and engage your audience.

It is also okay to start from the audience you want to reach, rather than starting from a topic (a climate-related health issue). Both approaches work – just make sure there's a strong connection between the audience and the climate health issues you want to address, and that it is relevant and effective.

Examples of both approaches:

- *We work in the school system, so we want to target an audience of families and caregivers of children and educate them about how young children are particularly at risk from the rise in vector-borne diseases caused by climate change in their region.*
- *We work in a local hospital and want to increase awareness of the dangers of heat waves. So, we chose the audience of elderly citizens and their carers and relatives because elderly people are more at risk of heatstroke and often live alone, and we see higher numbers of them coming to the hospital every summer for heat-related symptoms.*

Don't worry if you are not this clear yet on your audience and topic – a key part of the process is ensuring your audience choice and message is accurate and based on scientific evidence. In the next chapter, you'll start shaping these early ideas into a clear, evidence-based strategy. For now, the goal is to get your thoughts flowing.



CHAPTER 1 STRATEGIC FOUNDATION & RESEARCH

Launching an effective health and climate campaign begins with thoughtful, practical planning. This chapter helps you lay the groundwork by assessing your resources, building a capable team, mapping potential partners, and drafting a clear concept note. You'll also learn how to develop a strong evidence base, tailored to your audience's context. These early steps will ensure your campaign is focused, credible, and ready to make an impact.

1 CONSIDER YOUR BUDGET

Start assessing available resources as part of your initial planning. Your budget will shape how (not what) you execute, and early clarity is important.

When defining your campaign's scope, be realistic about what you can achieve within your available budget. If funding is limited, consider prioritising fewer, high-impact actions or low-cost channels (see Chapter 6 for inspiration).

Start by asking:

- Who needs to support this campaign within your organisation?
- Who is well-placed to lead or coordinate efforts?
- Who can amplify the campaign's message internally and externally?

Leadership buy-in and staff or team involvement should be secured from the outset. Involving the right people early increases ownership, trust, and collaboration throughout the campaign.

2 IDENTIFY A CAMPAIGN TEAM AND MAP POTENTIAL PARTNERS

As you begin planning, take time to identify and bring together the right people to make your campaign happen. This is called "mapping."

During the mapping process, think beyond your team or organisation:

- Who are the external stakeholders – such as community leaders, local health officials, NGOs, or media partners – who could help broaden your campaign's reach?
- How can you involve them? What resources do they have that could support your campaign? How would it benefit them?

Approach these partners with a clear value proposition: explain how participating benefits them, such as increased visibility, resource sharing, or advancing shared missions. Prepare a concise campaign brief or concept note to communicate your vision and what you need from collaborators.

Some partners may be able to contribute resources – such as venue space, printing, or staff time – which is especially helpful for low-budget campaigns.

Formalise these relationships early through meetings or simple agreements to align on messaging, roles, and expectations. Engaging partners strategically at this foundational stage adds credibility and reach right from the start.

Later, Chapter 3 will guide you on how to activate these partnerships before the campaign rollout.

EXAMPLE: BUILDING A TEAM AND MAPPING PARTNERS

We're developing a campaign to raise awareness about how air pollution affects children's health, especially those with asthma. To deliver the campaign effectively, we're mapping out the internal team, leadership support, and external partners who can help extend our reach and impact.

We're the two campaign leads:

- An Environmental Health Specialist (who will provide technical input on pollution data)
- A Public Health Officer (who will coordinate partners and oversee day-to-day delivery)
- **Internal support needed**
 - Director of Public Health (to approve campaign strategy and endorse messaging)
 - Policy and Strategy Advisor (to ensure alignment with agency priorities)
 - Communications Team Lead (to guide press, social media, and materials)
- **Potential partners or amplifiers in the community**
 - Local schools (to share materials with families and run in-school awareness activities)
 - Regional asthma or respiratory health charity (to co-host webinars and provide case studies)
 - Local administrative authority (to connect the campaign with air quality and transport initiatives)
 - Pediatric healthcare providers (to distribute advice in clinics and raise awareness among parents)

3 DEVELOP A CONCEPT NOTE

A concept note is a brief blueprint outlining your campaign's vision, objectives, and target audiences. It clarifies your purpose and helps communicate your plan to partners or funders. On a document:

- **Write out the budget and limitations.**
- **List potential partners and the campaign team identified above.**
- **Start thinking about available or preferred formats and channels**, such as whether you want to do a print-only or digital-only campaign, or a hybrid, if you already know that. If not, the next chapter explores types of formats and channels in more detail to help you decide.
- **Define your target audiences** based on your initial brainstorming session.
- **Set clear, SMART objectives.** Use the SMART framework – goals should be Specific, Measurable, Achievable, Relevant, and Time-bound. You can adapt this as you go, before you launch your campaign.
 - **Example SMART campaign goal:** Over three months, reach 1,000 people through clinics and community centres in [your region] to increase heat risk awareness among older adults (65+).
- **Outline your timeline**, breaking down the campaign into phases or milestones to guide progress.

4 BUILD YOUR EVIDENCE BASE

Effective campaigns are grounded in credible, relevant evidence. Your message and your ability to influence awareness and action depend on how well you back up your claims and connect them to real-life concerns.

START WITH YOUR CAMPAIGN GOALS

Think back to your brainstorm from the Introduction. What issues are you focusing on, and what actions are you trying to inspire? For example, if you're raising awareness about heatwaves and their health risks to pregnant women, your evidence base should include:

- Data on the increasing frequency and severity of heatwaves due to climate change.
- Why these changes pose serious health risks for pregnant women.
- What specific actions people can take, and why they are effective.

You should be able to clearly explain: What is happening, why it matters, and what people can do in response.

GATHER CREDIBLE AND LOCAL EVIDENCE

Use a mix of global and local sources and realities to build a well-rounded evidence base. Prioritise information that is:

- **Trustworthy:** from institutions like WHO, IPCC, or national health agencies.
- **Relevant:** speaks to your audience's context and lived experience.
- **Actionable:** directly supports the actions you're promoting.

Examples of useful sources include:

- **Global frameworks and reports:**
 - The World Health Organizations' [webpage on Climate Change and Health](#)
 - The World Health Organization's Climate Change and Health Toolkit – [Section on Health Impacts of Climate Change](#)
 - Intergovernmental Panel on Climate Change (IPCC) Climate Impact Summaries, such as the [AR6 Synthesis Report on Climate Change 2023](#).

- **Country-specific and regional health impact assessments:**
 - Public health authority reports, such as the United Kingdom Health Security Agency's (UKHSA) [Health Effects of Climate Change in the UK 2023 Report](#). This report provides an in-depth assessment of how climate change is impacting public health in the UK. It covers risks such as heatwaves, air pollution, flooding, vector-borne diseases, and mental health, and offers guidance for health systems to adapt and build resilience.
 - Regional research papers, such as MOUNTADAPT's [In-depth investigation on the connection between climate change and Non-Communicable Diseases \(NCDs\)](#).
- **National climate risk reports or adaptation plans (health-specific or for the entire system):**
 - Belgium's [Impact of Climate Change on the Healthcare System in Belgium](#) (2021)
 - Finland's [Climate change adaptation plan of Ministry of Social Affairs and Health](#) (2021)
 - Ireland's [Health – Climate Change Sectoral Adaptation Plan](#) (2019)
 - Romania's [National Health Strategy 2023 – 2030 and the Action Plan](#) (2023)
 - France's [National Climate Change Adaptation Plan \(PNACC\)](#) (2025)



- **Peer-reviewed research:** Studies on local air pollution, extreme weather, water quality, or heat-related illness, such as Climate change impacts on human health over Europe through its effect on air quality. Published in Environmental Health, this review explores how climate change affects human health in Europe by altering air quality. It focuses on pollutants like ozone (O₃) and particulate matter (PM), discussing how rising temperatures and changing weather patterns can exacerbate air pollution, leading to increased respiratory and cardiovascular issues. The study highlights that southern Europe may experience significant health burdens due to these changes.
- **NGO and advocacy reports**
 - **The European Environment Agency's Responding to climate change impacts on human health in Europe: focus on floods, droughts and water quality**. This report examines how climate change is affecting human health in Europe through its impacts on water-related hazards. It highlights the health risks associated with floods, droughts, and deteriorating water quality, emphasising the need for targeted adaptation measures to protect vulnerable populations. The report also discusses the importance of integrating health considerations into climate adaptation policies and showcases examples of practical measures implemented across various sectors and scales in Europe.

TIP:

Include voices from the community when possible. The best campaigns not only share facts, but also connect those facts to lived experience, showing how climate change affects people's health in their homes, workplaces, and communities – and, importantly, what can be done about it.

DOCUMENT AND APPLY YOUR EVIDENCE

Keep track of your sources and make notes on how each piece of evidence supports your campaign goals. You will use this evidence to strengthen your messaging, gain support from partners or decision-makers and, most importantly, build credibility with your audience. Always cite your sources clearly in your campaign materials to be transparent.

Next, in Chapter 2, you'll learn how to translate this evidence into clear, audience-specific messages and materials. But first, make sure you've identified the climate-related health threats most relevant to your audience and community, and corresponding data – this will be your anchor point.





CHAPTER

2

CRAFTING MESSAGES WITH KNOWLEDGE TRANSLATION

Now that you've gathered evidence, it's time to turn it into powerful messages that resonate and inspire action. This chapter guides you through the process of translating complex research into clear, credible, and actionable information for your audience – a process known as Knowledge Translation (KT). Whether you're speaking to parents, older adults, healthcare workers, or the general public, effective messaging helps people understand what's at stake – and what they can do about it. You'll learn how to tailor messages, use storytelling, and choose the right formats and channels to bring your campaign to life.

This is **Knowledge Translation (KT)**: the process of “moving research and its results from an academic or scientific context to their practical application”.⁹

1 CORE PRINCIPLES: A CLEAR, CREDIBLE, AND ACCESSIBLE MESSAGE

With your research, you've grounded your message in **evidence-based information**, aligning it with trusted scientific research and public health guidelines. In your audience's eyes, citing reliable sources, like the World Health Organization, builds trust and reinforces your message's legitimacy.

At the same time, it's important to keep your message **accessible**, especially when communicating with the general public. Use plain, everyday language. For instance, replace technical terms like “increased morbidity due to thermal stress” with “More people are getting sick from extreme heat.”

Lastly, your message should be engaging. Visual tools like infographics, fact sheets, and storytelling help break down complex issues. For example, a short animated video showing an elderly person navigating a heatwave with help from neighbours could powerfully convey both risk and solutions.

By combining **clarity, credibility, and accessibility**, your message becomes not just informative but memorable and actionable.

VIDEO EXAMPLE:

Check out this [short campaign video](#) from India's National Disaster Management Authority, showing a parent educating their child about heatwave risks and how to protect herself when the child sees a butterfly die from the heat. This simple, relatable interaction effectively communicates key safety tips to help protect children during extreme heat, and also shows parents how they could talk about heat with their children.

VISUAL EXAMPLE:

Check out the infographics made to represent the 42 indicators of The 2024 Europe report of the Lancet Countdown on health and climate change. They represent a range of the negative health impacts of climate change, such as exposure of vulnerable populations to heatwaves, the climatic suitability for malaria (an increase in the number of months where malaria could be transmitted in Europe), and changes in flowering seasons of allergenic trees. <https://idalertproject.eu/lancet-countdown-indicators>

2 TAILOR YOUR MESSAGE AND SPECIFY ACTION FOR YOUR TARGET AUDIENCE

To make your message effective, it must feel personal, relevant, and doable. Different audiences have different needs, values, and levels of awareness – what resonates with a young parent may not land the same way with an older adult or a healthcare worker. This is why **tailoring your message** is one of the most important steps in any awareness campaign.

Start by asking:

- What might this group care about most – their children, their health, their parents' health?
- What language or tone will they respond to best – direct and practical, or emotional and story-based?
- What barriers might they face in taking action – time, resources, access?

Then, clearly identify **the specific action** you're encouraging and ensure it feels achievable and relevant to the audience's daily life.

Here are examples of how climate-health messages can be tailored for two key groups:

FAMILIES/PARENTS WITH YOUNG CHILDREN

Children are especially vulnerable to air pollution, disease, and water contamination. Messages should help parents understand the risks and offer practical steps.

- “Children breathe more air per kilogram than adults – poor air quality from wildfire smoke can harm their lungs. Keep windows closed and use indoor filters on smoky days.”
- “Check the backyard after storms – standing water can breed mosquitoes that carry disease. Drain it to protect your family.”
- “After floods, disinfect toys and play areas to prevent illness from bacteria and mould exposure.”

OLDER ADULTS / ELDERLY POPULATIONS

Older adults are at higher risk for heat-related illness, respiratory issues, and service disruptions.

- “If you're over 65, you're at higher risk for heatstroke – stay indoors during the hottest part of the day and check in with someone daily.”
- “Wildfire smoke can worsen heart and lung conditions. Use an air purifier or create a clean air room during smoke events.”
- “Do you rely on refrigerated medication or medical devices? Make a power outage plan now before storms or heat waves hit.”

Each version of the message draws from the same core understanding of climate-health risks but frames it differently for relevance and action.

3 STORYTELLING AND INTERACTIVITY: MAKING MESSAGES STICK

Storytelling humanises data. It helps audiences connect emotionally, see themselves in the issue, and remember the message long after the campaign ends.

A story about a father managing his child's asthma during wildfire season, or a nurse helping a senior citizen through a heatwave, brings climate impacts to life. These moments create empathy, increase understanding, and drive action.

WHY STORYTELLING MATTERS IN KNOWLEDGE TRANSLATION:

- **Increases retention:** Stories engage both emotion and memory, making your message more likely to be remembered and considered before people take action in future.
- **Builds trust and relatability:** Real voices feel more authentic.
- **Drives action:** Seeing someone “like me” take action is empowering.

REFLECTION POINT:

Think about the awareness campaigns you remember best (they can be public health campaigns or even ad campaigns that made you aware of a certain product). What made them stick? A powerful image? A personal story? A recognisable face?

It's quite possible that there was a champion – someone relatable or well-known who made the issue real. Consider including a local figure or community member as a campaign ambassador. It doesn't have to be a celebrity! A school principal, elder, or nurse can be just as impactful.

Alternatively, the champion can be a representative figure – someone who stands in for a broader group affected by the issue. For example, a student, a care worker, or a farmer could all be figures representing struggles from the health impacts of climate change. Even if not based on one specific person, these figures help audiences connect emotionally by humanising the cause and making it easier to relate.

TIPS FOR USING STORYTELLING EFFECTIVELY:

- Feature local voices for authenticity.
- Highlight both challenges and solutions.
- Always pair stories with clear calls to action.

Hypothetical example: A video shows how a single mother uses a local cooling centre during a heatwave, including tips for others and links to local resources.

Real-life storytelling example: “[Project 84](#)”, a mental health awareness campaign that gave emotional weight to statistics. To highlight the scale of male suicide in the UK, CALM installed 84 life-sized statues on a London rooftop – each representing a real man lost to suicide. Accompanied by personal stories shared by loved ones, the campaign turned abstract data into powerful human narratives, sparking national conversation and political attention.

Real-life storytelling example: “[Duty of Care](#)”, a short, animated film created by the NGO War Child to highlight the often-overlooked mental health impacts of war on children. Told from the perspective of a child, the film uses simple animation to convey the invisible trauma of conflict without relying on graphic imagery. Despite modest production costs, its emotional storytelling helped shift the conversation toward the psychological needs of children in war zones, gaining widespread attention and support for mental health services in humanitarian settings.



INTERACTIVE FORMATS BOOST ENGAGEMENT

Interactive tools create two-way dialogue and deepen understanding, as participation increases ownership and motivation to act. Interactive formats include:

- **Live webinars and Q&As** with experts and community members.
- **Quizzes** or “myth vs. fact” activities on social media.
- **Storytelling events** where people share personal experiences.
- **Interactive posters** with QR codes leading to videos or guides.

4 BRING THE MESSAGE TO LIFE: DESIGNING MATERIALS

Once you’ve crafted your message and considered its emotional impact, the next step is to turn it into **visual and verbal materials** people will actually see, hear, and interact with.

Even if your campaign includes **live events, webinars, or town halls**, strong visual materials – like posters, slides, or emails – are key to reinforcing your message, guiding the audience, and making the information stick.

Materials should be:

- **Clear:** Use bold visuals and plain language.
- **Culturally relevant:** Reflect the community’s values, languages, and norms.
- **Actionable:** Every material should offer a clear next step.

EXAMPLES:

- **Posters in healthcare facilities with messages like:** “Feeling dizzy in the heat? Stay cool, drink water, and check in with your doctor.”
- **Follow-up emails** after patient discharge with advice on recognising heat illness or accessing cooling centres.
- **Short videos** in waiting rooms showing real people sharing climate-health experiences and tips.
- **By designing for visual clarity and cultural sensitivity,** you increase the chance your message will be not only noticed but understood and acted on.

5 DELIVER THE MESSAGE: CHOOSING CHANNELS AND FORMATS

To ensure your message reaches the right people, choose appropriate communication channels and formats that match both your target audience and your budget.

BUDGET-BASED SUGGESTIONS:

- **Low-budget:** Posters, community radio PSAs, infographics via Canva, free webinars.
- **Moderate-budget:** Short animations, video interviews, downloadable toolkits.
- **High-budget:** Paid media campaigns, mobile apps, multi-platform rollouts.

CHOOSING CHANNELS BASED ON AUDIENCE:

- **Digital media:** Social media, blogs, and email for reaching younger or online audiences.
- **Traditional media:** Radio, TV, and newspapers for older or rural populations.
- **Community-based:** Health fairs, town halls, school events for face-to-face interaction.

EXAMPLES:

- “Join our Instagram Live on keeping kids safe from mosquitoes.” – for young parents
- “Tune into Radio [Name] for expert tips on heart health during heatwaves.” – for elder populations
- “Visit our booth at Saturday’s Health Fair for hands-on advice and giveaways.” – for parents and the general public

The key to knowledge translation that leads to lasting impact is combining the right **message, story, materials, and delivery method.**

CHAPTER

3

CAMPAIGN IMPLEMENTATION & MANAGEMENT

With your research turned into messaging and materials, it's also key plan how your campaign will roll out. This chapter focuses on breaking down the campaign goals into actionable steps, assigning roles, managing timelines, and measuring success to ensure your campaign runs smoothly and has impact.

1 CREATE AN ACTION PLAN

Break your campaign goals into clear tasks with deadlines.

- List all activities, such as budget management, content creation, events, outreach, and partner engagement.
- Assign each task to a team member responsible for completion.
 - **Example:** For a launch event, tasks might include booking a venue, designing flyers, and sending invitations.

2 DEFINE ROLES AND RESPONSIBILITIES

Clarify who owns what to keep the campaign organised. Identify who is leading on elements like social media, event coordination, data tracking, and partner communication – even if the team is small, and all these tasks are between two people. Ensure everyone understands their role and how they contribute to the campaign's success.

3 ENGAGE EXTERNAL STAKEHOLDERS

As mentioned in Chapter 1, this is the stage where you activate the partnerships you identified during your initial stakeholder mapping. Reach out to key organisations and community groups with a clear ask: share your proposed timeline, request input on any events or messaging that may involve them, and explain how they can contribute.

Once your materials are ready, **equip partners with shareable resources** – such as pre-written social media posts, flyer templates, or talking points – so they can easily promote the campaign through their own networks.

To keep everyone aligned, **schedule regular check-ins**, such as a bi-weekly email update or a short video call. Use these moments to track progress, share feedback from the field, and solve any challenges collaboratively. For example, if turnout at an event is lower than expected, partners can help adjust outreach strategies or promote follow-up sessions.

Consistent, practical collaboration will strengthen trust, extend your reach, and make your campaign more responsive to community needs.

4 DEVELOP A VISUAL TIMELINE

Map out your campaign schedule visually, using tools like Gantt charts or calendars. (Tip: Canva allows for making easy Gantt charts). Include key milestones such as content launches, events, and evaluation points.

Example timeline:

- **Week 1:** Social media soft launch (see 6. Implement the Campaign, Step 2 below).
- **Week 2:** Community webinar.
- **Week 3:** Follow-up communication and progress check-in with community partners.
- **Week 4:** Webinar recap video, announcing date for the next webinar.

5 DEFINE SUCCESS METRICS AND EVALUATION METHODS

A key part of your plan is asking how you will know if your campaign is working. This is where success metrics come in.

Begin by identifying **key performance indicators (KPIs)**: Measurable markers that indicate progress toward your goals. Your KPIs will depend on your campaign's objectives. If you're aiming to raise awareness, for instance, you might track social media engagement or survey data showing changes in understanding. If you're seeking policy action, you might measure attendance at public meetings, changes in legislation, or public statements made by decision-makers.

Next, determine how you'll collect and track these metrics. This might include tools like website analytics, social media insights, survey platforms, or manual tallies from in-person events.

You should also try to establish a baseline (if possible). It's important to know where you're starting from to truly understand your campaign's impact. Ideally, this means collecting baseline data before your campaign begins.

One effective approach is to distribute a short survey to your target audience in advance. This could assess their current awareness, attitudes, or behaviours related to your campaign topic. After the campaign concludes, a follow-up survey can help you measure what has changed.

However, not all campaigns have the resources to conduct formal surveys. In those cases, look to **proxy indicators**: indirect data sources that offer insight into current awareness levels. These might include:

- Local reports or needs assessments by health agencies or nonprofits that touch on climate and health knowledge in the area.
- Media coverage, examining how often and in what tone climate-health issues are reported locally.
- Social media trends, such as the presence of relevant hashtags or posts discussing recent environmental events.
- Participation records from similar past initiatives, such as turnout at previous workshops or forums.
- Healthcare usage data, such as spikes in emergency room visits during heat waves or wildfire smoke events.

You can also consult community stakeholders, such as local leaders, educators, or health workers. These stakeholders often have valuable insights into what their communities are experiencing or concerned about. While anecdotal, these insights can be very informative and help tailor your campaign messaging.

6 IMPLEMENT THE CAMPAIGN

Successful campaigns depend not just on good planning but also on smooth, well-managed implementation. This section guides you through the practical steps of launching and managing your campaign effectively, using the pre-launch checklist below as a template.

CAMPAIGN ROLLOUT GUIDE

STEP 1: COMPLETE YOUR PRE-LAUNCH CHECKLIST

Make sure everything is ready before going live. Use this checklist and confirm that:

- ✓ Communication materials (social media posts, flyers) are finalised and reviewed for clarity and accuracy.
- ✓ Leadership and partners are fully behind the campaign and ready to participate as agreed.
- ✓ Team roles and responsibilities are assigned.
- ✓ Relevant community groups or actors are engaged and aware.
- ✓ Communication channels (online, offline) are selected.
- ✓ Events or activities are planned (if applicable).
- ✓ A content calendar and rollout schedule are finalised.
- ✓ Success metrics and tracking tools are in place.
- ✓ A plan is in place to collect feedback and adapt the strategy.

STEP 2: CONDUCT A SOFT LAUNCH

Test your campaign with a smaller, controlled audience (internal team or select community members). Use their feedback to refine messages and fix any issues before the full rollout.

STEP 3: FULL LAUNCH

Roll out your campaign to the wider audience, following your schedule and maintaining regular monitoring to respond quickly to challenges and opportunities.

Additionally, it is very important to assess the campaign's progress regularly and adapt accordingly. The next chapter, Monitoring and Evaluation, helps you process your feedback and implement it to improve your campaign.

CHAPTER

4

MONITORING AND EVALUATION

Measuring and assessing your campaign's impact is essential for understanding what worked, what didn't, and how future efforts can be improved. Monitoring and evaluation help you identify and respond to challenges in real time, assess performance based on pre-defined indicators, and gather feedback that informs ongoing and future strategies.

TROUBLESHOOTING CHALLENGES

After launching your campaign, you may encounter issues that require some adjustments. Here are a few common issues and how to handle them:

- **Low engagement:** If not many people are interacting with your campaign, try changing the message. Ask yourself, or ask your audience directly – does it speak clearly to them? You could also try sharing it in different places where your audience is more active.
- **Going over budget:** If you're spending more money than expected, check where the money is going. You might want to focus on the parts of your campaign that are working best and pause the ones that aren't.
- **Negative responses:** If some people react badly, take a moment to look at your message. Could something be misunderstood or come across the wrong way? It's okay to make changes and respond respectfully.
- **Technical problems:** Sometimes links break or images don't show up right. Test everything before and after you launch, and keep an eye on how things are running.
- **People getting tired of it:** If the same message keeps showing up, your audience might start ignoring it. Try changing the wording or images, or show it to different groups in different ways.

ASSESSING PERFORMANCE

To evaluate your campaign's success, begin by referring back to the key performance indicators (KPIs) you established before launching. These metrics provide a foundation for both quantitative and qualitative assessment.

Quantitative metrics might include engagement rates, website traffic, social media interactions, or conversion figures. Use tools like [Google Analytics](#) or platform-specific insights to collect this data and track performance over time. These indicators can help you measure the reach and effectiveness of your campaign in tangible terms.

Qualitative feedback is equally important. Schedule debrief sessions or informal check-ins with stakeholders to hear their impressions. Distribute surveys to your target audience to gather their experiences and perspectives. Testimonials can also provide rich insight into emotional impact and clarity of message.

LEARNING AND IMPROVING

Once your data is collected, compare your results to similar past campaigns, if you can access such data. Asking community partners to share previous campaign data can be a good way to compare. This can help you identify patterns, highlight areas of strength, and uncover opportunities for improvement.

Use these insights to refine your current campaign where possible. Compile your findings into a performance report and share it with stakeholders to ensure transparency and collective learning. These lessons will form a strong foundation for the design and delivery of your next campaign.



CHAPTER

5

CASE STUDIES AND BEST PRACTICES

This chapter highlights real-world campaigns that offer practical insights into designing effective climate and health communication. These case studies are considered best practices not just because they were successful, but also because they illustrate key principles of impactful campaign design, such as relatable messaging, community engagement, and behaviour-focused strategies.

The following examples, organised by main strategy type they represent, show how creative, well-targeted campaigns can raise awareness, drive action, and create lasting change.

1 MAKING THE MESSAGE RELATABLE, AND USING SIMPLE VISUAL MESSAGING

Know Your Lemons – Breast
Cancer Awareness

Best practice:
*Visual storytelling that demystifies
complex health information*

This campaign uses lemons as a visual metaphor to depict the 12 signs of breast cancer. By making medical symptoms visually engaging and easily understandable, the campaign has broken down stigma and improved early detection globally. Its design is inclusive, adaptable, and accessible across cultures and languages.

#HeatReady – Global Heat-Health
Information Network

Best practice:
*Tangible, targeted communication
on a climate-health issue*

This campaign promotes awareness and preparedness for extreme heat events. It provides simple, practical tips and localised resources to help individuals and institutions reduce heat-related health risks. By focusing on a specific, climate-driven hazard, #HeatReady shows how to translate complex issues into community-relevant action.

2 HARNESSING THE POWER OF SOCIAL MOMENTUM

Fridays for Future

Best Practice:

Empowerment and grassroots mobilisation

Started by Greta Thunberg, this youth-led campaign has mobilised students and supporters globally to demand stronger climate action. Through school strikes, media engagement, and advocacy, it has reshaped public discourse. It highlights the power of community-led initiatives in building awareness and driving political pressure.

ALS Ice Bucket Challenge

Best practice:

Viral engagement through social media and participation

This campaign first went viral in 2014. It encouraged people to dump ice water on themselves to raise awareness and donations for ALS (Amyotrophic Lateral Sclerosis, a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord) and always tag two friends to do the same. Its participatory design and social media spread led to massive visibility and fundraising success. It demonstrates how humour and collective challenge can drive health awareness.

3 SUPPORTING BEHAVIOUR CHANGE WITH PRACTICAL TOOLS AND “NUDGES”

Love Food Hate Waste (UK)

Best practice:

Framing climate issues in everyday terms

This campaign reduces household food waste by offering practical tips, recipes, and planning tools. By connecting environmental issues to personal habits, and offering clear solutions, it drives measurable behavioural change. It makes climate action feel achievable at the individual level.

Switch Off Fortnight (UK)

Best practice:

Engaging youth to model and spread change

Through schools, this campaign encourages students to turn off unused lights and electronics, promoting energy conservation. It is a two-week challenge that creates a focused timeframe for action, helping establish long-term habits. It also extends its impact by involving families and school communities.

Cool Food Pledge

Best practice:

Data-driven behaviour change at scale

Developed by the World Resources Institute, this initiative helps institutions reduce their food-related emissions. It uses data tools, menu design, and subtle messaging changes (“nudges”) to shift consumer choices toward more plant-based meals. The pledge shows how systemic, behaviour-focused strategies can be scaled effectively.

4 USING DIGITAL PLATFORMS FOR ENGAGEMENT

UN ActNow Campaign

Best Practice:

Personalised digital engagement

his UN campaign promotes ten climate-friendly actions individuals can take, from sustainable travel to plant-based eating. It includes a mobile app that tracks users’ actions and reinforces positive behaviours through gamification. It exemplifies how digital tools can personalise climate communication and make impact measurable.

Climate Reality Project

Best Practice:

Training and empowering local messengers

This campaign trains everyday citizens to become climate advocates. Using storytelling, community presentations, and accessible educational materials, it equips people to communicate climate science and solutions within their local networks. It shows how decentralised campaigns can scale through peer-to-peer education.

These case studies demonstrate that effective campaigns are not one-size-fits-all. Whether you aim to raise awareness, shift behaviours, or mobilise communities, these examples offer tested strategies you can adapt to your own goals, audience, and context.

CHAPTER

6

LOW, MODERATE, AND HIGH BUDGET APPROACHES

A successful campaign needs clear goals, a strong message, and smart use of available resources. Whether you're working with minimal funding or have more to invest, this section offers strategies for delivering impact at any scale. Let us consider how to adapt your approach to match your budget, without compromising on purpose or creativity. Read through each of the three levels and consider which one you might be willing and able to commit to.

LOWER-BUDGET CAMPAIGNS: CREATIVE AND STRATEGIC

With limited resources, focus on amplifying reach through creativity, relationships, and free tools. Grassroots campaigns thrive on authenticity, local knowledge, and momentum.

Key strategies to consider:

- **Use free digital tools:** Social media platforms, design tools like Canva, and free email services can help you share your message widely. For sourcing copyright-free images, consider Unsplash or Pixabay.
- **Mobilise volunteers:** Community members can support content creation, translation, event help, or outreach.
- **Form partnerships:** Collaborate with local groups, schools, libraries, or health clinics that can offer platforms, venues, or audiences.
- **Repurpose content:** Turn one message into many formats – a quote becomes a graphic, a blog post becomes a video script, and so on.
- **Host low-cost events:** Use community spaces or join existing local events to share your campaign.

EXAMPLE:

A local climate-health team creates and shares simple, eye-catching infographics they made on Canva to highlight the health impacts of climate change, via social media and WhatsApp. They displayed posters in local clinics and worked with teachers to incorporate climate risk discussions into classroom lessons. By leveraging trusted local figures (teachers) and tailoring messages to the community, the campaign gained strong local support. Attendance at their events grew steadily, local media featured their work, and a community survey showed increased awareness and concern about climate-health issues, prompting local policymakers to engage with the campaign and explore funding for related initiatives.

**MODERATE BUDGET CAMPAIGNS:
EXPANDING AND PROFESSIONALISING**

With some funding, you can broaden your outreach, improve your presentation, and begin measuring impact more systematically.

Key strategies to consider:

- **Improve visuals and branding:** Invest in consistent campaign design or hire a designer for templates and key assets.
- **Use paid promotion:** Modest social media advertising can help reach specific demographics or boost engagement.
- **Create a website or landing page:** A basic microsite gives your campaign credibility and a central hub for content and calls to action. You can contract a web developer, or use a platform like Wix, GoDaddy or Squarespace with easy drag-and-drop tools. Include the basics:
 - A clear headline that explains what the campaign is about.
 - Key messages or goals.
 - Updates, events, or news.
 - Contact details or social media links.
 - You can also connect the site to tools like Mailchimp or Google Forms to help collect emails and feedback.

- **Produce printed materials:** Flyers, toolkits, and posters can increase visibility in community settings.
- **Hire part-time support:** Bring in a communications coordinator, event facilitator, or data analyst on a short-term basis.
- **Evaluate progress:** Use tools like Google Forms or Typeform to collect feedback and track change.

EXAMPLE:

A regional public health campaign builds a bilingual website with practical heat-health tips, runs €250 of Instagram ads targeting young adults, and delivers a workshop series with follow-up surveys to measure changes in knowledge.

HIGH-BUDGET CAMPAIGNS:

With greater resources, you can increase reach, strengthen partnerships, and invest in professional delivery and evaluation.

To achieve this, consider hiring communications specialists, campaign managers, designers, or researchers to deliver a coordinated effort. Investing in high-quality content, such as video production or large-scale print campaigns, can help reach diverse audiences. Establishing a campaign identity with a clear brand, including a name, logo, and visuals, ensures consistency across all platforms. Commissioning formal evaluation in collaboration with academic or research partners enables the design of surveys, focus groups, and outcome analysis. Finally, engaging high-level stakeholders through launch events, policy briefings, or roundtables can help bring key decision-makers on board.

EXAMPLE:

A national climate-health campaign develops a multimedia series in multiple languages, runs ads across social and traditional media, partners with NGOs and local councils, and uses pre- and post-campaign surveys to assess impact. Through a coalition approach, it presents its findings at a parliamentary roundtable to influence policy.

Across scales, what matters most is being clear, strategic, and adaptable. Your campaign's success depends most upon:

- Staying focused on your goals.
- Building trust and connection with your audience.
- Using resources creatively and efficiently.
- Learning and adjusting along the way.

With thoughtful planning and flexibility, your campaign can drive meaningful change and widespread awareness, whatever your starting point.



CONCLUSION

Climate change is already **impacting health** – especially in vulnerable communities like those in mountainous regions. Yet, through clear, targeted communication, **we can empower people to recognise these risks**, understand their significance, and **take effective actions** to protect themselves and others.

This toolkit equips you with the essential strategies and practical tools to transform complex climate-health research into compelling messages that help create change. Use these tools and your best efforts to lead the way toward a healthier, safer future – because informed and prepared communities are stronger communities.



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