Open Brief: Healthy Planet Now

Our Health. Our Story. Our Planet.

Healthy Planet Now

Healthy Planet Now is a global invitation to speak about your hopes and concerns for the future and share how the changes happening around us are affecting our health, the people and places we care about.

A changing planet is creating a health crisis. We're here to put people and community at the heart of the response.

We want to hear your story:

- What are your concerns and hopes for your and/or your community's health in this changing planet. How has the changing environment affected you - your body, your family, your mind?
- And what are you doing, however small, to protect what matters most?

Healthy Planet Now is for everyone - whether you've lived through floods and droughts, or simply noticed rising food prices, warmer days, or feeling more anxious. Every story helps us see how our changing planet is affecting us. Everyone has a part to play. You just have to join in.

What We're Asking

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Tell your story in a one-minute video about one of following:

- What's changing where you live?
- What concerns or hopes do you have for your health, family or community in our changing environment?
- How is the changing climate affecting your health, your home, your life?
- What are you doing — big or small — to protect what matters?

Whether you're planting a tree, raising your voice, or just trying to cope - it counts.

What to talk about

Here are a few ways to begin:

- "Here's what's changing where I live..."
- "This is how heat, air, or stress is showing up in my life..."
- "I'm sharing this because I care about..."
- "This is how I'm protecting what matters to me..."

Not sure where to start? Think about your senses. What are you breathing? Hearing? Feeling? What's new or harder in your environment that's affecting your wellbeing?

Who We're Calling On

Anyone who wants to share their concerns and hopes for their loved ones, their health, their community as our planet and environment changes around us.

We would also love to hear what you are doing to protect all you care about, from supporting a community-led project, to planting something - we want to hear it all.

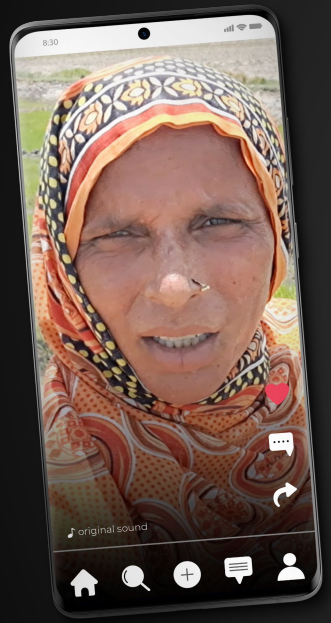
If you are reading this brief, we would like you to submit a response because everyone has a story to share.

If you're living it, your story matters. And we want to hear it.

You can be:

- Anyone noticing changes to their health, environment or wellbeing
- Anyone with concerns or worries about their environment and health
- Parents, carers, teachers, health workers, students, everyday citizens
- Communities most affected by heat, air pollution, flooding, stress, displacement
- People who care but don't know where to start
- Creatives, influencers and partners who can help amplify unheard voices
- Those who've felt left out of the climate conversation - or actively turned off by it

Tips for recording your video



You don't need fancy equipment or a perfect script. All you need is your voice.

How to record:

- Use your phone — portrait (vertical) format is best
- Natural light helps — film near a window or outside if possible
- Keep it short — around 30–60 seconds is ideal
- Speak from the heart — don't worry about getting it perfect
- Keep your phone steady — prop it up or ask someone to hold it
- It's okay not to be on camera — you can film your surroundings, your hands, or use text over video
- Include ambient sounds if they help tell your story (e.g. birds, traffic, heat, voices)

Need inspiration?

We've created a few **example videos** and photos to help spark ideas. You can see how others are sharing their story **here** - with or without speaking on camera . Use them as a guide to shape your own voice, your own way.

How to share your story

Post your video online

- Use #HealthyPlanetNow
- Tag a few people to invite them to share too
- Add a short caption: why this story matters to you, or what you hope others see
- Don’t forget to include the website in your caption: healthyplanetnow.org

OR upload your video directly

- Use the form on our website to upload your story privately
- We’ll ask for your permission before sharing anything

Lead with Health

Healthy Planet Now isn't just about videos. It's about changing the story - through visibility, care, and connection.

Here's what else you can do:

- Share the brief with your community or network
- Repost stories — amplify voices from across the world
- Change your routine — walk, cycle or take public transport today
- Back community care — follow a local grassroot organisations on social media to stay updated
- Start a conversation — attend your local council meetings and share your concern with your community
- Join our mailing list

Looking for more ways to take action? Check out the UN's ActNow platform - a global platform for individual climate action where you can track daily steps that support a healthier planet.

Need help?

Join our online storytelling workshop — open to everyone, with techniques for better social media storytelling.

Final reminder

You don’t have to be loud.

You don’t have to have it all figured out.

You just have to care - and be willing to share.

Healthy Planet Now is about what matters most - and how your story can help protect it.