



2021 HEAL Act Toolkit

The [Healthy Environment for All \(HEAL\) Act \(SB 5141\)](#) will center those most affected by pollution as Washington transitions to a green economy. The HEAL Act will address health disparities by creating the same high standard of environmental health quality in every community. To do this, the HEAL Act will define 'environmental justice' in state law, outline how agencies should consider community needs and environmental justice (EJ) in their work, establish a permanent EJ Council to work with these agencies and help create EJ legislation, and expand equitable community participation.

Front & Centered has created this toolkit to provide quick and easy ways for you to help support the HEAL Act during the 2021 Legislative Session.

Feel free to edit and personalize the content as you wish in order to lift up and reflect the communities you serve. If you have any questions or additions to this toolkit or the larger campaign to pass the HEAL Act, please contact Guillermo at guillermo@frontandcentered.org.



TOOLKIT CONTENTS

- ✓ **ADVOCACY ACTION**
- ✓ **SOCIAL MEDIA**
- ✓ Facebook
- ✓ Instagram
- ✓ Twitter
- ✓ **GRAPHICS**
- ✓ **VIDEO TESTIMONY SCRIPTS**
- ✓ **TALKING POINTS**
- ✓ **USING THE ENVIRONMENTAL HEALTH DISPARITIES MAP**

ADVOCACY ACTION

Share and ask supporters to fill out [this form](#) to ask Legislators to support the HEAL Act.

SOCIAL MEDIA

Hashtag: #HEALWA

Key links to share

- ✓ F&C HEAL Act information and endorsement page: <https://frontandcentered.org/heal-act/>
- ✓ Video of HEAL Act press conference: https://www.youtube.com/watch?v=zZQF_tbg8co
- ✓ Advocacy Action: <https://tinyurl.com/HEALAct>
- ✓ HEAL Act one-pager: <https://frontandcentered.org/wp-content/uploads/2021/01/Front-and-Centered-HEAL-Act.pdf>
- ✓ Heal Act FAQ: <https://frontandcentered.org/wp-content/uploads/2021/01/HEAL-Act-FAQ.pdf>



Facebook

Hashtags for Facebook:

#HEALWA

#JustTransition

#WAleg

#ResilientFuture

#environmentaljustice

#climatejustice

#racialequity

Where you live, your income, race, or language ability should not determine how healthy and safe you are. But we know that in our communities, health and well-being varies significantly according to who you are and where you live.

We're joining with allies to pass the HEAL Act which aims to center those most affected by pollution as Washington transitions to a greener and fairer economy. The HEAL Act does this by defining 'environmental justice' in state law, outlining how agencies should consider community needs and environmental justice in their work, establishing a permanent Environmental Justice Council to work with these agencies and help create environmental justice legislation, and expanding equitable community engagement and participation.

Join us and endorse the HEAL Act as an individual or on behalf of an organization:

frontandcentered.org/heal-act [@frontandcentered](https://twitter.com/frontandcentered) #HEALWA #WAleg

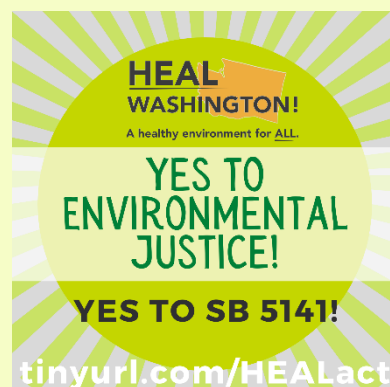


Everyone deserves to be safe and healthy. The Healthy Environment for All (HEAL) Act (SB 5141) aims to center those most affected by pollution as Washington transitions to a greener and fairer economy. The key elements of the bill were sculpted from the stories gathered at nine community conversations across the state over the course of a year. Input from communities on the frontlines who are most impacted by climate change will help us create the most effective policy solutions.

Help support the HEAL Act and ensure that everyone in Washington can live in a healthy and safe environment no matter who they are, what language they speak, or how much money they have. [@frontandcentered](https://tinyurl.com/HEALAct) #HEALWA #WAleg

Our moment to stand up for environmental justice is here! The Healthy Environment for All (HEAL) Act (SB 5141) was voted out of the Senate chamber on March 1 and with an 8-5 vote in the House Environment and Energy Committee. We are on our way to our last committee hearing - House Appropriations. No hearing date has been announced yet but stay tuned!

In the meantime, we want to make sure House Appropriations members know that environmental justice is important for their constituents and that we the people will not rest until the Evergreen State is green for all. Take action now at [@frontandcentered](https://tinyurl.com/HEALAct) #HEALWA #WAleg





Many low-income BIPOC communities experience harsher health impacts just because of the geography they live in. We have the opportunity to create a healthier, more just Washington by centering those most affected by pollution as Washington transitions to a greener and fairer economy. The HEAL Act would institute holistic changes, resulting in improved state agency community engagement plans that are more inclusive, the inclusion of environmental justice in agency planning and processes, and prioritizing state spending in high need areas.

Next up, the House Appropriations will consider, so let members know that environmental justice is important for their constituents and that we the people will not rest until the Evergreen State is green for all. [@frontandcentered](https://tinyurl.com/HEALAct) #HEALWA #WAleg

Over time, the HEAL Act will save the state money by reducing hazard response, infrastructure maintenance costs, and healthcare costs. This can help improve everything from public transit and access to parks to environmental inspections and cleanup programs. In this way, the HEAL Act will help reduce and, ultimately, eliminate environmental and health disparities so we can all thrive.

Next up, the House Appropriations will consider, so let members know that environmental justice is important for their constituents and that we the people will not rest until the Evergreen State is green for all. [@frontandcentered](https://tinyurl.com/HEALAct) #HEALWA #WAleg



Twitter

Hashtags for Twitter:

#HEALWA

#WAleg

Everyone deserves to be safe & healthy. The HEAL Act aims to center those most affected by pollution & global warming by virtue of discrimination, poverty, and poor health as WA transitions to a greener & fairer economy. Find out more =>>

<https://frontandcentered.org/heal-act/> #HEALWA #WAleg

Where you live, your income, race or language ability shouldn't determine how healthy & safe you are, yet there's disproportionate environmental health impacts in #BIPOC communities. The HEAL Act centers those most affected by pollution!

<https://frontandcentered.org/heal-act/> #HEALWA #WAleg

Too many low-income BIPOC communities face disproportionately worse health impacts because of where they live. Take action and ask your Senator to support the HEAL Act.

<https://tinyurl.com/HEALAct> #HEALWA #WAleg



We can't achieve environmental justice without racial justice. The HEAL Act does both! It was voted out of the House Environment & Energy Committee & faces final Appropriations Committee vote. Take action to support [#HEALWA!](#) <https://tinyurl.com/HEALAct> [#WALeg](#)

Over time, the HEAL Act will save our state money by reducing hazard response, infrastructure maintenance costs, and healthcare costs. Take action today and ask House members to support the HEAL Act! <https://tinyurl.com/HEALAct> [#WALeg](#) [#HEALWA](#)



Instagram

Hashtags for Instagram:

#HEALWA

#JustTransition

#WAleg

#ResilientFuture

#environmentaljustice

#climatejustice

#racialequity

#ClimateChange

#environment

Repost F&C Instagram post that outlines key elements of the HEAL Act:

<https://www.instagram.com/p/CKCy7kwA04F/>

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We're joining with allies to pass the HEAL Act which aims to center those most affected by pollution as Washington transitions to a greener and fairer economy. The HEAL Act does this by defining 'environmental justice' in state law, outlining how agencies should consider community needs and environmental justice in their work, establishing a permanent Environmental Justice Council to work with these agencies and help create environmental justice legislation, and expanding equitable community engagement and participation.

#HEALWA #JustTransition #WAleg #environmentaljustice #climatejustice #racialequity
#ClimateChange #environment



We can't achieve environmental justice without racial justice. The HEAL Act will tackle both.

Over time, the HEAL Act will save the state money by reducing hazard response, infrastructure maintenance costs, and healthcare costs. This can help improve everything from public transit and access to parks to environmental inspections and cleanup programs. In this way, the HEAL Act will help reduce and, ultimately, eliminate environmental and health disparities so we can all thrive.

Next up, the House Appropriations Committee will be scheduling a vote for the bill - take action and tell them to support the HEAL Act! [#HEALWA](#) [#JustTransition](#) [#WAleg](#) [#environmentaljustice](#) [#climatejustice](#) [#racialequity](#) [#ClimateChange](#) [#environment](#)



GRAPHICS

HEAL
WASHINGTON!
A healthy environment for ALL.

Now **IS THE TIME TO
CREATE A HEALTHIER &
MORE JUST WASHINGTON**

**SUPPORT THE
HEAL ACT (SB 5141)**

HEAL
WASHINGTON!
A healthy environment for ALL.

**YES TO
ENVIRONMENTAL
JUSTICE!**

YES TO SB 5141!

tinyurl.com/HEALact



VIDEO TESTIMONY SCRIPTS

You can create a 30-second video via OneClickPolitics. You will have an opportunity to record multiple messages, select the version you like best, and submit it.

Video Message - Option 1	
Intro	My name is NAME and I am a constituent of X District/City. I urge you to support HEAL Act SB 5141.
Personal Message	<p>I support this bill because... (state why, make it personal. 1-2 sentences but brief)</p> <p>Examples:</p> <ul style="list-style-type: none"> • In my community, we are most affected by X source of pollution... • I support the HEAL Act because I believe everyone deserves to live in a healthy and safe environment regardless of who they are, what language they speak, or how much money they earn.
Outro	The HEAL Act is a vital step to making the Evergreen State 'Green for All,' and I strongly urge you to help pass the HEAL Act.

Video Message - Option 2	
Intro	I am NAME, a constituent of X District/City. I am writing to express my concern about the impact of pollution on communities of color and low income communities.
Message	<p>Example:</p> <ul style="list-style-type: none"> • The Environmental Health Disparities (EHD) map shows the human dimension of environmental problems. I know firsthand that my community suffers from X... (state how that impacts well-being) <ul style="list-style-type: none"> ○ Optional, enter your neighborhood ranks on the map (https://tinyurl.com/y4zlf2ar or see directions below) to see what risk factors are in your community ○ Click on the overall EHD category or choose the sub or individual categories that rank high
Outro	The HEAL Act is a major opportunity to make smart, targeted decisions and investments with the greatest amount of positive health impact in our state. I strongly urge you to help pass the HEAL Act.



HEAL ACT TALKING POINTS

Key values: environmental justice - social justice - racial justice - urgency - accountability - healthy communities

Top Level Messaging Points:

- *Everyone deserves to be safe and healthy.* **Input from those on the frontlines who are most impacted by decisions that affect the environmental and health of communities, and who are most impacted by climate change, will help us create the most effective policy solutions.**
- Where you live, your income, race, or language ability shouldn't determine how healthy and safe you are, yet our state shows clear disproportionate environmental health impacts in specific areas and communities in our state.
- The [Healthy Environment for All Act \(HEAL\) of 2021](#) would set the State on a path to provide a universal standard of environmental healthy quality across every community. The legislation would set a definition of EJ and require state agencies to prioritize EJ in grant-making, rulemaking, enforcement, community engagement, and strategic planning. It would also establish an EJ Council to work with state agencies, provide model policies, and ensure equitable community engagement.
- **The HEAL Act is the result of deep listening to the expertise and lived experience of frontline communities**, including Front & Centered's members, over the course of a year with the goal of achieving a healthy environment in every community.
- **The HEAL Act is a major opportunity to make smart, targeted investments with the greatest amount of positive health impact in our state.** It saves health care costs and prioritizes investments for highly impacted communities.



Supportive Talking Points, Context, and History:

- In 2019, the HEAL Act passed out of both chambers of the Legislature but didn't pass in whole. Instead, the Legislature opted to create an [Environmental Justice Task Force](#) to hold regional public meetings and develop policy recommendations for an enhanced HEAL Act that could be introduced in 2021. The Task Force co-chaired by Front & Centered and consisted of 15 members representing eight state agencies, business and labor interests, highly impacted communities, and the Governor's Interagency Council on Health Disparities.
- The HEAL Act of 2021 incorporates the Task Force's recommendations, which includes robust feedback from state agencies and community groups, and over 40 organizations have endorsed the HEAL Act.
- Washington state cannot be environmental champions without defining and passing environmental justice into law and state action. Passing the HEAL Act is a critical first step to ensure a healthy environment for all, and build a framework for climate and environmental action.
- The attacks on our democracy and evidence of economic inequality and systemic racism revealed by the health impacts of Covid-19 make environmental justice policy a crucial solution. Focusing state environmental resources in areas with the greatest health impacts will reduce the exposure to pollution that makes one more vulnerable to viruses. Forming an EJ Council that centers community will ensure highly impacted communities have a voice in vital government decisions concerning their health.
- States like California, Oregon, New Jersey, and New York have established groundbreaking environmental justice requirements in their laws and programs. The scope of the HEAL Act would make Washington a leader among these states because it would apply to all state agency environmental programs and not just specific initiatives.
- If passed, our state will be leveraging existing agency resources to develop comprehensive planning and services to make the greatest amount of impact.
- The HEAL Act will ensure that state agencies develop processes for planning, programs, investments, and regulations that promote the equitable distribution of environmental benefits and the reduction of pollution in overburdened communities. The HEAL Act does not create new permitting requirements for business nor does it determine what is permitted or where.



- Businesses want to be good partners and neighbors in the communities where they operate. By improving human health and well-being, environmental justice contributes to a healthy workforce. And reducing pollution more equitably can upgrade the quality of infrastructure like transit, water, and power services that many businesses depend on.
- The Covid-19 pandemic is one more public health threat that hits some communities harder than others, with death rates highest among Black, Indigenous and people of color ([source](#)). Climate change, wildfire and smoke, and pollution also disproportionately harm BIPOC communities. We must address these health disparities in Washington state – and we can start with the HEAL Act.
- We cannot achieve environmental justice without racial justice. The HEAL Act is a step toward a healthier, safer Washington for all people – especially Black communities, Tribal nations and indigenous communities, and other communities of color, who have long borne disproportionate health risks due to generations of racist policies in nearly every sector of our economy. We can and must HEAL our communities and move toward a more just and equitable future.
- When you invest in the health of frontline and Tribal communities, you protect the health of *all* of our communities. You also save money over the long term through prevention and planning that includes the voices of those most impacted.
- Over time, the HEAL Act will save the state money by reducing hazard response, infrastructure maintenance costs, and healthcare costs. This can help improve everything from public transit and access to parks to environmental inspections and cleanup programs. In this way, the HEAL Act will help reduce and, ultimately, eliminate environmental and health disparities so we can all thrive.



USING THE ENVIRONMENTAL HEALTH DISPARITIES MAP

The [Washington Environmental Health Disparities Map](#) is a valuable tool to demonstrate the relative impact a community faces from environmental health hazards. You can look up the ranking of your community or your organization and use that information to advocate for passing the HEAL Act. The odds are that every community will rank high on at least one indicator.

There are several layers of categories which you can browse to understand a community. You can use the map to highlight particular disparities a community faces, as a way to strengthen the case for legislators representing that area to support the HEAL Act which would utilize the map in state agency policy, enforcement, and spending decisions.

The Environmental Health Disparities (EHD) category presents cumulative health risk factors, a function of all 19 indicators. If a community ranks high in this category, it can be sufficient to highlight. But when you click on the category, you will see four subcategories. You may click on each of these to see how they rank communities, which will be different from the cumulative EHD ranking because it uses a narrower set of data. Within each subcategory, you can further narrow the rankings to individual indicators.

So for example, if a community ranks low in the EHD category but high on socio-economic burdens, highlight that subcategory as a reason for that community needing policies like the HEAL Act which will give it the attention it deserves. You may want to narrow the ranking further to unemployment, and emphasize the resilience to environmental hazards a job provides, and the value of targeted state agency investments in the area to create jobs. There are arguments for the HEAL Act you can make using any indicator, as each of them are listed because they influence our risks to environmental hazards.