



**University of Vermont
Planetary Health Initiative - Academic Year 2024-25 Action Plan
September 19, 2024**

BUILDING INTERNAL UNDERSTANDING and POSITIVE FRAMING

1. Create positive framing language

- A. Develop positive/hopeful framing to be used on the website, in workshops, etc. “For people and planet” leads to the UVM Planetary Health Statement which leads to the positive framing

2. Build campus understanding

- A. Increase awareness through a series of monthly faculty/staff/student workshops hosted by OVPR, the Provost’s Office, OSHER, DOSA, the Gund Institute, etc. and featuring different campus participants/researchers (including external scholars and existing speaker series)
- B. Post regularly on the Planetary Health listserv and Inside UVM; encourage college/school communicator stories that can be amplified by Strat Comm and included on the Planetary Health website; continue to refine website; create a coordinated internal communications plan across the year

3. Establish a direct and visible campus connection; emphasize the relationship between understanding and action

- A. Brand and publicize the Sustainability, Osher Center, and Environmental Program Natural Areas strategic plans and work/actions with strong ties to Planetary Health

4. Increase student access to and involvement in Planetary Health and sustainability efforts

- A. Identify and increase opportunities for curricular access
- B. Identify and increase opportunities for co-curricular access

EXTERNAL ENGAGEMENT

1. Publicize the UVM Planetary Health Initiative externally and with key audiences

- A. Develop the list of UVM Planetary Health experts by topic area
- B. Develop a digital ‘one-pager’ for distribution to external constituents, modify the document to include the positive framing language when it is developed
- C. Develop a digital ‘mark’ to identify UVM Planetary Health programs and events
- D. Focus on Planetary Health when selecting Strategic Communications stories, create a coordinated external communications plan across the year, identify and pitch UVM Planetary Health stories to external media outlets

2. Connect with related Vermont organizations, societies (e.g., VTPHA) and governmental leaders to increase their awareness of the Planetary Health Initiative, to encourage engagement, and to support their related efforts

- A. Meet with key Vermont legislative and agency leaders to promote the initiative and invite engagement
- B. Develop a CESS action plan for engagement with first 5 Vermont schools participating in the Community Schools Project
- C. Continue to build awareness, connection, and communication between UVM and UVMHN regarding Planetary Health activities with the aim of developing a shared, actionable plan with the UVM Health Network Director of Sustainability
- D. Participate in the Planetary Health Alliance University group
- E. Encourage the Center for Community News/Community News Service to develop reporting around Planetary Health issues in local rural communities
- F. Engage with Leahy Institute for Rural Partnerships on community projects related to Planetary Health
- G. Collaborate with the Vermont Prosperity Project, the Vermont Public Health Association and other relevant organizations to support policy development and expert advice related to Planetary Health

3. Increase external support for UVM Planetary Health activities

- A. Identify opportunities for philanthropic support

RESEARCH

1. Identify key UVM Planetary Health research themes

- A. Hold center and institute events to identify themes that will help faculty see themselves in the initiative and guide research collaborations

2. Promote faculty engagement and collaboration, particularly among the Larner College of Medicine (LCOM) and other schools/colleges

- A. Host LCOM faculty/environment faculty meet-ups and support funded opportunities to work together to solve Planetary Health problems
- B. Facilitate faculty cluster hires in Planetary Health

CURRICULUM

1. Increase the Planetary Health curriculum across disciplines

- A. Create new courses and programs focused on Planetary Health
- B. Build awareness of the [cross-cutting principles for Planetary Health Education](#), develop a ‘roadshow’ presentation

UVM HEALTH AND WELLNESS

1. Increase the health and wellness of the UVM community

- A. Create new, and re-brand existing Osher and Employee Wellness programs to support Planetary Health, develop programming to address ecoanxiety that aligns with the initiative’s positive framing