PLANETARY HEALTH CLUB GUIDELINES

PLANETARY HEALTH ALLIANCE

TABLE OF CONTENTS

WHAT IS PLANETARY HEALTH?

Planetary Health is a solutions-oriented, transdisciplinary field and social movement focused on analyzing and addressing the impacts of destabilized natural systems on human health and all life on Earth.

There is no doubt that our **global environment is changing** – from the hottest years on record, to the worldwide disappearance of pollinators, to the global collapse of fisheries, and to our use of about half of the planet's livable surface to feed ourselves.

We are now in an era, sometimes called the **Anthropocene**, characterized by humanity's dramatic impact on Earth's biophysical conditions. And though the average global citizen's health has improved over the past century, the stability of our planet's life support systems has sharply declined— putting recent public health and development gains at risk.

It is not just climate change; it is everything change! We face not only a disrupted climate system, but the 6th mass extinction of life on Earth; global scale pollution of air, water, and soil; shortages of arable land and freshwater; pervasive changes in land use and cover; and degradation of marine systems.

These anthropogenic environmental changes affect the quality of the air we breathe and of the water we drink, the quality and quantity of food we produce, our exposure to infectious diseases, and even the habitability of the places where we live. Changes to natural life support systems are already impacting our health and are projected to drive the majority of the global burden of disease over the coming century, hitting today's most vulnerable people, such as those experiencing poverty and Indigenous Peoples, and future generations the hardest.

Everything is connected — changing our planet's natural systems comes back to affect us, and not always in ways that we would expect. Understanding and acting upon these challenges calls for massive collaboration across disciplinary and national boundaries to safeguard our health.

ABOUT THE PHA

The mission of the **Planetary Health Alliance (PHA**) is to promote, mobilize, and lead an inclusive, transdisciplinary field of Planetary Health and its diverse science, stories, solutions, and communities to achieve the Great Transition, a comprehensive shift in how human beings interact with each other and Nature. Launched in 2015, PHA is now a highly effective coalition of nearly 500 member institutions from 75+ countries - supported by a small staff team based at **Johns Hopkins University**; a Steering Committee of international experts; ten PHA Regional Hubs; global fellows, volunteers, and ambassadors; and thousands of individual supporters - all committed to understanding and addressing the human health impacts of global environmental change, or Planetary Health.

To accomplish our mission, we:

01 **Encourage and empower a diverse global Planetary Health community** that crosses sectors, disciplines, generations, worldviews, and geographies;

02 **Facilitate the education and training** of current and Next Generation Planetary Health practitioners through the development and curation of open-access resources, mentorship, and leadership opportunities, and programs from primary to university levels;

03 **Mainstream Planetary Health science, stories, and solutions** through broad public outreach and direct engagement with researchers, civil society, private sector, general public, and governments**;**

04 **Promote actionable steps** that individuals and society can take to achieve progress toward Planetary Health.

REGISTRATION

Our materials are open-access and available to all, but we ask clubs to register with the PHA if they wish to use our branding. This helps us ensure that we can support your club's efforts effectively.

Clubs that register will also have access to additional support upon request. To maintain an active connection, we plan to host an annual meeting for all club representatives. Additionally, we'll request updated contact information at least once a year to ensure seamless communication. Registering ensures your club remains in the loop!

Register with PHA here!

Sign up to receive the PHA Newsletter

Submit an announcement for the establishment of your Planetary Health Club in the PHA Newsletter

Get connected! All members are asked to join the **PHA Online Members Community on Hylo** and to join their relevant PHA Regional Hub(s) through Hylo. This allows members to find "who's doing what and where" in Planetary Health and to localize your Planetary Health action! **Learn more about Hylo.**

Questions?

Contact PHA's Community Building & Engagement Coordinator: ph_alliance@jhu.edu

PHA BRAND POLICY

PHA Main Logo Usage Policy

The Planetary Health Alliance (PHA) main logo is a valuable asset that represents our organization's identity and mission. To maintain the integrity and consistency of our brand, we have established the following guidelines for the use of the PHA main logo:

Permission is not required to use the PHA main logo when providing information about PHA as an organization, such as in presentations or materials that aim to raise awareness about PHA and its mission, or if materials reference PHA as an organization to contact for further information. However, the use of the logo should align with PHA's principles, values, and community standards. The Statement About Represented Views should appear with this content. Current PHA logo files may be requested by contacting us.

The PHA main logo—not other logo types—should be used on content produced, commissioned, or explicitly approved by the PHA Global Secretariat.

PHA logos may not be altered, modified, or distorted in any way. They must be used in accordance with the official brand guidelines, which specify the appropriate colors, dimensions, and clear space requirements. A copy of current brand guidelines, as they pertain to logo usage, may be requested by contacting us.

If the PHA Global Secretariat becomes aware of any misuse of its logos or any use in association with content that violates our community standards, PHA reserves the right to request the immediate removal of the logo.

Statement About Represented Views

Materials* that bear the Planetary Health Alliance logo or that identify the author as being affiliated with PHA, which were not produced or explicitly approved by the PHA Global Secretariat, must include the following sentence:

"The views, opinions, and information expressed in this [material/document/publication] are those of the author(s) and do not necessarily represent the official policy, position, or views of the Planetary Health Alliance."

This statement should be clearly visible on websites, publications, presentations, and other relevant materials to ensure transparency and avoid confusion regarding the source and endorsement of the content.

*Materials may include but are not limited to presentations, videos, posters, reports, briefs, and websites.

Impact Guide: Create Your Own Chapter

Congratulations and thank you for stepping up as a leader in Planetary Health!
Your passion is the first step toward promoting Planetary Health in your community and beyond.

The Foundation

- Define your club's **mission** (e.g., raising awareness, or implementing regenerative initiatives on campus).
- Write your club's **constitution**:
  - Develop a club name;
  - Develop the club's aims, values, rules, and identity.
- Follow guidance from your university, such as identifying which faculty the club will be affiliated with (e.g., Health/Medicine or Science).
- This should be a **collaborative** process during your Inaugural General Meeting (your first meeting).

Governance

- Most student clubs form a **flat organizational structure**, with a few executive leadership positions: President, vice-president, treasurer, secretary.
- Your club could delegate further roles within committees or working groups, such as an 'Academic events officer' or 'Engagement officer'.

Communication

- Create a new **club email address**
- Choose a central online location for club members/executive to access, store, and manage club documents like the constitution, members lists, meeting minutes, event planning materials, etc.
- Identify which **platforms** your club will communicate on for upcoming events and activities (e.g., email, WhatsApp, Instagram, LinkedIn)

Recruitment

To register your club with your university, you may need to demonstrate interest from a certain number of students.

- **Reach out** to fellow students, faculty, and other student clubs. This could be by email, social media, posters, or by asking lecturers if you can give a short pitch at the end of a class.
- Planetary Health is a **transdisciplinary** field, so recruiting members from diverse disciplines will foster cross-department connections, enriching both the club and your activities!

Public Health

Arts

Chemistry

Environmental Sciences

Medicine

Engineering

Funding

- Check with your university for guidance around:
  - Charging **membership fees**;
  - Managing a bank account for funds.
  - **Funding opportunities** for events from the university and/or student unions.
- Source **sponsorships** from external partners, including local businesses or organisations.

Now meet, collaborate, and start organizing some inspiring Planetary Health events and activities!

Impact Guide: Hosting Meetings

Before

- Create a clear **agenda**:
  - Share an agenda in advance, allowing all members to propose discussion points.
  - Use the agenda to guide focused discussions.
- Confirm **logistics**:
  - Book meeting rooms or virtual platforms well in advance (for recurring meetings, consider block bookings).
  - Ensure accessibility and time-zone-friendly scheduling for global participants.
- Set the **tone**:
  - Provide an outline of meeting goals in the agenda.
  - Encourage inclusivity by involving participants in the planning process.

During

- Engage participants:
  - Begin with quick **updates**, including financial, activity, and event recaps.
  - Utilize **multimedia** (e.g., videos or slides) to inform attendees about updates and global activities.
  - Record the meeting using tools such as meeting **minutes,** highlighting key decisions, action items, and deadlines.
- Time management:
  - Limit the meeting to one hour to maintain focus and productivity.
  - Assign a **timekeeper** to ensure discussions stay on track.
- Encourage open dialogue:
  - Rotate **speaking opportunities** among participants to promote equal input.
  - Facilitate discussions on challenges without framing them as criticisms.
- Foster collaboration:
  - Share updates from all officers to align team activities and plans.
  - Generate **actionable steps** for upcoming tasks, assigning responsibilities and deadlines.

After

- Share the meeting minutes or **summaries** promptly via email or shared platforms.
- Promote team building:
  - Organize **post-meeting social activities** to build rapport and trust. For global teams, consider virtual social hours.
- Feedback and reflection:
  - Encourage members to provide **feedback** on the meeting process for continuous improvement.
- Meeting tips for global teams:
  - **Cross-cultural awareness**: Respect cultural norms and communication styles during discussions.
  - **Language support**: Provide translation resources or assign multilingual facilitators if needed.
- Tech readiness: Ensure stable connectivity and test virtual platforms in advance.

Impact Guide: Speaker Events

Before Event 🌐

Choose a Speaker & Secure Their Participation
- Identify experts in Planetary Health, environmental science, policy, or related fields.
- Consider diversity in perspectives (academics, activists, Indigenous voices, policymakers).
- Reach out to speakers via formal invitation emails, including:
  - Event details (date, time, format)
  - Event topic, theme, or focus
  - Expected audience
  - Honorarium or reimbursement details (if applicable)
  - Tech requirements (if virtual)
- Confirm participation and request a bio and presentation title.

Select a Date, Time & Format
- Consider audience availability (e.g., evenings or weekends for students/professionals).
- Choose between in-person, virtual, or hybrid formats.
- Use platforms like Zoom, Google Meet, or Microsoft Teams for virtual events.

Secure a Venue & Logistics
- If in-person: Book a room with necessary seating capacity and audio-visual (AV) equipment.
- If online: Ensure a stable internet connection and test the webinar platform.
- Plan for recording and live-streaming options.

Promote the Event
- Create visually appealing posters and digital flyers.
- Use social media (LinkedIn, Twitter, Instagram) with engaging captions.
- Send email invitations to relevant organizations, universities, and networks.
- Collaborate with local institutions for wider reach.

Prepare the Speaker & Audience
- Share an event agenda with the speaker.
- Encourage audience engagement by preparing pre-event surveys or discussion prompts.

Set up a pre-event briefing at least 30 minutes before the event starts
- Organize and test AV equipment beforehand. Arrange for the speaker to arrive at least 20 minutes before the event so that you can run through anything technical. Assign an officer to welcome the speaker and make sure they are taken care of.

Put up posters on room doors before the event in case people are lost
- Arrows leading up to your venue can also be helpful.

During Event

Execute the Event
- Set up a welcome screen. This screen should have your committee logo, social media handles, the title of the speaker event, the date, and the speaker's name. You can create a one-slide PowerPoint presentation for this.
- Introduce the speaker with a brief bio.
- Monitor timekeeping and audience interaction (Q&A, chat moderation).
- Encourage note-taking and active participation.

After Event

Post-Event Follow-Up
- Send a thank-you email to the speaker with appreciation and feedback.
- Share event recordings and key takeaways with attendees.
- Collect feedback through surveys to improve future events.
- Share insights via blogs or social media for extended impact.

Sustain Engagement
- Encourage attendees to join future Planetary Health events.
- Create a discussion forum (WhatsApp, Telegram, LinkedIn group).
- Build collaborations based on event outcomes.

WE LOOK FORWARD TO LEARNING ABOUT YOUR PLANETARY HEALTH CLUB!

PLANETARY HEALTH ALLIANCE

planetaryhealthalliance.org

FURTHER QUESTIONS?

Contact PHA's Community Building & Engagement Coordinator:

ph_alliance@jhu.edu