

Local Health Departments are preparing for the Health Effects of Climate Change

San Luis Obispo County, California

Background

San Luis Obispo (SLO) County has a population of approximately 279,000 people and is located midway between Los Angeles and San Francisco on the Central Coast. The County includes seven cities (San Luis Obispo, Morro Bay, Pismo Beach, Grover Beach, Arroyo Grande, Atascadero, and Paso Robles) but most of the county's 3,326 square miles are unincorporated. The majority of residents live along the coast or along the main highway corridor. According to the 2015 County Health Rankings, a project of the Robert Wood Johnson Foundation, SLO is ranked 9th in health outcomes, out of 58 California counties.

Goal

The primary climate change work in the department has centered on a climate change communication campaign,

OutsideIN SLO: We take Health and Climate Change Personally

OutsideIn SLO was designed to highlight the co-benefits between climate change mitigation and health promotion, focusing on key strategies for reducing greenhouse gas emissions that also have a beneficial effect on health and the quality of life.



Objectives

- Educate and train staff, clients, and the community on the relationship between climate change and health.
- Motivate individuals to take personal responsibility in climate change solutions and become active participants these solutions.
- Execute the OutsideIn SLO campaign within current budget constraints.

Achievements and Successes

- OutsideIn SLO was the first formal climate and health education campaign implemented by a local health department in California;
- Public Service Announcements in over 1,500 spots on local radio;
- Creative outreach activities at farmer's markets with interactive displays;
- Exposure garnered through print media, online articles, radio interviews, and social media;
- 20 presentations to train and educate over 700 people;
- Campaign messaging was integrated into the WIC nutrition curriculum, education 1,100 WIC families on connecting climate and health co-benefits of buying local, seasonal produce, as well as active transportation; and
- Over 1,700 hundred hours of staff time was spent on the project and one student intern hired, requiring little additional funding to make the program operational.

**We can take action to be healthy and climate friendly.
Learn more at healslo.com**

OutsideIn SLO is a partnership between San Luis Obispo County Public Health Department and the California Department of Public Health. Call 781-5562 for more information on how you can participate.

FOR MORE INFORMATION, PLEASE CONTACT:

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The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice with local health departments.

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