



THIRD INTERMINISTERIAL CONFERENCE ON HEALTH AND ENVIRONMENT IN AFRICA (IMCHE3) COMMUNICATIONS TOOLKIT

**“Health and Environment:
Shaping a Better Future
Together in Africa”**

THIRD INTERMINISTERIAL CONFERENCE ON HEALTH AND ENVIRONMENT IN AFRICA (IMCHE3)

The Third Interministerial Conference on Health and Environment in Africa (IMCHE3) – jointly organized by the World Health Organization (WHO) and the United Nations Environment Programme (UNEP) and hosted by the Government of Gabon – seeks to draw attention to and address the important link between the environment and health.

This communications toolkit has been developed for communications professionals, partners and conference participants to support communications around the event and the issues being discussed.

CONTENTS OF THIS TOOLKIT

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KEY MESSAGES

- A decade since the historic Libreville Declaration on Health and the Environment, joint action has improved the lives of millions of Africans, but still much more needs to be done to catalyze action and reach the sustainable development goals.
- Investing in health and environment now will save millions of dollars later.
- Climate change and other changes in the environment are leading to an unprecedented increase in disease outbreaks in the region. Countries need to ramp up their preparedness plans.

SOCIAL MEDIA MESSAGES

- 1 A decade since the historic #LibrevilleDeclaration, time to assess progress made at the intersection of #health & #environment in #Africa <https://bit.ly/2yVPTnm> #Librevilleplus10 #TransformingAfrica.
- 2 African #health & #environment ministers gathering in #Gabon, November 6-9 to find a common path towards sustainable development in #Africa <https://bit.ly/2yVPTnm> #Librevilleplus10 #SDGs
- 3 A decade since #LibrevilleDeclaration, lack of awareness & political will are still hampering efforts to mitigate the environmental impact on human #health. A meeting to catalyze action is taking place in #Gabon <https://bit.ly/2yVPTnm> #Librevilleplus10
- 4 Interministerial conference in #Gabon drawing hundreds of delegates within #health and #environment sectors. Working #together to reach @UN's #SDGs in #Africa. <https://bit.ly/2yVPTnm> #Librevilleplus10
- 5 #LibrevilleDeclaration committed nations to 11 priority areas for addressing Africa's top #health & #environment challenges. Where are they 10 years later? <https://bit.ly/2yVPTnm> #Librevilleplus10 #SDGs

Messages related to climate change and other environmental issues

- 6 Understanding the connections between #environment protection & safeguarding human #health is key to sustainable development in #Africa #SDGs <https://bit.ly/2CAAs7J> #Librevilleplus10
 - 7 Investing in health and environment now will save millions of dollars later. That's the central message of the Third Interministerial Conference on #Health and #Environment in #Africa <https://bit.ly/2yVPTnm> #Librevilleplus10
 - 8 #LibrevilleDeclaration recognized that progress on key development goals in Africa must come from joint action on #health & #environment. Delegates re-committing to this strategy at conference in #Gabon <https://bit.ly/2yVPTnm> #Librevilleplus10
 - 9 A strategic alliance was formed to coordinate joint action by the #health and #environment sectors to meet the goals set out in the #LibrevilleDeclaration <https://bit.ly/2CAAs7J> #Librevilleplus10 #TransformingAfrica
 - 10 Get informed. Find out more about the issues being discussed at the upcoming Interministerial Conference on #Health and #Environment <https://bit.ly/2OLTC1P> #Librevilleplus10 #SDGs
- 1 #Climatechange and other changes in the #environment are leading to an unprecedented increase in disease outbreaks in the African region. Countries are meeting to look at what needs to be done <https://bit.ly/2yVPTnm> #Librevilleplus10 #health
 - 2 WHO estimates #climatechange will cause an additional 250,000 deaths/year between 2030-2050, resulting mainly from #malnutrition #malaria #diarrhoea & heat stress. This Conference will map future action on #health & #climate <https://bit.ly/2OLTC1P> #Librevilleplus10
 - 3 Policy-makers from across Africa are meeting to discuss national adaptation plans to tackle the health-related consequences of #climatechange Find out more about this historic event <https://bit.ly/2yVPTnm> #Librevilleplus10 #TransformingAfrica
 - 4 #SmallIslandStates like #Mauritius & #Seychelles are especially vulnerable to #climatechange impacts. Strengthening cooperation on #health & #environment is key <https://bit.ly/2yVPTnm> #Librevilleplus10
 - 5 #Climatechange & continuing degradation of #ecosystems & natural resources will exacerbate #health risks in #Africa. Climate risk mitigation is on the agenda at this historic meeting <https://bit.ly/2yVPTnm> #Librevilleplus10

- 6 Shifts in seasonal weather conditions & extreme weather events linked to #climatechange will affect the spread of mosquitoes & the diseases they carry. #Africa needs to be prepared <https://bit.ly/2yVPTnm> #Librevilleplus10 #malaria #dengue
- 7 #Airpollution is a major environmental risk to health in #Africa The Third Interministerial Conference on #Health and #Environment is catalyzing action for change <https://bit.ly/2yVPTnm> #Librevilleplus10
- 8 #Airpollution remains a major challenge in #Africa causing nearly 1 million deaths every year. The Libreville Declaration seeks to change that <https://bit.ly/2yVPTnm> #Librevilleplus10 #health
- 9 #Airpollution is a silent and invisible killer, slowly eroding a person's health for years before the afflictions become apparent. #Health and #environmental sectors are meeting to discuss the way forward <https://bit.ly/2yVPTnm> #Librevilleplus10
- 10 #Airpollution is leading to more days spent in the hospital and out of the workforce. Historic meeting of #health and #environment sectors in Gabon to galvanize action and investment <https://bit.ly/2yVPTnm> #Librevilleplus10
- 11 Action to prevent #leadpoisoning will help save billions of dollars for African economies by lowering health and educational costs. #Librevilleplus10 #health #environment.
- 12 Investment in sanitation and the delivery of safe drinking water saves lives and money. Ministers of #Health and #Environment are meeting in #Gabon to strategize about the way forward #Librevilleplus10 #WASH
- 13 For every dollar spent on improved water supply services, the return on investment is about two dollars. #Health and #environment sectors are mobilizing for a healthier Africa in Gabon <https://bit.ly/2yVPTnm> #Librevilleplus10 #WASH
- 14 Addressing waste management challenges is an urgent priority for Africa. We are mobilizing for a cleaner #Africa <https://bit.ly/2yVPTnm> #Librevilleplus10 #health #environment

SOCIAL MEDIA GUIDELINES

SOCIAL MEDIA VISUALS

Hashtags

Use the following hashtags:

Main hashtag for the event

#Librevilleplus10

Secondary hashtags

#health
#environment
#SDGs
#TransformingAfrica
#LibrevilleDeclaration

Content-specific hashtags:

#Climatechange
#WASH
#malaria
#dengue
#airpollution
#ActOnClimate
#VectorBorneDiseases
#ClimateAction
#leadpoisoning

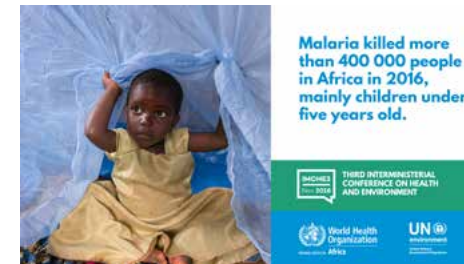
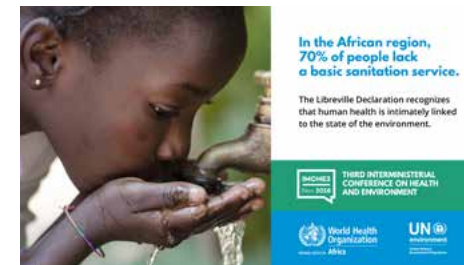
Using the @ twitterhandle

When you tweet for the conference, please tag @WHOAFRO and @UNEnvironment.

Tagging is generally useful to:

- include someone who was at the event
- alert someone when you talk about them
- give credit where credit is due
- increase the reach of the tweet by encouraging others to share it.

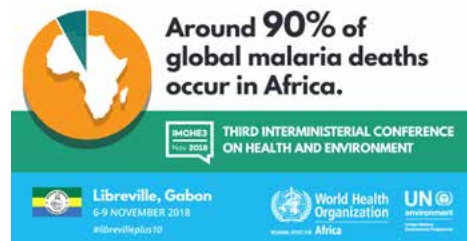
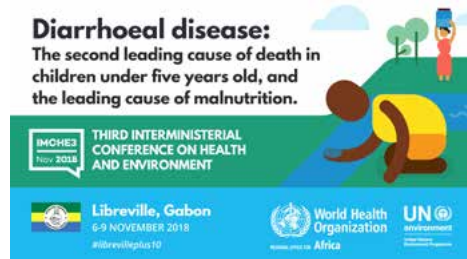
Examples of social media cards with photos:



[Click here](#) for a full list.

RESOURCES

Examples of social media cards with graphics:



[Click here](#) for a full list. [Click here](#) for social media GIFS.

[Click here](#) for the WHO-AFRO Youtube page for videos related to the Conference.

HESA website

<http://hesa.africa/>

IMCHE3 homepage

<http://hesa.africa/imche3>

Conference Resources page

<http://hesa.africa/resources-v2>

WHO AFRO website

<https://afro.who.int/>

UNEP website

<https://www.unenvironment.org/>

ClimHealth website

<http://www.climhealthafrica.org/>