



# PROJECT DRAWDOWN

## ESSENTIAL TIPS FOR COMMUNICATING ABOUT HEALTH AND EDUCATION SOLUTIONS

*Drawdown Lift created [this resource guide](#) to welcome everyone—researchers, practitioners, and advocates—to communicate Project Drawdown’s [Health and Education](#) solution in a way that centers equity and bodily autonomy, does not induce harm or reinforce systems of oppression, and reflects the vision of Project Drawdown. Gender equality, universal education, sexual and reproductive health and rights (SRHR), and the power of women are foundational in Drawdown Lift’s mission to lift up global solutions that address climate change and extreme poverty, and enhance human well-being around the world.*

### GENDER EQUALITY

- Recognize that nearly half of consumption-related emissions are generated by just [10% of people globally](#). A majority of greenhouse gas emissions come from high-income, high-consumption countries. Women and girls in emerging economy countries are often [disproportionately](#) (first and worst) impacted by the [effects of climate change](#), including but not limited to [extreme weather events](#) and [natural disasters](#).
- Reinforce that women and girls are not passive victims. However, they have been [systematically excluded](#) from many decision-making opportunities, resources, institutions, and spaces to support their own growth and leadership.

### UNIVERSAL EDUCATION

- Present high-quality universal education as both transformative and a basic human right for all people. [Inequities](#) within education systems perpetuate injustice in both the social and economic spheres.
- Highlight girls as important agents of change, particularly in the climate space. When girls have access to high-quality education, their ability to [contribute to climate change mitigation and adapt to climate shocks](#) increases. Girls who have [access to education](#) are more likely to become informed about climate change and [take action](#) on climate solutions.

## SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR)

- Embed gender equality and women and girls' reproductive rights into climate solutions and climate justice. Project Drawdown does not advocate for “small” or “ideal” family sizes or limiting fertility; such policies can be racist, classist or coercive. Our model reflects changes in future population growth scenarios based on the United Nations' population projections. We unequivocally advocate for all adolescents and women to have full [bodily autonomy](#) to decide whether, when, with whom, and how many children to have.
- When speaking about reproductive health, recognize differences within socio-cultural norms in different places and spaces. In order for families, communities, countries, and the world to reach gender equality, there must be a shift in attitudes, beliefs, and policy to mitigate harmful gender norms. Furthermore, [engaging men](#) is a crucial part of the solution to achieve gender equality.
- Emphasize how [access to high-quality reproductive health care](#) (including [voluntary family planning](#)) and universal education are essential human rights with profound cascading benefits that include enhanced overall health of women and their families, economic growth, and an increased ability of individuals and households to cope with climate shocks and stressors. In addition, addressing inequities in society provides [ancillary climate benefits](#) as population growth slows at a global level.

## CLIMATE IMPACTS AND THE POWER OF WOMEN IN ACTION

- Understand how [gender-based violence](#) often becomes more prevalent during times of extreme environmental stressors and climate shocks, which amplify pre-existing gender inequalities.
- Note how girls with access to high-quality education and full knowledge and access to SRHR can be more involved in [political](#), social, and economic spheres of life.
- Reflect that greater involvement of women in local decision making leads to better [natural resource management and conservation outcomes](#).

*We need everyone—activists, SRHR leaders, human well-being experts, and concerned global citizens—to support equity-driven climate solutions. Project Drawdown hopes that the inclusive, rights-based language highlighted here will support everyone working to champion universal, high-quality education and family planning for all. These important goals are made more powerful by the double-duty they serve as climate solutions.*



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