

HOW-TO GUIDE

Harvard C-CHANGE

ecoAmerica's How to Guide is a resource for US leaders and their stakeholders to address climate challenges wherever they are living and working.

OVERVIEW

If you are a local, regional or national leader who is working on a climate change agenda, this stepwise model will help you organize a successful climate program with planning, stakeholder engagement and execution steps. This series features the finalists of ecoAmerica's 2024 American Climate Leadership Awards.

STEP-BY-STEP GUIDE

- 1. Identify need and opportunity.** Conduct research and gather data to understand the specific climate-related challenges faced by frontline organizations in your target area. Learn from a wide variety of climate scientists, public health experts, emergency preparedness specialists, and representatives of primary care clinic and free and charitable clinic organizations and impacted populations.
- 2. Build partnerships.** Identify and develop collaborative relationships with key stakeholders, which may include healthcare organizations, public health agencies, academic institutions, and funding partners. Engage in discussions to identify potential collaborators who can contribute expertise, resources, and support to the project. Building effective teams working across multiple institutions can greatly enhance your organization's ability to develop and implement meaningful programs.
- 3. Secure funding.** Develop a comprehensive funding strategy; seek funding from government grants, philanthropic organizations, corporate sponsors, and other sources interested in climate resilience and healthcare initiatives. Clearly articulate the project's impact, outcomes, and potential for scalability to attract funders.
- 4. Develop a project plan.** Create a detailed project plan outlining the scope, timeline, budget, and deliverables. Define key milestones and objectives and establish roles and responsibilities for project team members.
- 5. Conduct needs assessment.** Design and implement a needs assessment to gather insights from frontline organizations. Evaluate knowledge gaps, challenges, and opportunities for interventions related to climate resilience in healthcare settings. Use the data to inform the development of the project's resources and initiatives.



6. **Develop resources.** Bring together subject matter experts, healthcare providers, and other stakeholders to develop your resources, which should be tailored to address the specific needs and priorities identified during the needs assessment.
7. **Conduct pilot implementation.** Test the resources at a small scale with a set of participants who can provide feedback on opportunities for improvement and what works well. This process can help ensure that a potentially harmful or ineffective resource does not get scaled, and can demonstrate the usefulness of a helpful resource.
8. **Sustain, Scale, and Disseminate Broadly.** Outreach and communication efforts can proceed at larger scale as confidence in the usefulness and appropriateness of a given intervention grows. We continue to reach frontline clinics, healthcare organizations, and other stakeholders via various channels, such as conferences, workshops, webinars, and social media, to promote awareness and adoption of the project and to gather ongoing feedback for improvement. Develop sustainability plans to ensure the long-term viability and impact of the project, including opportunities for ongoing funding, partnerships, and collaboration to support project sustainability.
9. **Monitor, Evaluate, and Continuously Improve.** Monitor and evaluate to assess the project's impact, outcomes, and effectiveness. Collect quantitative and qualitative data on key performance indicators. Iteratively adjust based on results.

