# Health and Environmental Communication

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*Environmental communication has the potential to address the problem of emphasising development at the expense of sustainability. The field must employ critical practices making sure that the impact of its actions is thoroughly examined. It is essential to keep in mind that problems, like solutions, are products of social construction. It contends that even if significant environmental threats exist, what motivates individuals to take action is their perception of these threats rather than the actual dangers they face. Environmental communication has a substantial impact on managing the health issues and campaigns related to the health problems. Environmental communication can be adapted in various ways. It depends upon the health promoters and other related agencies to efficiently plan how to use this environmental communication to make people aware of the facts and reduce the infection rate. In this study, the various aspects of environmental communication have been identified to help address health-related challenges. The research has been conducted using the qualitative approach and considering the secondary research data.*

## 1. Introduction

Nature and environmental challenges are mediated through our attitudes, policies, and means of action through human communication systems (McCullough et al., 2020). According to the research study by Torelli et al. (2020) Conference on Communication and Environment appeared to be based on this tenet, which urged attendees to concentrate on the premise that "the consideration of wilderness takes place with the understanding that the very idea of wilderness is mediated through various technologies (photograph, television, film, computers). Dismantling social notions of the pristine might lead to confusion about tropes and natural terrains, yet this tension is at the heart of our field's foundation.

Liang et al. (2019) discussed that when evaluating the probable ramifications of climate change for some industries and localities in the United States" before making a provocative statement. The insertion's economic interest had a significant impact because it was not merely a way to create climate change research socially. As a result, it was more than simply a means of constructing science in the social sense.

Despite the lack of interest in socio-symbolic representations, they are constructed within and through various institutional cultures and communication systems. These constructions occur, although socio-symbolic representations are of interest (Katz-Rosene, 2021). There are many different ways these websites' political and economic aspects can be utilised to explain the many representations they present and how they limit or exclude certain voices and communities. Studies on public engagement in environmental decisions and the exclusion by mainstream media of "voices of the side effects," or parents and children who suffer the repercussions of a "risk society," have shown the importance of these institutional and ideological sites.

These studies have shown that parents and children suffer the consequences of a "risk society" (Chong & Sun, 2020). On the other side, in 1999, the Seattle Post-Intelligencer was the first to break the news of the asbestos illness in Libby, Montana, which increased the amount of pressure on local authorities to deal with the problem (Kaletnik & Lutkovska, 2020). The concern expressed by the Union of Concerned Scientists regarding a "wide-ranging campaign to manipulate the Government scientific advisory system to prevent the appearance of advice that would run counter" is an excellent illustration of how the ideological contexts of organisations can help us better understand their concern (Belgrade & Puspita, 2021).

### 1.1 Research Gap

This research has been completed using the qualitative research methodology, and the findings of this study can be improved by conducting this study quantitatively. Similarly, secondary data has been used for this research. The research study results can be updated using the primary data in a survey or interview.

## 1.2 Objectives of the Study

This study aims to analyse the effectiveness and importance of environmental communication related to the health and to meet the aim of the research along with answering the research questions following objectives have been developed,

- To understand the concept of the environmental communication, the literature will be studied
- To analyse of the various environmental signals and their significance to human health data will be evaluated
- To develop the link between the environmental communication and health, the justifications will be presented
- To improve the understanding of the health and environmental communication, recommendations will be proposed

## 1.3 Research Questions

It has been studied that research questions are a significant part of the research; it breaks down the entire research problem into several small issues that help to Consider the research topic following questions have been developed,

- What is the role of communication in human life?
- How does nature communicate with humans?
- What role does nature play in communicating the various aspects of life?
- Why is environmental communication essential for humans?
- Can environmental communication have a link with the health of a human?
- How health and environmental communication are linked to each other?

## 2. Literature Review

At the moment, there are no comprehensive attacks on the science of sustainability that have been published. Even if sustainability science has a lot of untapped potential, there is also a chance it will perpetuate a lot of the problems associated with sustainability (Comfort & Park, 2018). By looking at the complaints that have been levelled at sustainable development, it is feasible to foresee the criticisms that will be dropped at the science of sustainability. For instance, we provide a detailed explanation of how environmental communication may improve the capacity of sustainability science to address these concerns (Atinafu, 2019). A similar risk is present in sustainability science, which concentrates simply on development without considering the numerous interrelated aspects of sustainability (Marco-Fondevila et al., 2018).

The field of sustainability science runs the risk of having its most fundamental concepts watered down because it does not consider the inherent power in producing new knowledge (Atanasova, 2019). According to Lee (2020), in post-normal scientific approaches like sustainability science, "the facts are unclear, the values are disputed, the stakes are significant, and decisions must be taken rapidly. Due to the high levels of ambiguity, there is a pressing need for a new model of

science communication that goes beyond transmission models and into participation models. It is essential to understand the tensions associated with producing and using scientific knowledge (Amran et al., 2019). To understand how science is used for political purposes, one needs only consider how challenging it is to educate the American public about climate change

It is necessary to ensure widespread participation because the field of sustainability science requires the engagement of a diverse range of individuals and organisations, including businesses, governments, academic institutions, and students (Gottenhuber & Mulholland, 2020). Experts in environmental communication have conducted research on this issue for a significant amount of time. Despite this, this study has seldom reached sustainability scientists due to the gaps between academic disciplines and the lack of communication resulting from these gaps (Morton et al., 2019). Environmental communication is one way we may assist the field of sustainability research and the communities it collaborates in identifying and developing more effective methods of working together. Because of this, universities need to be aware of the inherent contradictions that come along with working together (Awais et al., 2019). The field of sustainability science needs to have long-term commitments founded on trust, shared resources, and a shared objective for it to be successful (Garcia-Sanchez et al., 2020).

Environmental communication commonly mixes research from the natural sciences and administrative disciplines. Environmental communication draws on various communication and social science theories, such as sustainability science (Misso et al., 2018). The gaps that can sometimes be found in the cooperation amongst environmental communication researchers can be helped to be bridged through the use of interdisciplinary thinking. The field of environmental communication is well aware of the potential for inter-disciplinary collaboration to be hampered by uncertainties regarding power, voice, agency, and involvement. Thompson demonstrated how interdisciplinarity might be established through his ethnographic research on multidisciplinary research teams.

It is interesting to note that former Vice President of the United States Al Gore and the United Nations Intergovernmental Panel on Climate Change (IPCC) won the Nobel Peace Prize in 2007 for their work communicating about climate change. Consequently, he is recognised as the most well-known environmental communicator today (Chams and García-Blandon, 2019). According to Ikram et al. (2019), the subject matter touches on many specialised academic fields. It draws on concepts and approaches derived from various fields, including environmental and communication studies. There are academic programmes and research centres dedicated to ecological communication, scholarly publications and books devoted to environmental communication, and an extensive range of literature on various themes about environmental communication (Eikeset et al., 2018).

In recent years, the protection of the environment and the prevention of the exhaustion of natural resources have risen to the top of the political and social agendas in many countries. Environmental communication rapidly impacts politics, government, and activism conducted by non-profit organisations (Carvalho et al., 2018). Environmental communication is used daily by

many government agencies, such as the United States Environmental Protection Agency and the National Park Service, to create, administer, and promote various environmental protection programmes and projects. Numerous environmental special interest groups have tight ties to the government (Ezoji and Matta, 2018). These groups can influence legislation to protect animals and mobilise the general population to vote for environmentally friendly policies. They have a close working relationship with the government. When it comes to environmental communication, non-profit organisations that are part of government departments, like the National Park Foundation, and non-profit organisations independent of the government, like the Sierra Club or the Environmental Défense Fund, use various methods to reach a wide variety of people. For example, the National Park Foundation is part of the Department of the Interior (Bombiak & Marciniuk-Kluska, 2018)

The primary goal of environmental communications is to educate people about the best ways to care for the environment and highlight the practices already in place. In recent years, there has been a lot of progress made in environmental communication studies and literature, but a lot still needs to be discovered (Levchyk et al., 2021). In addition, there is a need for additional research to determine which methods will be most fruitful. Because the vast majority of those studying environmental communication consider it a "crisis discipline," their efforts go beyond a comprehensive explanation, description, or analysis of this kind of communication (Ruman, 2018). From their point of view, every communication that pertains to issues concerning the environment needs to be as efficient and ethical as is humanly possible. Effective communication is necessary to avoid potentially disastrous disputes and address environmental health and justice issues (Ulewicz & Blaskova, 2018).

According to the research of Kalsoom and Qureshi (2019), communication about the environment should prioritise identifying and spreading the most effective environmental practices. Everything that is said and done has the potential to be leveraged in some way so that we can advance toward our objectives. A similar point can be made with the messaging concerning the environment. The utilisation of communication sets specific actions into motion (Laurent et al., 2019). People communicate, for instance, so that they can educate, enlighten, alert, and persuade both their contemporaries and the general public as a whole. In a similar vein, communication serves as a tool for organising, debating, and critiquing one another (Sineviciene et al., 2021). When it comes to contact with the environment, it is a tool that is both vital and practical. As a direct consequence of this, a careful investigation is required. It is possible to utilise environmental communications to advocate for a policy, increase awareness, impact behaviour, or persuade public opinion (Caird & Roy, 2019). The way in which one communicates has a direct bearing on the exact result that one seeks, whether that result is the passage of legislation or the resolution of conflicts. Therefore, efficient communication is necessary to achieve your success goal (Chen et al., 2020).

The medium of communication is responsible, to a significant extent, for the production of meaning. It affects how people perceive and evaluate the world around them, including the

situations, conditions, and ideas (Brus et al., 2018). People's understanding of environmental issues, the issues themselves, the people and organisations involved in those issues, the alternative approaches and consequences, and most importantly, the environment itself can be improved through communication. Those who work in this industry know that meanings and values play an essential part in shaping virtually every facet of our lives (Leal Filho et al., 2021). This encompasses everything from the different kinds of technologies developed and utilised to the regulations put into place to the personal decisions. People's meaning and values can substantially influence how they behave, even if they do not entirely determine how people act. The Division of Environmental Communication is home to researchers from various academic backgrounds, including sociologists, political scientists, geographers, and social psychologists. Their focus is on the study of environmental communication (Reyes-Rodríguez, 2021). The primary focus in the social sciences is issued such as legitimacy, involvement, power, resistance, conflict, and learning about decision-making and transformation processes in organisations (MAGSI, 2021). Environmental communication has generally been seen from an instrumental perspective, emphasising the conveyance of information rather than seeing communication as the social negotiation of knowledge, values, and emotions (Zucchella et al., 2019).

## 3. Methodology

In this research study, a qualitative research approach was adopted to execute the research process. The research problem was analyzed from scratch, and no existing theory was used for testing or validation. The requirements of the study justify the use of an inductive research approach. No factual or scientific data was used in this research. Furthermore, the study required data based on people's natural experiences, perceptions, and beliefs, which justifies the use of an interpretivist research philosophy. Primary data collection is a time-consuming process and requires ethical considerations. Therefore, secondary data was used to address the research problem. It is important to consider the ethical issues raised during this research. In this specific study, no human subjects were involved in collecting data. Secondary data was obtained from open sources, and no data requiring special permission was used. Consequently, no ethical issues are associated with this research study.

## 4. Results and Discussion

### 4.1 Chemicals and Their Impacts

Chemicals can have a wide range of influences on human health, and prolonged contact with unknown or potentially hazardous compounds frequently results in adverse health outcomes (Chandrabose et al., 2019). Natural and artificial chemicals are both considered hazardous by the chemical safety sector. On the other hand, chemical safety seeks to protect people and the environment from exposure to potentially toxic chemicals. These chemicals can be naturally occurring or artificial and produced through industrial processes or waste products. Both naturally occurring and artificial chemicals are included in chemical safety (Tarfiei et al., 2018).

Toxicology, the study of substances that have a dangerous effect on the human body when consumed or absorbed through natural surroundings, is typically the primary focus of public health authorities who work in chemical safety (Ferdous & Nemmar, 2020). Chemical risk assessment is a subfield of public health research that places a significant emphasis on the collaboration of medical professionals and researchers in the quest to understand the full scope of the biological effects of a given drug. This is an essential aspect of public health: According to the World Health Organization (WHO), more than 1.6 million deaths in 2016 could be attributable to various chemicals. Examples of ecologically hazardous compounds include harmful pesticides, heavy metals, and other pollutants that make their way into our food and water supply, respectively, and other potentially harmful substances (Bird et al., 2018).

## 4.2 Air Contamination

Because of the proven connection between people's exposure to air pollution and an increased risk of sickness and death, air pollution is a significant contributor to global warming and a severe problem for public health (Khreis et al., 2018). When environmental scientists talk about "air pollution," they're referring to any solid or liquid particles or gases that are suspended in the air and have the potential to cause harm. It is natural for our minds to conclude that human contaminants released into the air are to blame when we consider the concept of air pollution (Ungar & Hadfield, 2019). Exhaust from automobiles and trucks and the poisonous waste products produced by various industrial processes are two of the most pernicious and pervasive sources of air pollution. Pollen and mould spores, for instance, have been linked to asthma and allergies in research on natural air pollutants (Boyd et al., 2019).

## 4.3 Climate Change

Another environmental problem that has significant repercussions for human health has surfaced due to climate change and the rise in the frequency of natural catastrophes accompanying this change in the Earth's climate (Choi et al., 2018). According to the National Environmental Health Association, climate change is the single most significant threat to human health in the twenty-first century (Rugulies, 2019). The natural environment is being impacted in a variety of ways as a result of climate change. These changes include higher average temperatures and more frequent and intense rainfall and runoff, all of which can have a negative effect on health and increase the risk of disease (Makwana, 2019). Increased susceptibility to neurological and respiratory problems, diarrhoea, and other conditions may result from myriad impacts. The frequency of natural disasters, which can devastate homes and communities and even result in the loss of lives, is also expected to grow due to climate change. Wildfires, storms, cyclones, and droughts are some natural disasters that can occur (Li et al., 2019).

## 4.4 Microbial Diseases

The proliferation of diseases brought on by microorganisms, often known as microbes, is a further threat to the public's health. It has been estimated that billions of bacteria live in the human body and water, soil, and the air (Ramli, 2019). The majority of microorganisms do not

have any adverse effects on human health, as stated by the National Human Genome Research Institute; in fact, many germs conduct essential biological activities such as maintaining the health of the digestive system and the immune system. Bacteria, viruses, and fungi are some examples of microbes; however, this list is not exhaustive (Kotradyova et al., 2019).

Campbell et al. (2020), microorganisms that are infectious to people are typically referred to as pathogens or germs. Pathogens can cause illness in humans. Consuming something that has been tainted with germs can make a person unwell in several different ways. Bacteria cause one type of food poisoning. When taken in high quantities, it can lead to respiratory sickness, infections of the urinary tract, and other health problems (Dobrowolski et al., 2020).

## 4.5 Access to Better Health Facility

Living in an area with restricted access to medical treatment is a factor that leads to the development of disease and has a negative impact on one's overall health. Many people have obstacles that restrict or limit their access to necessary health care services, which may increase the likelihood of having poor health outcomes and health disparities (Qiu et al., 2019). Instability in the economy, unreliable transportation to clinical facilities, and a lack of awareness of preventative care contribute to a lack of healthcare access. People who do not have regular access to health care, including drugs and dental treatment, are at a greater risk of developing chronic diseases such as asthma, cancer, diabetes, and heart disease (Merga & Fufa, 2019).

## 4.6 Contaminated Water

According to Santamouris (2020) research, more than 780 million people worldwide do not have access to safe drinking water. Even more astounding is that around one-third of the world's population does not have access to adequate sanitation. The repercussions on people's health are shocking: Diseases transmitted by unclean water cause the deaths of more than 2,200 children every day (Lai et al., 2019). The inability to obtain fundamental water treatment and sanitation services and an ageing plumbing system are all factors that contribute to water that is of poor quality.

## 4.7 Global Environmental Concerns

According to the numbers provided by the WHO, there are more than 12.6 million deaths that can be ascribed to worries regarding the environment each year. In addition to these issues, there is also the potential for soil contamination, exposure to harmful UV rays, and biodiversity loss (Fadeel et al., 2018). According to Aman et al. (2020), more than a hundred different diseases and injuries have been identified as directly connected to environmental health concerns. This connection has been determined to be causal. People who lack financial resources and access to adequate medical care are at a greater risk of being negatively affected by these difficulties.

## 4.8 Discussion

For decades, environmental health messaging has been a source of controversy. Outdoor air quality is the most common concern, particularly in urban areas with high industry

concentrations, such as those in Asia and North America (Pinter-Wollman et al., 2018). Carbon monoxide has become a significant problem in air quality since the invention of automobiles and other industrial components because of their emissions. While discussing environmental health and communicating it, surface and groundwater quality is a significant concern. Surface and groundwater quality will be a substantial issue if nothing is done soon to address the increasing toxicity of rain due to hazardous natural gas emissions and pollution from the trash (Silva et al., 2021). This environmental health issue must be addressed immediately in order to cease polluting the oceans and endangering endangered species. Environmental communication is the best strategy to use for the awareness of health-related issues.

By applying a wide range of communication strategies, public health communication aims to educate and persuade individuals and communities to make decisions beneficial to the population's overall health. Within this domain, communication and health are inextricably linked. The former is increasingly being recognised as an essential component in improving the health of both individuals and the larger society (Feng et al., 2019). Sanità di Toppi et al. (2020) justified that the ability to communicate health information to the general population properly is one of the most critical aspects of promoting health and disease prevention. Adherence to clinical recommendations and regimens, individual and population health risk information, also known as risk communication, images of health in the mass media and the culture as a whole, the construction of public health messages and campaigns, the dissemination of individual and population health risk information, consumer education, and the creation of telehealth applications are all essential aspects of public health (Frank et al., 2019). Communication about effective and efficient health can help individuals better understand the threats to their health and the potential solutions.

The term "environmental health" refers to the well-being of the people who reside in a particular place and the aspects of the surrounding environment that may affect those people's health (Kaur et al., 2019). It is predicated on aspects of the surrounding environment, both natural and artificial, that have been established as having a causal relationship with human health and that routinely modulate that health. There is a significant amount of overlap between the subjects of library science, communication science, and information science, all of which play essential roles in healthcare (Zhang et al., 2019). The discipline of environmental communication plays a significant role in this process since it serves as a resource for ethical and exact knowledge about a wide range of medical issues and the treatments that may be used to address them. On the other hand, communication science focuses on communicating efficiently within healthcare departments to facilitate the exchange of information and expertise to improve the efficacy and convenience of medical treatments and procedures while being carried out (Kannan and Veazie, 2018). One alternate strategy is relying on the statistics on currently prevalent diseases and mortality and morbidity rates offered by information science to take preventative actions that will maintain the health of individuals in a variety of regions (Travert et al., 2019).

Drewnowski et al. (2019) have categorised the many approaches to health promotion as follows: health communications; media advocacy; policy; regulatory and environmental activities; and personalised communication. When assigning a score, all aspects of the various health promotion initiatives, including their efficiency, reach, acceptability, affordability, and level of public support, are considered. Communication in health makes it possible for everyone to obtain the same information regarding their health. Consequently, individuals' perspectives about health are more likely to be altered in a positive direction (Madhav et al., 2020). Through the use of various forms of mass media, this type of advocacy aims to increase public awareness of a particular health concern and give individuals the ability to take appropriate action in response to that issue. Changes to policies, regulations, and the surrounding environment will make it possible to carry out the health promotion programme in a manner that is more effective. A healthy way of life for the people who reside in a particular place can be helped to be preserved with the assistance of regulations. It is possible to influence health promotion programmes by intervening in the surrounding environment, both physically and socially (Pineo et al., 2018). Tailoring as a methodological approach is gaining popularity in delivering health education within managed care. This is because tailoring provides a clear picture of how social, psychological, and educational theories are practised (Lehner et al., 2019).

According to the research study by Cerf (2019), more than 12 million people lose their lives worldwide due to substandard living and working conditions. Person in the Best Possible Health The exposure that people have to potentially harmful toxins in the air, water, soil, food, and materials in their homes and places of work will be the primary focus of 2030. Exposure to environmental pollution has been linked to the development of several illnesses, including cardiovascular disease, respiratory diseases, and even certain types of cancer (Carfora et al., 2019).

According to Chrisinger and King (2018), people whose health is already precarious are more susceptible to the adverse effects of a low-quality environment. Promoting environmental health as a fundamental objective in public health is necessary because environmental factors will likely continue to negatively impact individuals' health and populations' health—for instance, the expanding threat posed by the planet's warming. Environmental health specialists believe that due to climate change, existing disease patterns will shift, making civilisations more susceptible to new illnesses in the future (Llorca et al., 2020). There has been a link between climate change and an increase in natural disasters such as floods, wildfires, and superstorms. Each of these phenomena has the potential to do significant harm to the health of humans (Dasari Shareena et al., 2018).

Unsafe working conditions in the workplace are another example of how environmental factors can affect human health. According to the information provided by Agarwal et al. (2021), health, heavy metals and even some types of plastics are required to make technological and business advancements. However, these substances are hazardous to human health and even cause serious medical problems. Therefore, industries that practice negligent production and waste management may damage the environment and threaten human health (Faridi et al., 2018). When we talk about environmental health, we should consider our well-being and the entire community's

well-being. Because of the conditions in and around our homes, schools, playgrounds, workplaces, and other locations, we all influence our families and the people who live nearby (Carducci et al., 2019).

Environmental risks, such as exposure to chemicals, pollution of the air, water, and soil, climate change and ultraviolet radiation, contribute to an increased risk of various diseases and injuries. According to estimates provided by the WHO, many individuals pass away annually from diseases and conditions linked to air pollution (Wassouf & Schulze-Hentrich, 2019). These conditions impact both adults and children. According to the United Nations Children's Fund, many children do not have access to clean water for drinking (UNICEF). Contamination of the water and soil, which produces ideal circumstances for developing diseases like cholera and typhoid fever, is harmful to human marine and plant life consumption. This disease is caused by water and soil pollution (Nordbo et al., 2018). Paraskevis et al. (2021) mentioned that environmental pollutants could have various toxicological effects, including increased oxidative stress, higher neonatal mortality rates, perinatal diseases, respiratory disorders, allergies, malignant tumours, cardiovascular problems, and endothelial dysfunction. Particles in the environment have been linked to an increased likelihood of illness and mortality from various diseases, including cancer and other persistent ailments.

Environmental health is a subfield of public health that, among other things, focuses on environmental and occupational medicine, environmental science, toxicology, and epidemiology. In other words, environmental health is a multidisciplinary field. Using the findings from epidemiology, toxicological, and exposure studies, it is possible to conduct a risk assessment on chemicals and other risk factors (Vanaken & Danckaerts, 2018). It is essential to have surveillance systems and public education on the importance of safeguarding vital resources, keeping an eye out for potential hazards, conducting research and taking appropriate action to treat illnesses. This will help to ensure that communities are both safe and healthy. Monitoring and controlling activities that offer services and implement environmental health standards are essential to enhance environmental parameters and stimulate environmentally friendly behaviour and beneficial technologies (Chaudhry et al., 2020). Based on the weight of the available scientific evidence, several different interventions and public awareness programmes are being pushed. If specialists in the health care field do not adequately address environmental concerns, they may negatively affect the general population's health.

The condition of the environment has an immediate and significant bearing on the health and well-being of humans (Zheng & Yang, 2019). High-quality natural ecosystems supply not just clean air and water but also fertile ground for food production and the energy and materials that are inputs into the production process. In addition to these benefits, green infrastructure also helps control climate change and reduces the risk of flooding. In addition, having access to green and blue places provides significant chances for recreational activities and overall well-being (Ashraf et al., 2021). There is a connection between human contact with polluted air, excessive noise, and the presence of harmful compounds, all of which may be linked back to the environment. In their

study on disease prevention through healthy settings, the WHO Europe Region concluded that environmental pressures blame between 12 and 18 percent of all deaths in the 53 countries that make up the WHO Europe Region. Enhancing the quality of the air, water, and noise around us can both avoid and promote adverse effects on human health (Keralis et al., 2020).

Johnston et al. (2019) mentioned that air pollution, which is connected to a wide range of health problems such as heart disease, stroke, and lung diseases, is one of the most significant environmental health risks in Europe. It is estimated that every year in Europe, exposure to high levels of air pollution may cause the untimely deaths of as many as 400,000 people. An uncomfortable environment, trouble sleeping, and an increased risk of hypertension and cardiovascular disease can result from prolonged exposure to noise from sources such as vehicles and industrial processes (Azzazy et al., 2021). Being exposed to potentially hazardous chemicals is still another significant problem. People are subjected to various chemicals daily, including being exposed to them through contaminated air and water, consumer items, and food. Because of the ability of some toxic chemicals to linger in the environment and bioaccumulate in food chains, there will be a significant time lag before fewer emissions translate into reduced exposure. This is because of the persistence and bioaccumulation of these compounds (de Pablo et al., 2020). With both the amount and diversity of chemicals used today and the expansion in their production, it is anticipated that human and environmental exposure to chemicals will increase. This raises concerns regarding the long-term effects on the health of being exposed to multiple chemicals simultaneously, particularly at more vulnerable stages of life such as pregnancy, early infancy, and old age (Pietroiusti et al., 2018).

The most severe health implications of climate change include increases in the frequency of heatwaves and shifts in the patterns of infectious diseases and allergic reactions. The EU's sewage system, wastewater treatment facilities, and a reduction in farm pollution have contributed to the region's exceptional bathing water quality, making it possible for the region to achieve such a high standard (Botturi et al., 2021). It would indicate that environmental hazards do not have an even distribution throughout society but instead have a disproportionate impact on socially vulnerable and economically disadvantaged communities. Those with lower socioeconomic levels are more likely to be affected by environmental stresses, as they are more likely to live in deteriorating surroundings (Tainio et al., 2021). This is because those with lower socioeconomic levels tend to live longer. Socially disadvantaged people may be more susceptible to environmental stressors because they already have health problems, have poor nutritional conditions, and engage in specific behaviours, such as smoking or being inactive. Another issue for them may be their inability to recognise and avoid risks posed by their environment (Chaturvedi et al., 2021).

When people in a community are scared to go outside for exercise and recreation because of pollution and litter, the illness risk increases. It is possible for components of the built environment, such as infrastructure, to affect the health of a community (Hafeez et al., 2019). For instance, inadequate infrastructure for sanitation can lead to a rise in the incidence of disease in a community, and poorly maintained roads can increase the likelihood of automotive accidents that

end in injury to those driving the vehicles involved. It is not sufficient to have the goal of achieving the best possible degree of environmental health. Benefits accrue to both the individuals and the communities in which they reside (Havaei et al., 2020). The benefits that can be obtained include, but are not limited to, cleaner air and water, reduced hazardous waste, improved access to food, safer outdoor places for adults and children, improved overall population health, and increased equity in terms of health.

## 5. Conclusion

The study of environmental communication focuses on how individuals interact with one another about natural phenomena and environmental concerns. The study of how people's perceptions of the world around them affect how they interact with other forms of life is the focus of the field of environmental communication (Klaperski et al., 2019). Bulle et al. (2019) studied communication's function in environmental concerns and its methods and influence. The World Partnership for Developing Communication Excellence (WPDCE) defines environmental communication as "the strategic use of communication processes and media products to promote effective policy-making, public engagement, and project implementation." This definition pertains to environmental sustainability (Mandal and Pal, 2020). Determine the goals of the intended communication and identify the stakeholders. Additionally, determine the direct messages and the communication channels that will be used to deliver the information. Throughout this case study, we will be concentrating on the most effective methods for putting together messages and presenting them in a local environment (Horve et al., 2020).

Hasan et al. (2019) discussed that environmental psychology and conservation psychology are two of the most important subfields of psychology because the actions and thoughts of individuals can have a direct influence on the state of health of both local and global environments. "the insights and strategies of psychology toward understanding and improving human care for nature" is the definition of conservation psychology, where care for nature involves cognitive, affective, and behavioural components (Shanmugavel et al., 2020). To promote fundamental respect for nature, it is vital to create an emotional commitment to nature and assist them in understanding how the effects of their actions ripple out into the environment and the things they hold dear. Learning about conservation psychology is something those environmental communicators should consider doing. Because of this lack of information, many environmental communicators cannot successfully express to their audiences the significance of maintaining a sustainable environment and protecting the natural world (Salvador et al., 2020). Best practices in environmental psychology are helpful for a wide range of professionals, including journalists, scientists, members of environmental organisations, and community leaders.

Many of the environmental problems that we face today can be linked to the choices and actions that we have taken in the past (Suprapti et al., 2020). The primary concerns of this research are climate change adaptation and mitigation strategies, together with other behaviours that have a substantial impact on the environment. Individuals and households are in charge of determining how they will adapt to increasing sea levels by making decisions such as whether to live in coastal

areas and whether to construct new homes with flood-control systems. In coastal locations, environmental communicators have not yet been studied in terms of how well they can promote climate change adaptation and mitigation behaviours (Sellari et al., 2020). Environmental behaviour is influenced by various factors, including perceptions of their capabilities and responsibilities, social norms, feedback, cues, reinforcements; physical and social barriers; and other factors. Many of these behavioural features might be targeted for communication-based solutions if environmental communicators had a better understanding of the underlying psychological ideas (Khomenko et al., 2021).

The research conducted by Brannum-Hansen et al. (2018) demonstrates that environmental statements often contain the understandable but erroneous inclination to try to organise action against a problem by depicting it as sadly familiar. According to Bilal et al. (2020) the social comparison hypothesis, individuals frequently take their cues from those immediately surrounding them to avoid the appearance of being an anomaly. A social normative message supporting the environment has significantly influenced people's energy consumption and investment in projects that conserve ecosystem services. Although most people claim that they are not affected in any way by the actions of others, the signals that are communicated can nevertheless have a beneficial effect (Pun et al., 2019).

When people move into the habitats of other species, they unintentionally transfer disease. Animals are responsible for transmitting around sixty percent of all human diseases. A zoonotic disease such as Covid-19 is most likely spread by animals, such as the bird flu and swine flu, but the animal from which it originated is unknown (Cisilino et al., 2019). Other examples of zoonotic diseases are the avian flu and swine flu. The bubonic plague was a disease carried by fleas and was later spread by rats. It was responsible for the death of one-third of Europe's population. The safety of people can be preserved by maintaining a physical barrier between us and animals. Air contamination around the planet is a significant issue (Gulson et al., 2019). Air pollution, which affects nine out of ten people, has a negative impact on both the health of people and the length of their lifespans. Some of the potential adverse effects include developmental delays, behavioural problems, and neurological diseases, including Alzheimer's and Parkinson's. It is estimated that 7 million individuals pass away every year due to air pollution. The process of cleaning the air is one that trees excel at. In addition to eliminating nitrogen dioxide, carbon monoxide, and sulphur dioxide, they also release oxygen into the environment, contributing to purifying the air (Leonelli & Tempini, 2021).

The conditions of the environment cause the deaths of a significant number of infants and toddlers each year. There is a lack of clean air and water suitable for drinking. Diseases spread through water are responsible for the deaths of around 1.4 million children each year. If we want to save the lives of children, we need to ensure that they have access to fundamental rights and healthy environments. These include clean air and water (MacMillan et al., 2018). The vast majority of pharmaceuticals are derived from natural sources. Medications used in chemotherapy derived from substances found in the Pacific yew tree are one example. Pharmaceutical companies

and researchers are continually looking for new and improved medicines found in nature. They believe that nature may hold the key to developing better treatments. Unfortunately, if any of the 15,000 species of medicinal plants in danger of extinction pass away, humanity will no longer have access to medications that could save their lives. It is not easy to maintain good mental health. It results from a confluence of factors, including heredity, lifestyle, relationships, and the environment in which one lives (Lakhani et al., 2019). Nature and other environmentally friendly environments have long been studied for their effects on people's mental health. There is a substantial body of evidence to back up this claim.

## 5.1 Limitations of Study

Environmental communication is a vast topic, and there was no considerable literature related to the health linked to environmental communication. Furthermore, the collection of primary data required certain formalities, due to which this study has been completed with secondary data. Time for conducting the research was also a constraint in this study.

## 5.2 Recommendations

The research has been completed at this stage, and an understanding of the topic has been developed. Based on the research findings, knowledge and literature, some recommendations have been proposed to consider environmental communication for good health.

- It is to be recommended that the concept of the environmental communication must be understood
- The environmental communication has the role of making people aware of the significance of the environment regarding human health; for this, it is to be recommended that the people must be trained to understand the importance of environmental communication
- Environmental communication is the best possible way of making people aware of various diseases and their natural mitigation from the environment. Hence it is to be recommended that effective environmental communication campaigns can help reduce the rate of diseases in the society
- The environment has the primary importance for human health, and it is to be recommended that in environmental communication, the health issues must be related to a clean and green environment
- Most of the diseases that have been mentioned in the research are directly due to climate change and environmental pollution. It is recommended that governments and other health institutions must educate people about such diseases through environmental communication to control these diseases.

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