**Building Your (Short) Story**

Because we are aiming for videos that are about 90 seconds long, your “script” should be between **175 to 300 words**. Although we suggest developing a "script", we ask that when we are recording, you **tell your story without reading** it - it’s important that you **speak to the camera**, rather than at your computer or paper.

*Remember: we are trying to make a few basic points in a way that is personal and emotionally compelling so that people really understand why we as health professionals care so much and demand action:*

1. ***Climate is a health emergency***
2. ***It’s affecting us now (and effects some more than others)***
3. ***Climate solutions are available, many with health benefits***
4. ***We need action now - and need leaders who will act on health and on climate.***

**What your story should include:**

\* **Start by identifying yourself**: state your name, your profession or specialty or area of expertise, where you live or work, and anything else about you that you want people to know.

\* **Tell us briefly about a person or incident that helps make climate/health impact or solution more personal for your listeners:** for example, this patient had worsening asthma or severe PTSD after a flood, or you had to help evacuate patients from a hospital during a wildfire, or your community has experienced a cluster of osteosarcoma since fracking began.

\* **Very briefly, link the problem you’ve identified to climate change**: for example, heat and air pollution are getting worse due to climate change, or wildfires are becoming extreme, or fossil fuel production is exposing people to hundreds of potentially toxic chemicals, or changes in the climate have made the ticks proliferate and there are so many now it’s hard to go outdoors in some areas .

\* **Tell us how this makes you feel, or how it relates to your own core values:** for example, it's **not fair** that my patient has to choose between paying for medication and paying for air conditioning, everyone should have the **opportunity** to have a place to play or healthy food to eat; we need to **protect**our ability to keep serving our community in a disaster; the fossil fuels companies should be **held accountable** for the damage they’ve done to my community’s drinking water supply.

\* **Identify a solution that relates to the problem you’ve described and promotes health and mitigates climate pollution or builds climate resilience**: for example, renewable energy (reduces air and climate pollution), more parks and trees in urban heat islands (provide cooling and shade and clean the air), healthy food access, better preparedness for climate disasters, etc.

\* **Close** with e.g. this is why it is so important to me that our leaders care about our health and our climate. – *NOTE – please do not use the words “vote” or “elect” – this direct messaging could potentially be seen as crossing a line for the 501c3s who might want to share this video.*

**Fill-In Template (175 to 300 words)**

**Start by identifying yourself**

…..

**Tell us briefly about a person or incident that helps make climate/health impact or solution more personal for your listeners**

…..

**Very briefly, link the problem you’ve identified to climate change**

…..

**Tell us how this makes you feel, or how it relates to your own core values**

…..

**Identify a solution that relates to the problem you’ve described and promotes health and mitigates climate pollution or builds climate resilience**

…..

**Close**

…..