



Best Publication Award Submission Work Sample Office of Creative & Communications

Pathways Magazine | Digital Work Samples

The following document showcases the Pathways website as well some of our promotional assets. Visit the Pathways website at <https://pathwaysmagazine.med.ubc.ca/>

THE UNIVERSITY OF BRITISH COLUMBIA

Faculty of Medicine

PATHWAYS

Feature Story | Interactive Explainer | Snapshots | Advice from the Experts | Opinion | Archive

FUTURE-PROOFING HEALTH IN A CHANGING CLIMATE
From wildfires to extreme heat, the effects of climate change are all around us. How do we protect our health and create a healthier, more equitable future for all?

FEATURE STORY
The science of exposure: How climate hazards affect our health, and what we can do about it

HEALTH EQUITY
Better respiratory health for Indigenous communities

HEALTHY CITIES
Unlocking the positive benefits of greenspace

INTERACTIVE EXPLAINER
Planetary healthcare for a changing world
The UBC Faculty of Medicine is helping to build healthcare systems that are adaptable, equitable, and environmentally sustainable. Here's how.

CLIMATE ANXIETY
From climate worry to climate action

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FEATURE STORY
Protecting our future health

UBC researchers are on a mission to understand how biological, social, and environmental factors interact to make us more susceptible to climate change. Their findings could hold the key to better health for everyone — starting with our most at-risk communities.

Get to know Drs. Michael Brauer, Chris Carlson and Sarah Henderson

A few summers ago, during British Columbia's worst-ever wildfire season, Dr. Sarah Henderson began to receive worried messages from the families and friends of people with dementia.

"They were telling us, 'My dad has Alzheimer's, and he seems more confused than usual,'" she recalls. "The stories were coming from all over. At first, we weren't sure what to make of them."

A professor at the UBC School of Population and Public Health (SPPH) and Scientific Director of Environmental Health at the B.C. Centre for Disease Control (BCCDC), Dr. Henderson is a leading expert on the health effects of air pollution, extreme heat and other climate-sensitive hazards in the province.

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Childhood Development | Indigenous Lung Health | Emergency Drone Delivery | Nutrition & Respiratory Health | Climate Change & Disability | Hospital Food

Snapshots

The UBC Faculty of Medicine is a leader in climate adaptation in health. From childhood neurodevelopment to Indigenous respiratory health, UBC researchers are tackling the complex impacts of climate change — with the most vulnerable communities always our top priority. Through innovative, action-oriented research, we are also reducing healthcare's carbon footprint.

Meet the researchers making a difference.

CHILDHOOD DEVELOPMENT
Unlocking the benefits of greenspace

INDIGENOUS LUNG HEALTH
Better respiratory health for Indigenous communities

EMERGENCY DRONE DELIVERY
Safeguarding rural healthcare — with the help of drones

THE UNIVERSITY OF BRITISH COLUMBIA

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Childhood Development | Indigenous Lung Health | Emergency Drone Delivery | **Nutrition & Respiratory Health** | Climate Change & Disability | Hospital Food

A diet for healthier lungs and a healthier planet

UBC researchers are testing a secret weapon in the fight against air pollution: food!

The UBC Farm features cultivated ground cover fields, perennial hedgerows and orchards, ancient Indigenous-led gardens, and local markets.
Photo: Jared Thibault

Each year, respiratory illnesses are among the leading causes of hospitalization and premature death in Canada and across the globe. And those numbers are growing as temperatures rise and air pollution levels shift.



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Social media

A selection of organic and paid posts across our social media channels:

Twitter – Sample Tweets

UBC Medicine @UBCmedicine Promote

How do we protect our health in a changing climate?

From greener hospital food to emergency drone delivery, @UBC researchers are tackling the complex impacts of #ClimateChange with action-oriented research.

Learn more in the new issue of Pathways: bit.ly/44918GE

[Visit pathwaysmagazine.med.ubc.ca](https://bit.ly/44918GE)

0:04 / 0:13

UBC Faculty of Medicine: Future-Proofing Health in a Changing Climate
From wildfires to extreme heat, the effects of climate change are all around us. How do we protect our health and create a healthier, more equitable future for all?

UBC Medicine @UBCmedicine Promote

Wildfires. Drought. Extreme heat.

The impacts of climate change are leading to a rise in anxiety. @UBC_Psychiatry professor Dr. Steven Taylor shares coping strategies — and advice about how you can use climate anxiety as a motivating force for #ClimateAction.

PATHWAYS
CLIMATE CHANGE AND
Climate Anxiety: From climate worry to climate action | Pathways

From ubc.ca

UBC Medicine @UBCmedicine Promote

How do we build #HealthcareSystems that are adaptable, equitable, and environmentally sustainable? 🌱

Watch the video and explore the Interactive Explainer in the new issue of Pathways for more. bit.ly/3JUDwNy

[Visit pathwaysmagazine.med.ubc.ca](https://bit.ly/3JUDwNy)

0:03 / 1:33

What is Planetary Health? | Pathways- Climate Change & Planetary Health
The UBC Faculty of Medicine is helping to future-proof healthcare systems — and our health and the health of our communities — through research, innovation, education, and partnerships. Here's how.

LinkedIn – Sample posts

UBC Faculty of Medicine at the University of British Columbia 5,815 followers 7mo • Edited

Air pollution affects our brains, hearts, lungs and more — every organ system in our bodies. UBC researchers are uncovering its true impact and finding new ways to protect our health.

Learn more in the new issue of Pathways: <https://bit.ly/46ytk59>

#PlanetaryHealth #ClimateChange #PathwaysMagazine #RespiratoryHealth #ClimateResearch #PopulationHealth

Protecting our future health - Pathways | Climate Change & Planetary Health
pathwaysmagazine.med.ubc.ca • 3 min read

UBC Faculty of Medicine at the University of British Columbia 5,815 followers 7mo • Edited

How can we make healthcare accessible and inclusive in a changing climate?

UBC researchers are leading the way to remove barriers and improve access — with the most vulnerable communities always our top priority.

Here's how. <https://bit.ly/3PY2fVn>

Interactive Explainer | Pathways | UBC Faculty of Medicine • 7 pages

PATHWAYS
CLIMATE CHANGE AND
PLANETARY HEALTH

UBC Faculty of Medicine at the University of British Columbia 5,815 followers 2mo • Edited

"Future-proofing health against the impacts of climate change will require innovation, determination and — above all — collaboration. Truly, it is a daunting challenge. But what inspires me is the incredibly innovative and collaborative work happening right here at [The University of British Columbia](https://www.ubc.ca)."

Researchers and community members recently gathered to celebrate the new, climate-focused issue of Pathways Magazine. 🌱

The event — which featured experts from the [Bill & Melinda Gates Foundation](https://www.billgates.org), [BC Centre for Disease Control](https://www.bccdc.ca), [Vancouver Coastal Health](https://www.vancouvercoastalhealth.ca), [UBC Edwin S.H. Leong Centre for Healthy Aging](https://www.ubc.ca/edwin), [UBC Planetary Healthcare Lab](https://www.ubc.ca/planetaryhealth), [UBC School of Population and Public Health](https://www.ubc.ca/population), and more — sparked important conversations on climate change, planetary health and health of populations.

Explore the event highlights and watch the recordings here. 📺 <https://bit.ly/41aZALh>

with Michael S. Kobor and 13 others



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Instagram – Sample posts



View insights

Boost post



Liked by northernmedicalprogram and 51 others

ubcmecine #DidYouKnow: The industrial food system is responsible for 1/3 of all greenhouse gas emissions.

UBC researchers are working to transform #HospitalFood systems, designing a new hospital menu that's not only more #sustainable but also more appealing and nutritious.

"A healthier diet will help patients recover and live



View insights

Boost post



Liked by providence_research and 158 others

ubcmecine Wildfire smoke affects our brains, hearts, lungs and more — every organ system in our bodies. #UBC researchers are uncovering its true impact and finding new ways to protect our health.

Read the full story at <https://bit.ly/44hwjyB> or via the link in bio.

August 17, 2023



View insights

Boost post



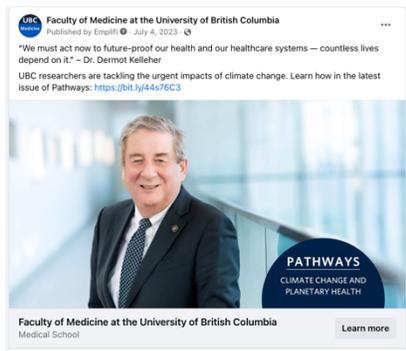
Liked by northernmedicalprogram and 105 others

ubcmecine How can excellent patient care also help the environment?

"Doctors are in a unique position not only to provide greener healthcare and advocate for it, but to help people adopt healthy, sustainable lifestyles."

From investing in reusable devices to reducing unnecessary tests, there are many ways doctors can make their practices more environmentally friendly.

Facebook – Sample posts



Faculty of Medicine at the University of British Columbia
Published by Empflr • July 4, 2023
"We must act now to future-proof our health and our healthcare systems — countless lives depend on it." — Dr. Dermot Kelleher
UBC researchers are tackling the urgent impacts of climate change. Learn how in the latest issue of Pathways: <https://bit.ly/44s76C3>

Faculty of Medicine at the University of British Columbia
Medical School [Learn more](#)



Faculty of Medicine at the University of British Columbia
Published by Empflr • August 6, 2023
"Our concern is that many Indigenous people with respiratory diseases lack access to potentially lifesaving treatments and supports."
Discover how UBC-VCH researchers are working towards better respiratory health and culturally safe care for Indigenous peoples across B.C.

[PATHWAYSMAGAZINE.MED.UBC.CA](https://bit.ly/44s76C3)
Better respiratory health for Indigenous communities
Indigenous peoples in B.C. experience higher rates of asthma, COPD, and other respiratory ...



Faculty of Medicine at the University of British Columbia is with UBC SPFH and UBC Faculty of Forestry
Published by Lou Cici • August 21, 2023
How can urban greenspaces like parks and playgrounds impact children's brain development?
UBC research is uncovering the protective benefits of greenspaces in cities. More: <https://bit.ly/45wkDZO>

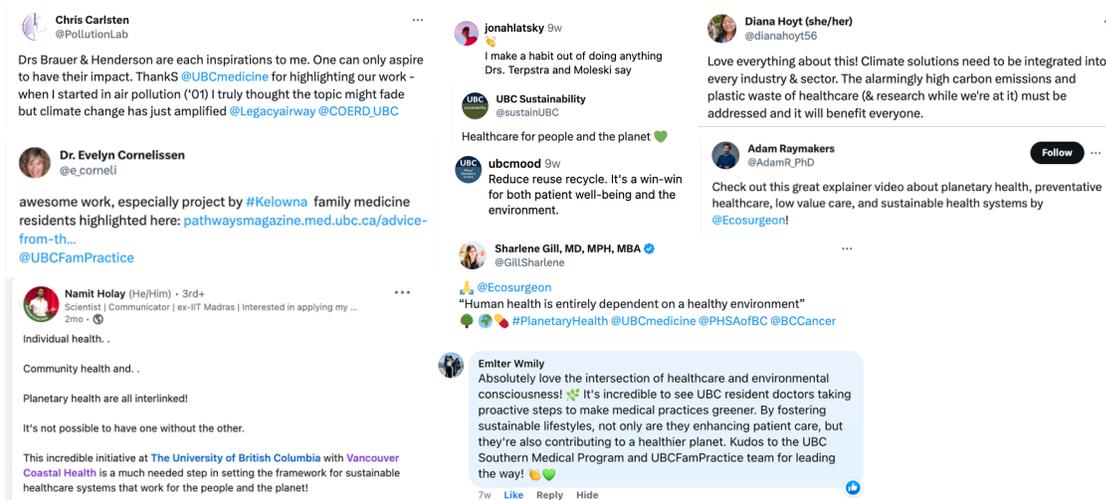


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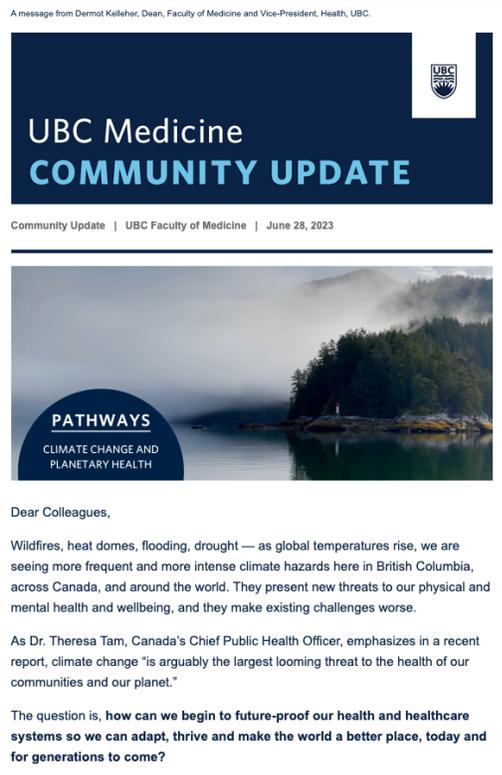
Social Engagement

Examples of the comments we received throughout our social media campaign:



Email Campaign

Screenshot of the broadcast email that was sent to faculty, staff and students, and to Pathways subscribers.



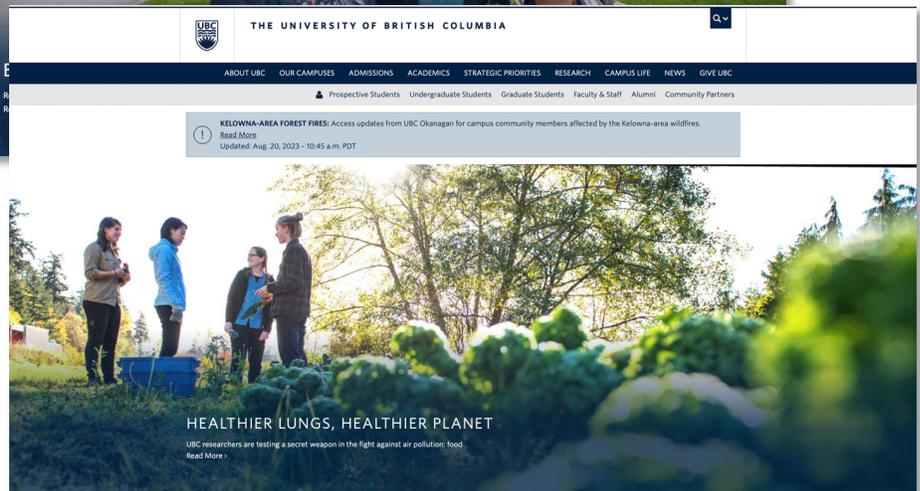
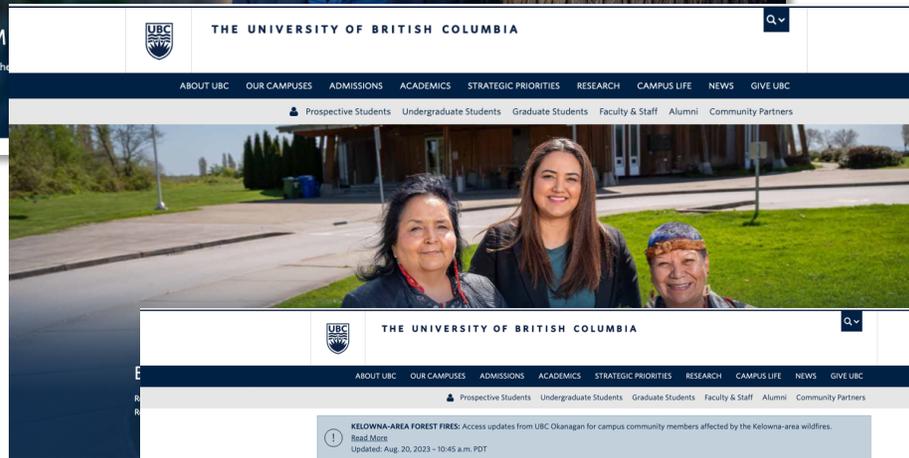


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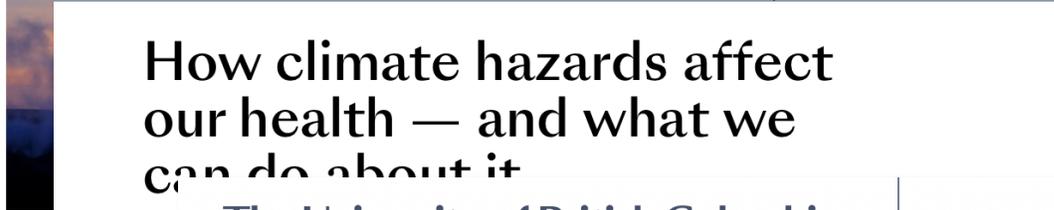
Syndication

Screenshots of stories syndicated on the top-level UBC.ca homepage, UBC's Beyond website and the University of British Columbia Magazine.





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Shifting your mindset from climate worry to climate action

Climate anxiety is on the rise. UBC researchers are at the forefront of understanding this growing phenomenon — and developing strategies to help people cope.

BY BRETT GOLDHAWK | 5 MIN | AUGUST 24, 2023



UBC Psychiatry professor and clinical psychologist Dr. Steven Taylor. Photo by Paul Joseph / UBC.

Wildfires. Flooding. Extreme heat. These days, the impacts of climate change are being felt close to home, while at the same time dominating news headlines around