



**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](#)
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