

Image: Belga/N. Maeterlinck

# Save the humans... ...despite themselves



...but the planet will be fine,

Image: Torsten Blackwood/AFP/Getty images



# Who do we serve?



Source: <https://www.culturepartnership.eu/en/artide/kak-tolpa-mozhet-pomoch-proektu>

# Make it personal



Source: Catalina Moreno/YouTube



# How does air pollution affect me and my family?



Europe



Health topics ▾

Our work ▾

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## Air pollution costs European economies US\$ 1.6 trillion a year in diseases and deaths, new WHO study says

28 April 2015 | Media release | Reading time: 3 min (829 words)

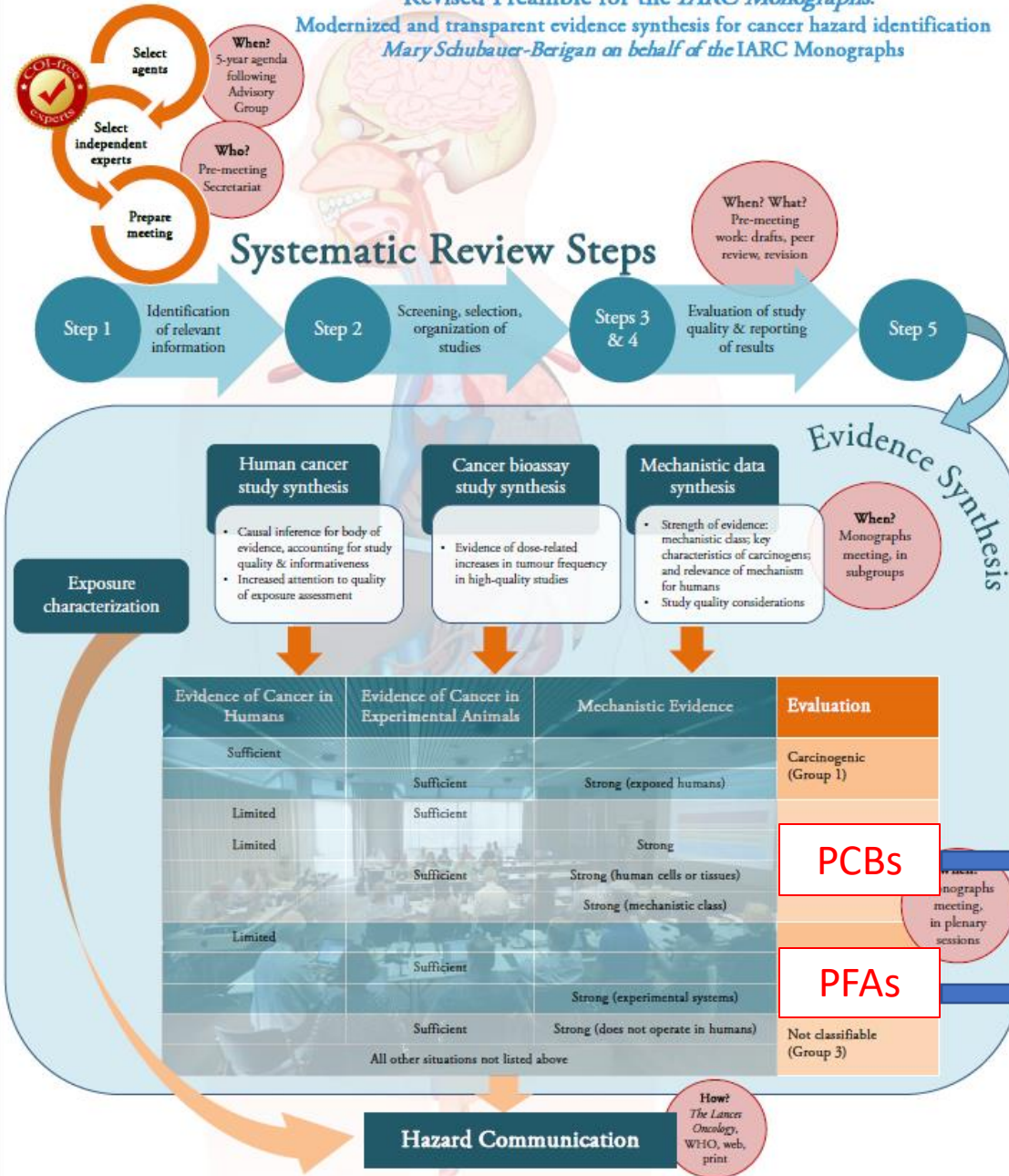


Image: sujaimages/dreamstime

European Environment Agency



Revised Preamble for the *IARC Monographs*  
 Modernized and transparent evidence synthesis for cancer hazard identification  
 Mary Schubauer-Berigan on behalf of the IARC Monographs



Source: iarc

Do PFAS cause cancer?  
 Do PCBs cause cancer?



Probably...

Possibly...



## Predicted heat risk for people in Europe, 2040 to 2060

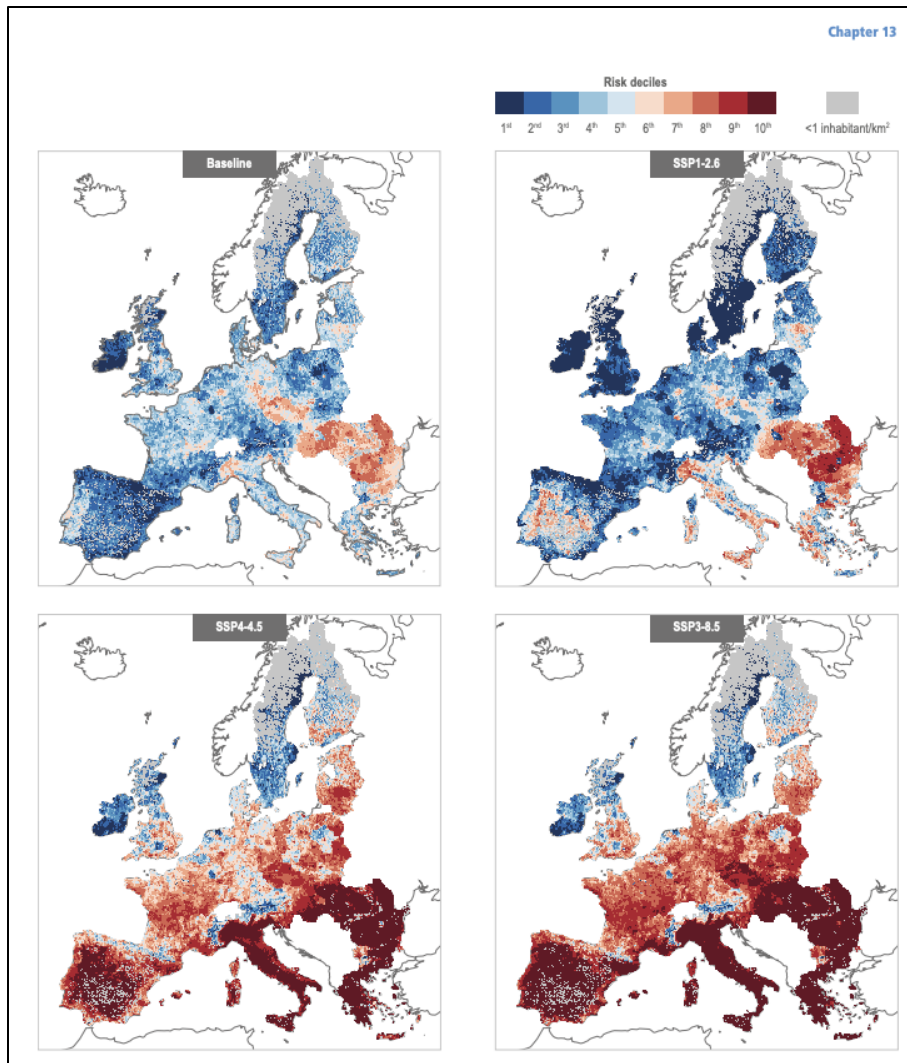


Image: Asociacion de Vecinos de Aluche

I am from Aluche.  
Will climate change get me here?  
RCP 8.5 is coming for you mate!



What messages resonate with people?

What information do people need to improve their environmental health?





# How does my environment affect my health?

WEB REPORT

## Beating cancer — the role of Europe's environment

Cancer affects the lives of many Europeans. Environmental and occupational exposure to air pollution, radon, UV radiation, chemical carcinogens, asbestos and other risks contributes significantly to the high burden of cancer in Europe. However, all environmental and occupational cancer risk factors are largely preventable. This web report provides a brief overview of the evidence on the environmental and occupational determinants of cancer in Europe and of EU policy responses.

Published 28 Jun 2022 — Last modified 07 Feb 2023 — 10 min read — Photo: © Chris LeBoutillier on Unsplash



# How can I protect my family from harmful chemicals?

## PFAS | WHAT YOU NEED TO KNOW

### 1 Possible sources of exposure

- House dust
- Occupational exposure (PFAS manufacture, firefighters, ski waxing, chromium plating...)
- Home consumer products
- Personal care products
- Breast milk
- Contaminated drinking water
- Contaminated food
- Food consumer products

### 2 How can PFAS enter your body?

Via inhalation

Via dermal absorption

Via ingestion

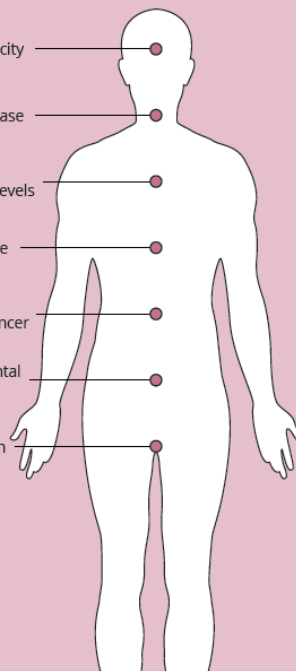
### Where they can be possibly found?

PFAS can be found in consumer products, such as food packaging and cookware; personal care products, such as shampoo, dental floss, nail polish and eye makeup; cleaning products, upholstery, leather, and carpets as well as home improvement products such as paints, varnishes, lubricants and sealants.

It can also be found in contaminated drinking water (close to manufacturing facilities, waste treatment facilities, firefighting and military training sites and airports) or food (fish, meat, fruit and fruit products, eggs, vegetables and vegetable products due to contaminated soil).

### 3 How might PFAS affect your health?

- Immunotoxicity
- Thyroid disease
- Increased cholesterol levels
- Liver damage
- Kidney and testicular cancer
- Developmental toxicity
- Effects on reproduction and fertility



### 4 How can you reduce your exposure to PFAS?

- ✗ Avoid fast-food wrapped in grease-proof paper
  - ✗ Avoid fast-food sold in PFAS-containing cardboard, such as some pizza boxes
  - ✗ Avoid using optional waterproofing sprays on clothing and footwear
  - ✓ Ask for PFAS-free products when purchasing products that may contain PFAS. Ensure that products are free of all PFAS (and not just PFOS and PFOA)
  - ✓ Check whether a particular product contains PFAS or not in online applications
  - ✓ Instead of non-stick cookware, opt for ceramic, stainless steel, or cast iron
- If you live in or near areas known to be contaminated with PFAS:
- ✗ Avoid fishing and consuming fish from these areas
  - ✓ Avoid consuming home-grown fruits and vegetables from these areas. Ask local authorities to assess the PFAS levels to reassure yourself that it is free of PFAS
  - ✓ Please follow the advice from authorities for water use

The EU has taken action to reduce people's exposure to PFAS. For example, PFOS, its salts and derivatives as well as PFOA, its salts and PFOA-related compounds are banned under the Regulation on Persistent Organic Pollutants. The European Food Safety Authority has defined a limit for the volume of four PFAS that may be safely consumed in food in a one-week period. EU REACH restrictions are also adopted for PFOA and will be effective in the coming years for several uses. Also, the Drinking Water Directive sets limit values for PFAS in water for human consumption. Most recently, the Chemicals Strategy for Sustainability set out a range of actions to regulate PFAS as a group, including phasing out the use of PFAS in the EU, unless their use is essential.

For further information on how the European Union is protecting citizens read the [HBM4EU PFAS Factsheet](#)



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[www.hbm4eu.eu](http://www.hbm4eu.eu)



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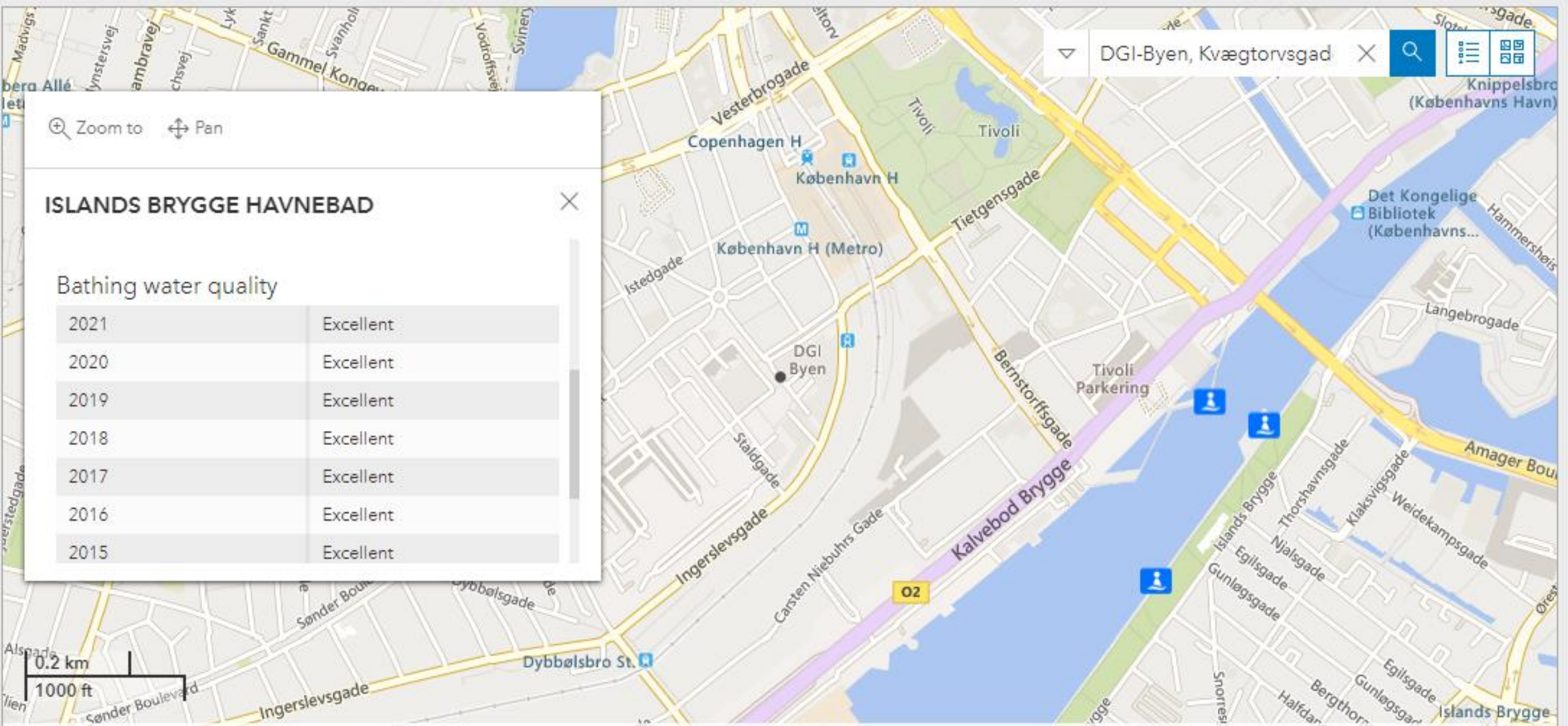


science and policy  
for a healthy future

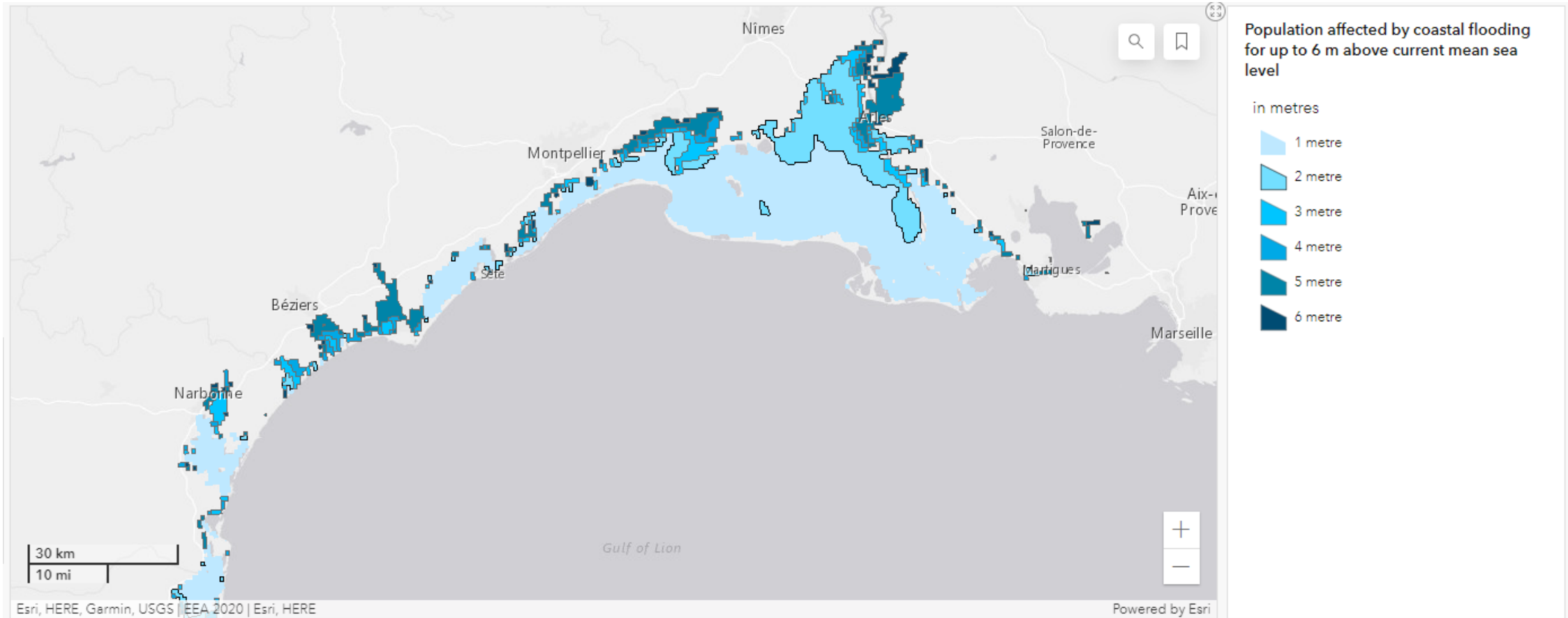




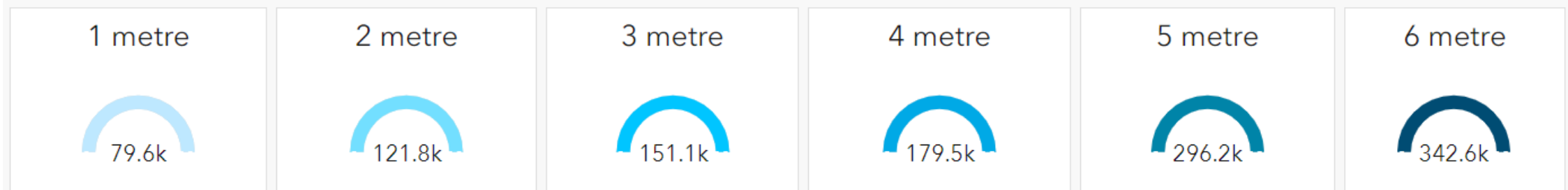
# Should my kids take a swim?



# Will my neighbourhood be flooded when sea levels rise?

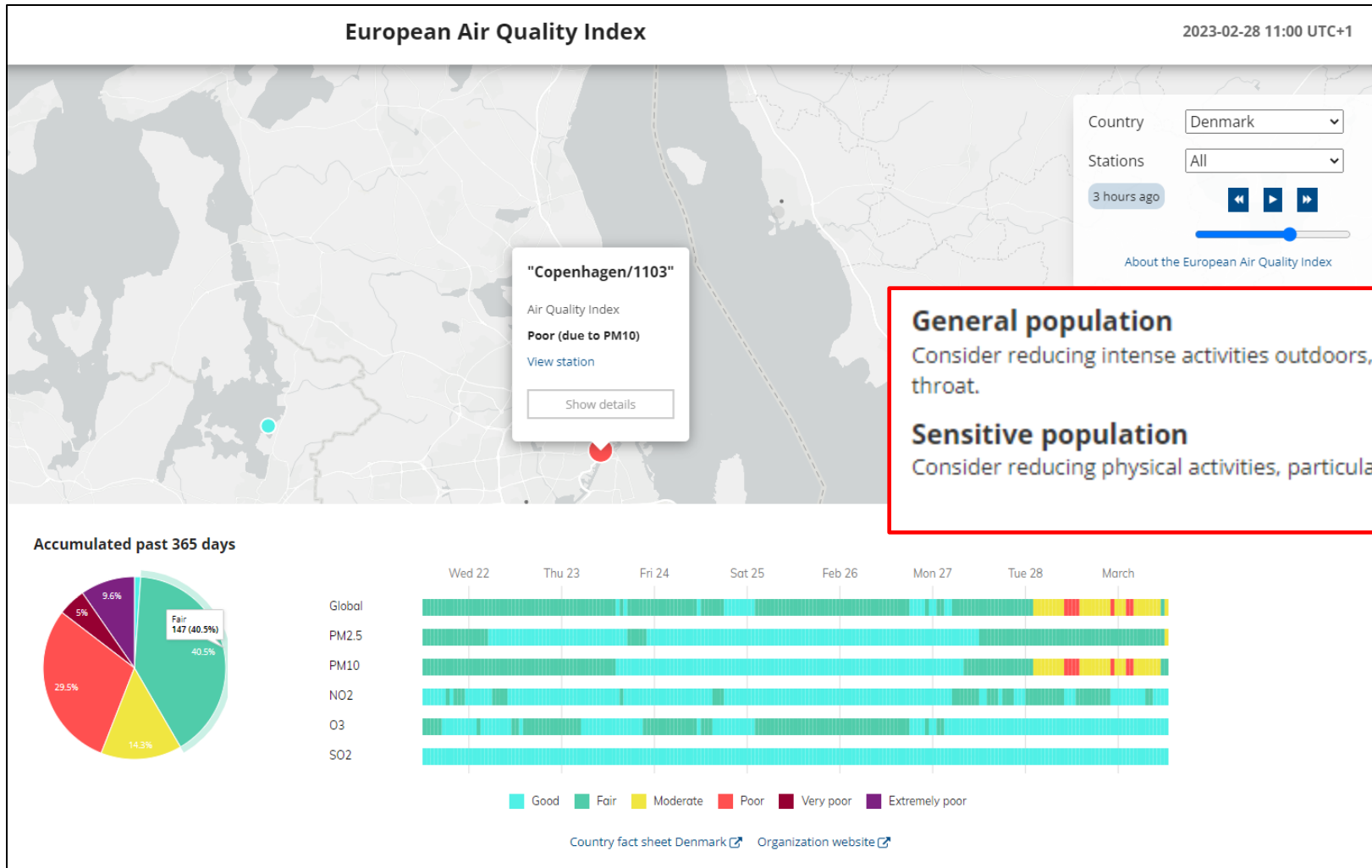


Population living within the respective height above mean sea level (in metres):



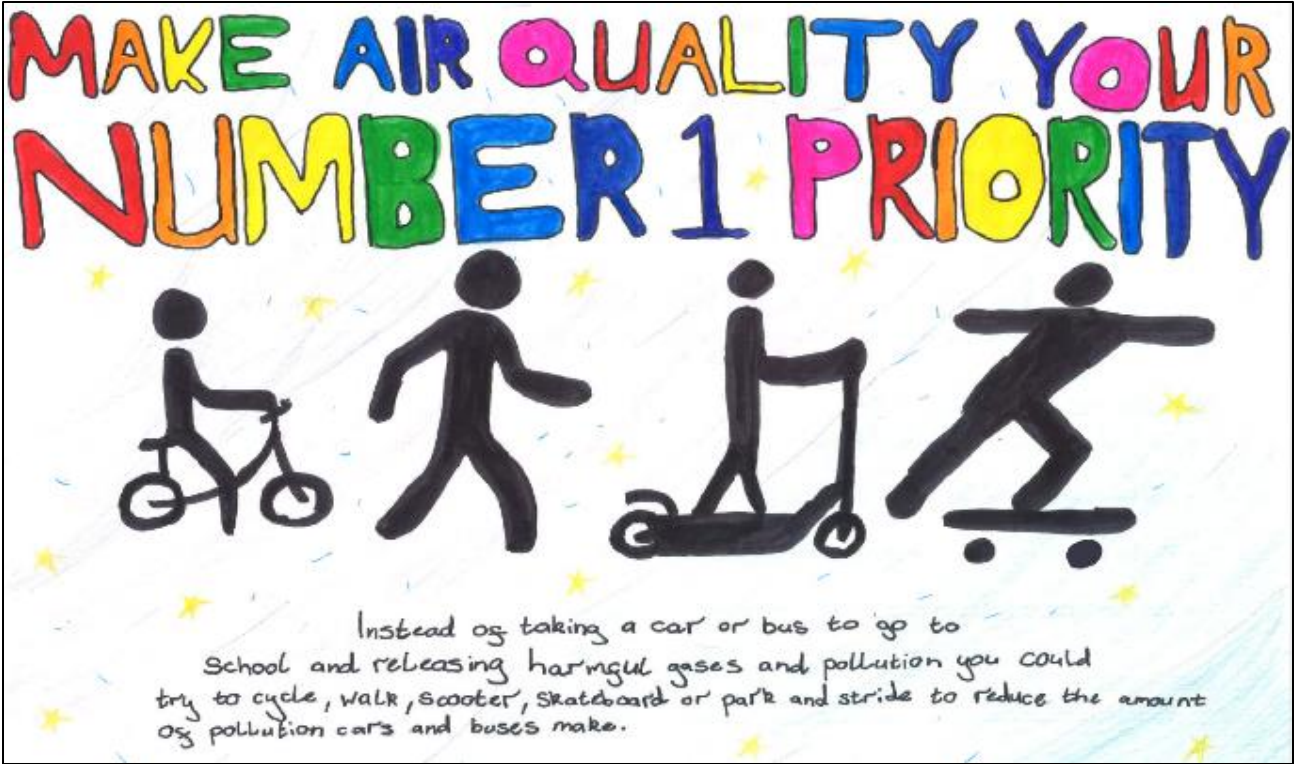
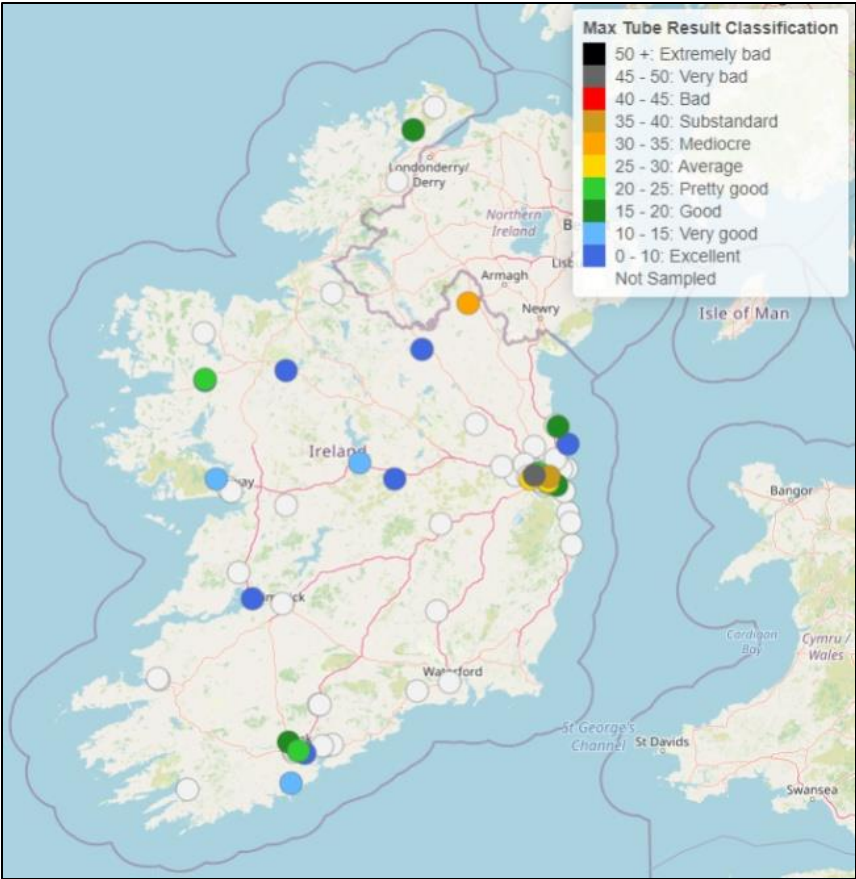


# My daughter has asthma, should she go out to play today?



# Protecting our children – improving air quality around schools

Results of a campaign to measure nitrogen dioxide at the school gate in Ireland



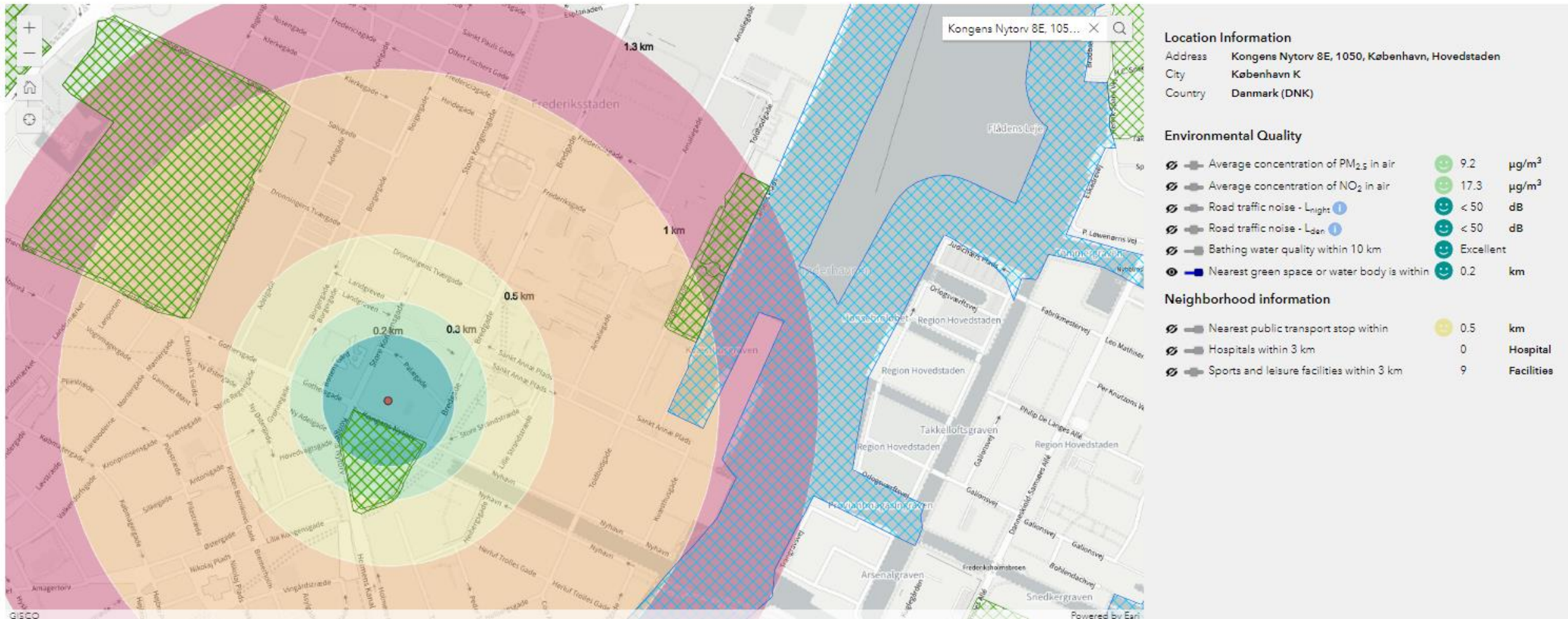
© Misha Biswas




# Making it personal – the “check your place” widget in the European Environment and Health Atlas

## Check your place

Click on the map or enter an address and the results will be shown in the right-hand panel. You can show/hide layers by clicking on the eye icons and use the slider to manage the layer transparency. If you want additional details about the variables and thresholds used, check out the “Additional information” section below the map.







We are what we eat...  
...choose your eggs carefully!



# UNDERSTANDING THE GLOBAL WARMING HOAX



EXPANDED AND UPD

LEO JOHNSON



Donald J. Trump  
@realDonaldTrump

Following

The concept of global warming was created by and for the Chinese in order to make U.S. manufacturing non-competitive.

## How do we rebuff mis-information?

## Challenge greenwashing?

## And address genuine social concerns and trade offs?



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### Why You Should Love Fossil Fuel



© CHEMSEC



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  Desde la serranía de Atienza a su mesa

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# Desde la serranía *de Atienza* a su mesa



**JAMONES Y EMBUTIDOS ELABORADOS EN LA ZONA CON  
EL AIRE MÁS LIMPIO DE ESPAÑA Y EL TERCERO DEL MUNDO.**

Según la Organización Mundial de la Salud y así lo ha publicado en un ranking The Guardian 2019.

Hams and cold cuts made in the area with the  
cleanest air in Spain, and third cleanest in the world

