

**University of Vermont**  
**Planetary Health Initiative - Academic Year 2024-25 Action Plan**  
**September 19, 2024; Revised October 24, 2024**

**BUILDING INTERNAL UNDERSTANDING and POSITIVE FRAMING**

**1. Create positive framing language**

- A. Develop helpful framing to be used in the case, in workshops et. For people and part' leads the UVM Planetary Health Statement which leads the positive framing

**2. Build campus understanding**

- A. Increase awareness through a series of webinars/workshops led by OVPR, the PreOffice, OSHER, DOSA, the Graduate, et. and featuring different campus principals / researchers (including external scholars and speakers series)
- B. Promote regularly the Planetary Health list and include UVM; encourage college/school communication that can be amplified by Student Comm and include the Planetary Health website; create a coordinated internal communication strategy

**3.**

## EXTERNAL ENGAGEMENT

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

- A. Develop the list of UVM Planetary Health experts by area
- B. Develop a digital page for distribution external and modify the content to include the different language needs developed
- C. Develop a digital mark to identify UVM Planetary Health programs and events
- D. For Planetary Health select Strategic Communication strategies, create a coordinated external communication strategy, identify key UVM Planetary Health priorities and external media lists

### 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 its engagement
- B. Develop a CESS action plan for engagement with the first 5 Vermonters participating in the Community School Project
- C. Create a build awareness and coordinated communication between UVM and UVMHN regarding Planetary Health activities with the aim of developing a shared, actionable plan with the UVM Health Network Director for Sustainability
- D. Participate in the Planetary Health Alliance University group
- E. Engage the Center for Community/Community Service to develop Planetary Health issues in local rural communities regarding
- F. Engage in Leahy Institute for Rural Partnerships community projects related to Planetary Health
- G. Collaborate in the Vermont Priority Project the Vermont Public Health Association and other relevant organizations to develop and promote related 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 its events to identify themes that will help facilitate 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. Help LCOM faculty meet and provide a network together to solve Planetary Health problems
- B. Facilitate faculty hiring in Planetary Health

**CURRICULUM**

**1. Increase the Planetary Health curriculum across disciplines**

- A. Create new courses and programs for Planetary Health
- B. Build awareness across campus - bring in experts for Planetary Health Education