



Metropolitan Washington
Council of Governments

Let's Talk Climate: Communications and Engagement Research and Guidance

April 16, 2018

Dan Barry

Director, Path to Positive Communities

ecoAmerica.org



Mission: Build a critical mass of institutional leadership, public support, and political will for definitive climate solutions in the United States.

- Provide programs + resources
- Elevate visible leadership
- Shift the national narrative
- Build collective impact

- Leadership Circles
- Institutional Partners
- Sector & Partner Programs
- Communications and Values Research & Guides
- National, Community and Partner Polling
- Summits & Forums to share best ideas and practices





**84,968
Congregations**

**23.3 million
Members**





**1,421,000
professionals**



Big Cities 3mm+



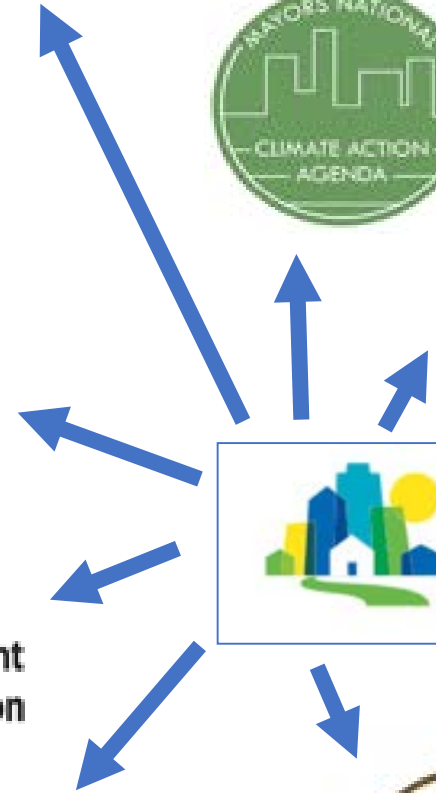
Cities 1mm+

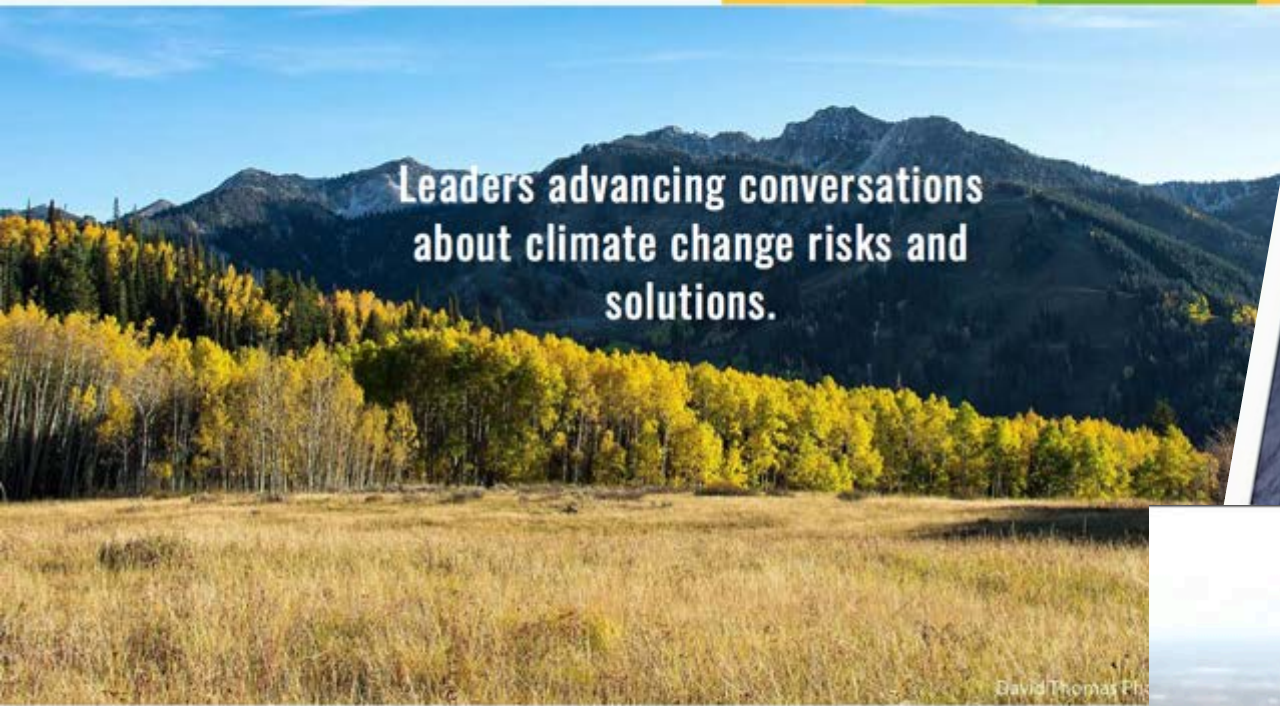


Towns & Small Cities 30,000



Towns & Villages





Leaders advancing conversations about climate change risks and solutions.

David Thomas Photo

Leaders working together to build deep and lasting support for smart climate solutions in the state of Utah

Path to Positive Utah is comprised of a diverse trusted community leaders from local government, business, health, higher education, faith, non-profit and academia. Path to Positive Leaders seek to understand, plan, and raise awareness about the risks and solutions to climate change.





Utah Climate Action Network

December 2017 Newsletter



Path to Positive Utah Launch

On November 14th, [Path to Positive Utah](#) launched with 40 inaugural members across business, faith, government, and nonprofit sectors. We were so inspired to hear some of our leaders share a few words about their reasons for joining Path to Positive Utah, and to see leaders from across the state come together to address climate change. You can watch [a live stream](#) of the launch and peruse media coverage here:

["Climate change declaration signed by Utah business and civic leaders"](#)
By Tamara Vaifauna, Fox13.

["Utah business, community leaders sign declaration to address climate change"](#)
By Ashley Stilson, Deseret News.

Stay tuned for additional updates about Path to Positive Utah recruitment and opportunities for engagement. Please contact Josh Craft at josh@utahcleanenergy.org if you have any questions about the Path to Positive Utah effort.



Climate Change Communications Training Series

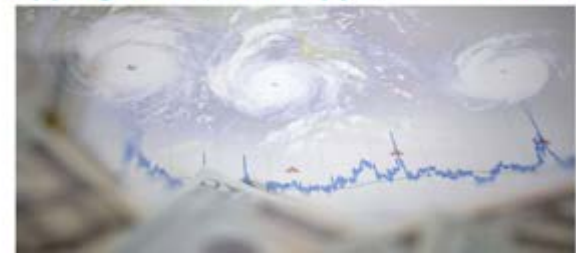
Tuesday, February 6, 2017
9:00 - 11:00 AM
Salt Lake City Public Safety Building
475 300 E Salt Lake City, UT 84111

Path to Positive Utah and the Utah Climate Action Network are pleased to announce the [2018 Climate Communication Leadership Series](#). This **free** training series will help you take your climate communications skills to the next level with the assistance of local and national climate science and communications experts. This series occurs the first Tuesday of the month from February - May, so please make sure you are able to attend all sessions before registering. Space is limited and available on a first come first serve basis, so register today to reserve your spot!

-  Basics to Becoming an Effective Climate Change Communicator
-  Working with Climate Change Attitudes in Utah
-  Catalyzing Action Based on Local Climate Risks
-  Communicating Inspiring Climate Solutions in Utah

Please email emma@utahcleanenergy.org if you would like to register for the 2018 Climate Communication Leadership Series, or if you are interested in learning more.

Tipping Points: Unstoppable Momentum of Climate Change Action



["A huge investment firm is urging companies to disclose climate risks: It says acknowledging climate risks is simply good management"](#)
By Diana Madson, Yale Climate Connections.

["A chat leads to a change of view on climate"](#)
By Karen Kirk, Yale Climate Connections.

["Through the Lens: Happening"](#)
By Doua Fabrizio, RadioWest.

195+ Path to Positive LA Leadership Circle Members

[Click here for the full list](#)

The Path to Positive: Los Angeles campaign, jointly organized by the nonprofits Climate Resolve and ecoAmerica, is empowering local leaders to enable them to reduce their emissions and engage Angelenos in climate solutions that will make a difference now and in the future.



Sheila Kuehl, LA County Supervisor



John Yi, Director of Advocacy, American Lung Association in California



Chris Holden, California State Assembly Member



Emily Castor, Director of Transportation Policy, Lyft



Richard Jackson, UCLA School of Public Health

CLIMATE DAY LA

Leaders and citizens working to build deep and lasting support for climate action in Los Angeles, and across Southern California.

OPENING KEYNOTE+
LOCAL ENGAGEMENT
IN ACTION
MAYOR ERIC GARCETTI
CITY OF LOS ANGELES

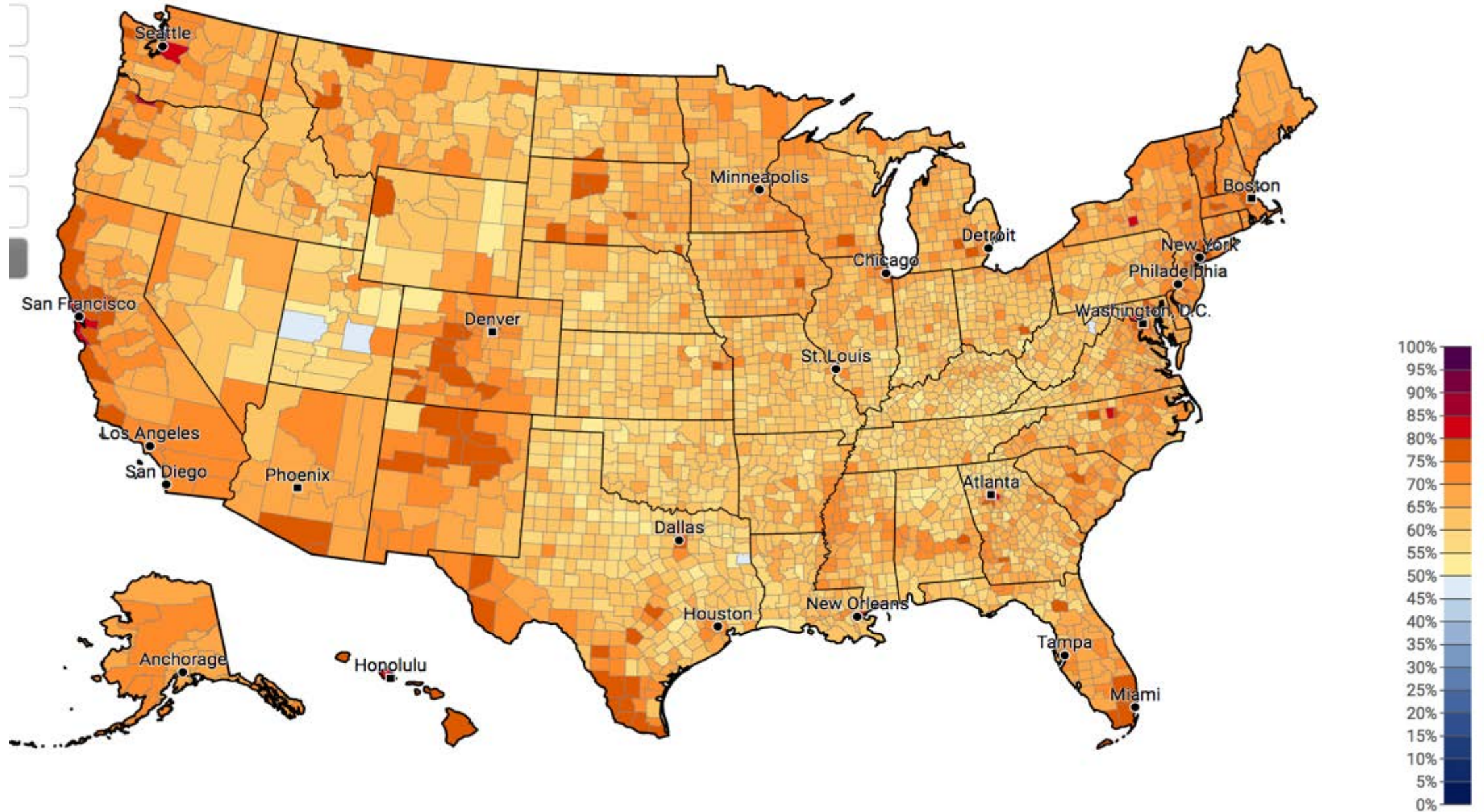


#CLIMATEDAYLA
#LACLIMATEACTION

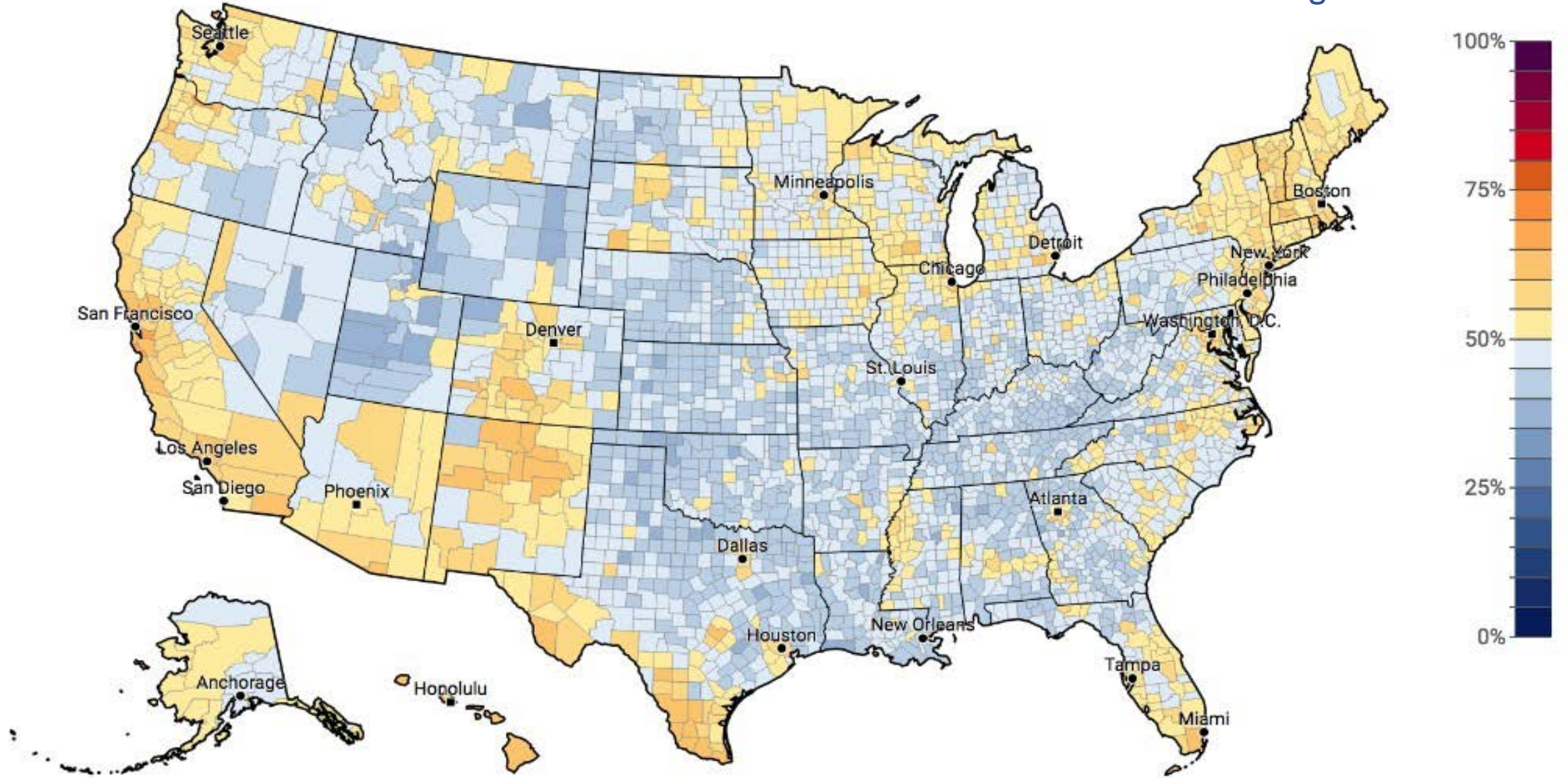
CLIMATEDAYLA



% Adults who think climate change is happening (2016)

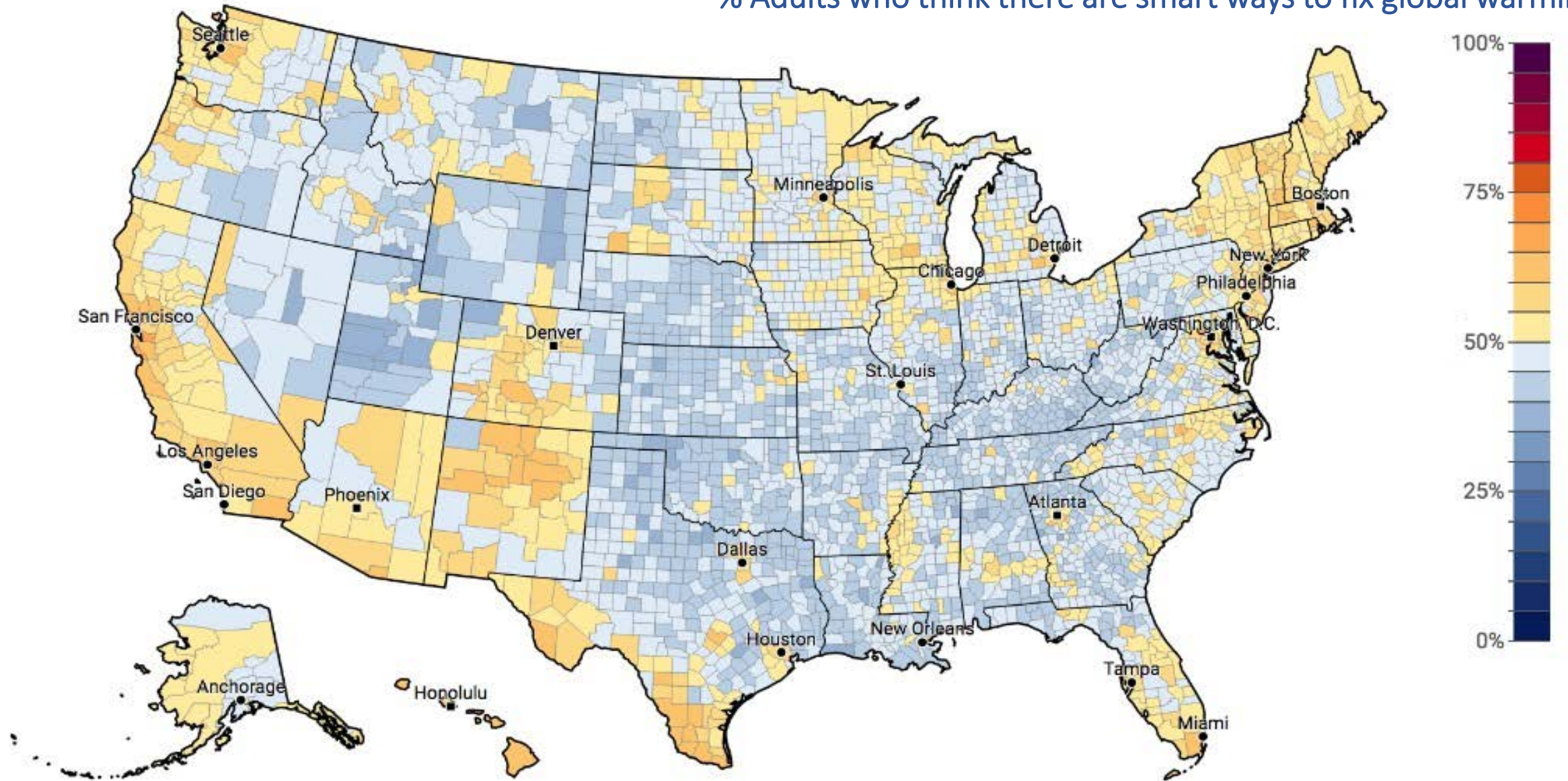


% Adults who think humans are causing the Earth to warm



Credit: Yale Program on Climate Change Communication, George Mason Center for Climate Change Communication

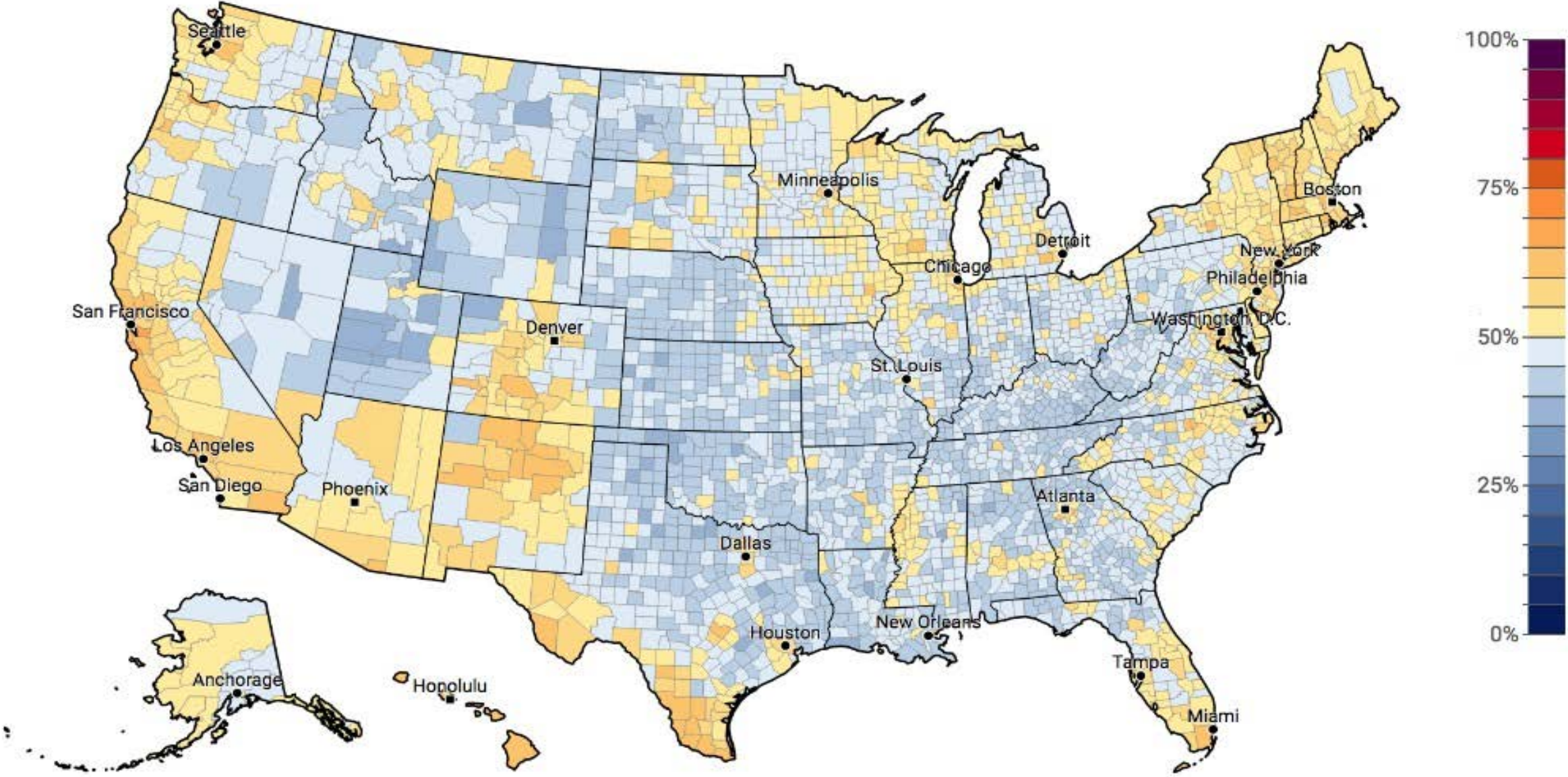
% Adults who think there are smart ways to fix global warming



YALE PROGRAM ON CLIMATE CHANGE COMMUNICATION

Credit: Yale Program on Climate Change Communication, George Mason Center for Climate Change Communication

% Adults who talk about global warming...



Credit: Yale Program on Climate Change Communication, George Mason Center for Climate Change Communication



Motivated Avoidance

Fear

Confirmation bias

Techno optimism

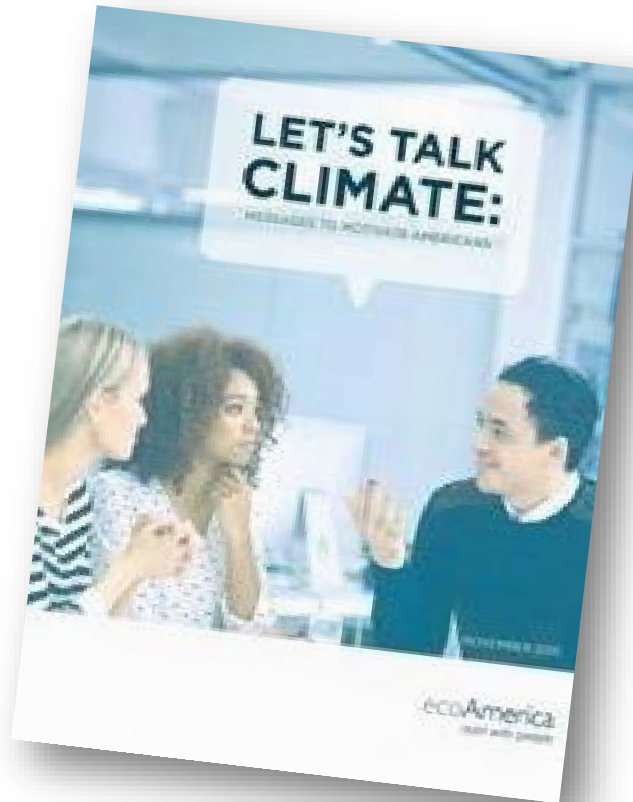
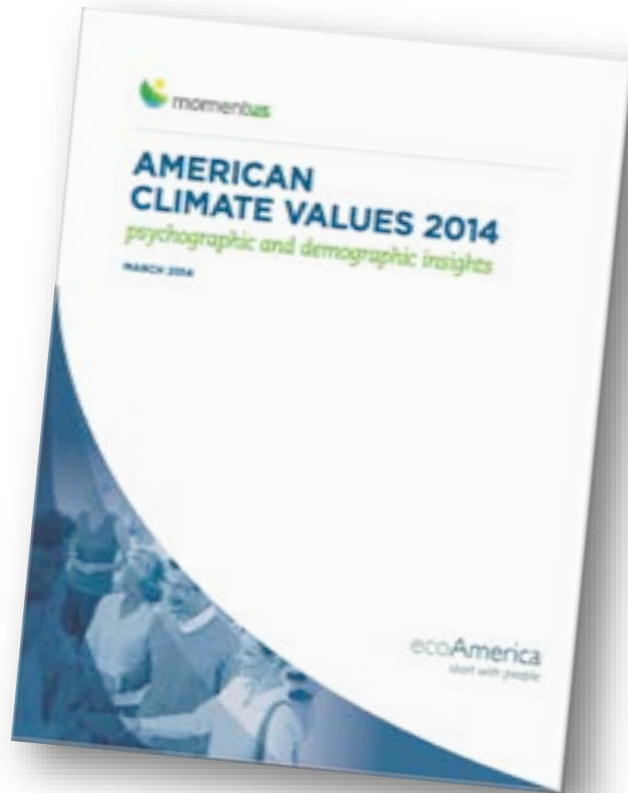
Conflict avoidance

Competing priorities

Social norms

Fatalism & resignation

ecoAmerica Research and Guides



Evolution of Climate Messaging





Personal Relevance

SALIENCE, CLIMATE IMPACTS: With your own eyes. Link to daily/local lives.

UNAMBIGUOUS SOLUTIONS: Proven solutions that solve the problem and benefit the economy, our health and our security.

AGENCY, EMPOWERMENT: Our nation, community, and companies can act.

MORAL IMPERATIVE: Responsibility to our children, families, and communities.

Personal Benefits

Pocketbooks

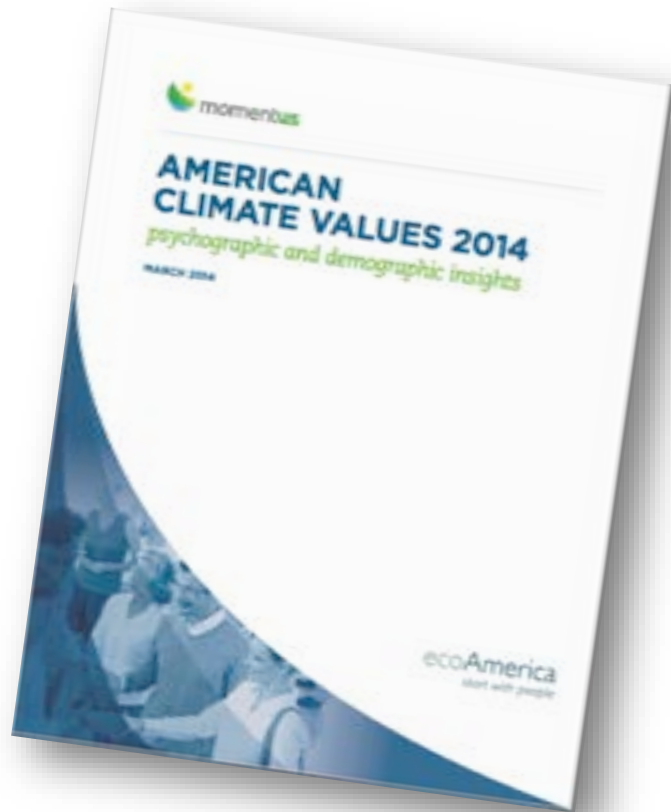


Health



Community





Why Values?

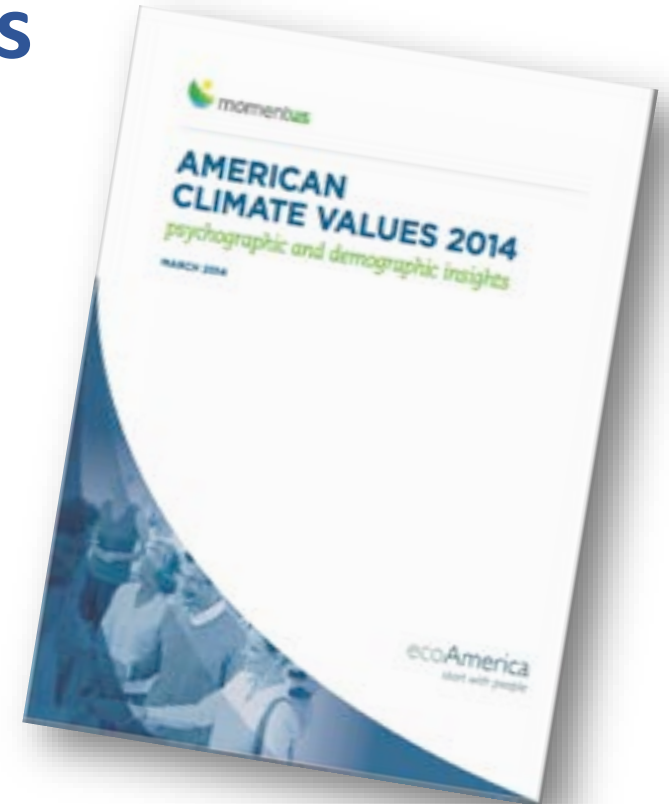
Our core values are established early, and don't change much -- or quickly

People make choices based upon their core personal values

Large scale social change requires changes in people's core personal values

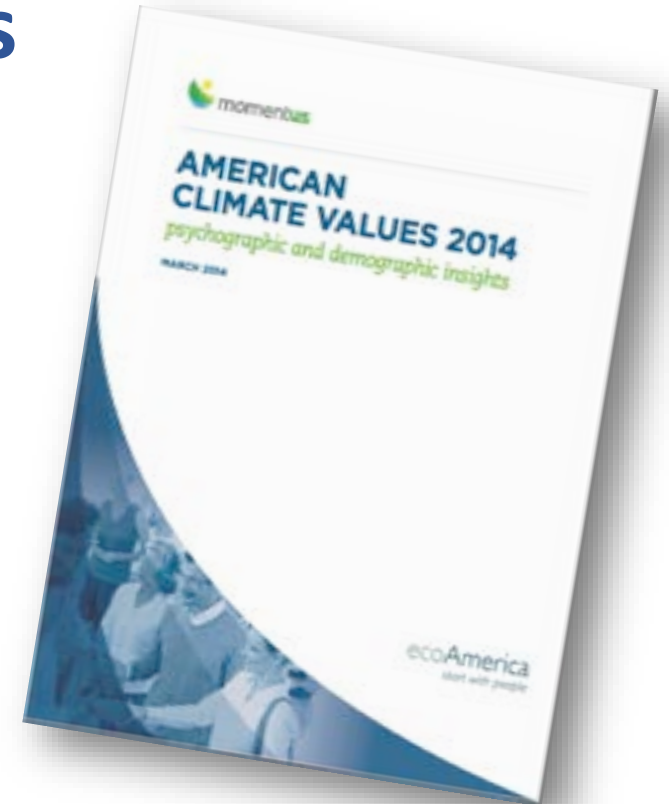
Climate Values Findings

- **People Follow Their “Tribes”**
- **My Family First**
- **Won’t Abandon the American Dream**
- **Benefits Are Essential for Action**
- **Climate Action Is Elite and Alienating**



Climate Values Insights

- Know your audience and their core values
- Appeal to solutions that benefit families
- Avoid messages of sacrifice or deprivation
- Every problem must be paired with a solution
- Refer to local realities and local leaders



Communications Guidance

First, Build Rapport

- Start with people, stay with people
- Connect on Common Values
- Acknowledge Ambivalence
- Make It Real



Communications Guidance

Next, Inspire and Empower

- Emphasize Solutions and Benefits
- Inspire and Empower
- Focus on the Personal Benefits
- Describe -- Don't Label
- End With An "Ask"



Communications Guidance

Tips to Strengthen Your Message

- Use Facts From Trusted Messengers
- Avoid Doom & Gloom
- Use Stories For Deeper Engagement
- Stay On Message



Adopting a Core Message

- **Core messages communicate your most important idea or message in one or two sentences**
- **Core messages use accessible, values-oriented language**
- **The core message is the foundation of the rest of your communications**
- **This is your “elevator pitch”**
- **Short – Social – Positive**
- **Practice repeating and pivoting back to your core message**



Summary Recommendations

- Write and Memorize your CORE MESSAGE
- Focus on PEOPLE vs. technology, policy, planet
- Engage groups, and empower local leaders to lead
- Understand and incorporate everyday concerns
- Emphasize solutions, benefits and success
- Deliver and position solutions as bold and effective
- Emphasize relevant reality, use “science” sparingly
- Make pragmatic appeals, such as being prepared, regaining control, independence, and security
- Reinforce climate-health and climate weather
- Avoid connecting solutions with “new” or “change” – instead focus on personal benefit, family values

Thank You!

dan@ecoAmerica.org

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