The Forest Health-Human Health Initiative aims to keep family woodlands intact by helping to meet health care costs not through the sale or conversion of forests, but by turning the value of the public benefits these lands provide—such as carbon sequestration, habitat for wildlife, and water resource protection—into credits that family woodland owners can use to pay for health care services. Forest landowners see this kind of support for public benefits from private lands as essential to resisting development pressures.

Using an approach to carbon credits designed with the unique needs of family woodland owners in mind, the Forest Health-Human Health Initiative engages landowners underserved by existing carbon markets. Participating landowners receive a new kind of dedicated debit card—the ATreeM® card—which allows them to use their credits to pay for a wide range of health services and prescription medicines.

Companies and other institutional investors in the Forest Health-Human Health Initiative receive carbon credits transacted through the American Carbon Registry. These investors also receive the benefit from the knowledge that they are improving health care opportunities for rural forest landowners and the communities they live in.

Get Involved
For more information on how you or your company can participate in the Forest Health-Human Health Initiative, call the Pinchot Institute 202.797.6580, email fhhhi@pinchot.org, or visit pinchot.org/gp/FHHHI.

- **Landowners benefit** through accessing new funds to cover health care expenses.
- **Credit purchasers benefit** from carbon credits that provide health care for rural communities.
- The public benefits from keeping land forested.

**Linking landowners, carbon markets, and affordable health care to conserve and sustainably manage family forests**

Jeremy Frank, Oregon State University graduate student, inspects a new LIDAR laser scanner that maps forested land to calculate how much carbon is stored there.