Beat: Politics

BRITISH PUBLIC GROWS MORE CONCERNED ABOUT CLIMATE CHANGE THIRD SAY MORE WORRIED

MORE WORRIED NOW THAN FIVE YEARS AGO

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USPA NEWS - More than a third (38%) of the British public is more worried about climate change than they were five years ago, according to a new poll commissioned by ActionAid. Of these people, a quarter (25%) say they are more concerned with the impact on people in developing countries....

More than a third (38%) of the British public is more worried about climate change than they were five years ago, according to a new poll commissioned by ActionAid. Of these people, a quarter (25%) say they are more concerned with the impact on people in developing countries. A week before global climate talks begin in France, the poll revealed that over half (53%) feel that not enough is being done by global leaders to tackle climate change.

The poll - carried out by YouGov and questioning 2,073 adults, revealed that overall more than half (52%) are worried about climate change generally.

The research is being released to coincide with the launch of a new rain-triggered advert on the digital display at Piccadilly Circus ahead of the London climate march on November 29th.

ActionAid UK Chief Executive Girish Menon said 'We are campaigning to show the devastating impact this is having on the lives of children in poorer countries like Bangladesh - whose childhoods are being washed away by climate change. ActionAid is working hard to support people to adapt and survive the worsening storms in Bangladesh, but we can't do this alone'.

In Bangladesh, sea levels are rising and several coastal islands have been submerged under water. Hundreds of lives and livelihoods are being lost every year, as floods, cyclones and storms intensify. Already 50 children drown every day, and as the country becomes more waterlogged, their vulnerability to drowning is at an all-time high.

With the global climate talks in France taking place next week, ActionAid is urging the public to join their bloc at the London People's Climate March on Sunday and demand that world leaders put the needs of countries like Bangladesh first.

The striking advert, developed with pro-bono support from communications agency Weber Shandwick and donated space from media owner Clear Channel UK, will interrupt Storm's One Piccadilly screen in Piccadilly Circus for a week from the 24th November appearing every time it rains.

ActionAid's work in Bangladesh :
ActionAid supports women living on the margins of survival to prepare and adapt. It builds flood-proof villages, provides salt resistant seeds and teaches children how to survive in a disaster.

Source : ActionAid UK

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