

Bridging Nature & Health

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In an effort to gain insight into the types of health and outdoor access messages that resonate best with professional health funding audiences, Blue Sky Funders Forum conducted a two-phased outreach strategy on LinkedIn, aiming to reach these audience and conduct message testing.

Exploring how nature and health connect

At Blue Sky Funders Forum, we see nature as common ground — a unifying force across sectors. As funders look for high-impact, cross-sector investments, nature connection offers a powerful lever for better health outcomes. This message-testing effort explores how different narratives can help strengthen the case for investing in nature as health.

How we tested the messages

To learn what language truly resonates, we ran a two-phase LinkedIn campaign reaching professionals across the health funding ecosystem:

- **Public health professionals** working in government administration.
- **Health funders** across the nation.

We tested **five narrative themes** that framed the connection between nature and health in different ways:



Preventive health: Nature as prevention and cost savings that improve wellbeing and reduce strain on the healthcare system.



Disproportionate access: Nature as access and justice, recognizing that true health equity includes safe, nearby green space for everyone.



Mental health: Nature as healing, supporting connection and stress reduction for individual and community wellbeing.



Physical health: Nature as resilience, strengthening cardiovascular health, mobility, and vitality at every age. Freedom: Nature as human right, ensuring everyone can freely and safely experience the benefits of nearby nature.



Freedom: Nature as human right, ensuring everyone can freely and safely experience the benefits of nearby nature.

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Insights that bridge nature and health

Our campaign reached more than **13,000 professionals**, generating above-average engagement with a **0.45%** click-through rate (compared to the industry average of ~0.35%)

Audience nuances:

- **Public health professionals** also responded strongly to “Disproportionate Access” messaging, which linked health equity to nature access.
- **Health funders** were also especially drawn to “Freedom” messaging, which framed access as a human right.



Top-performing message: “Nature is Preventive Health”

This framing resonated across all audiences, connecting nature access to preventive care and cost savings.

Reach and engagement overview



- 13,100+ professionals reached.
- 24,400+ impressions (each person saw our ads about twice)
- 107 clicks to the landing pages.
- 0.45% click-through rate (CTR), above the 0.35% industry average.

LinkedIn proved to be an effective platform for reaching health professionals and funders, demonstrating strong engagement rates and precise audience targeting. For organizations seeking to engage these audiences, paid LinkedIn campaigns can be a cost-effective and informative tool for learning which narratives spark interest and action.

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What these findings mean for the field

Messages that address the healthcare system — its costs and its inequities — generated the highest engagement overall. Together, these results show that framing nature as core to the healthcare solution, not a nice-to-have, captures funders' attention and builds common ground across audiences.

Interestingly, messages that focused solely on nature's benefits, like mental or physical health improvements, performed less strongly than those grounded in shared values such as fairness and freedom. This suggests that **values-based framing** connects more deeply with these audiences, inviting them to see **nature not just as good for you, but as part of who we are and what we all deserve.**



For tools to put these findings into practice, explore our companion resource in the Rethink Outside Narrative Hub.

For ready-to-use examples and guidance on how to apply these findings, check out our companion resource: **[Bridging Nature + Health: Message Guidance →]**

