

Climate Change Position Statement | Activity Sheet

Summary of the Statement:

1. WE MUST ACT NOW
2. Humans are responsible for this climate crisis.
3. There is overwhelming scientific support that we are responsible.
4. It is our duty to ACT NOW for the sake of future generations.
5. If we do not act now, the results will be disastrous.
6. What can we do?

It is up to us to communicate with our friends, family, neighbors and community about this crisis. But how do we communicate effectively and confidently about an overwhelming situation? How do we effectively communicate to skeptics that may participate in our programs or volunteer at our events?

Effective Communication includes the following:



Step 1. Understand the position statement and make it relevant to your cause.

Some questions to ask yourself:

1. What is the mission of our organization?
2. How does climate change impact our work?
3. What do you need from your community in order to respond to this crisis?

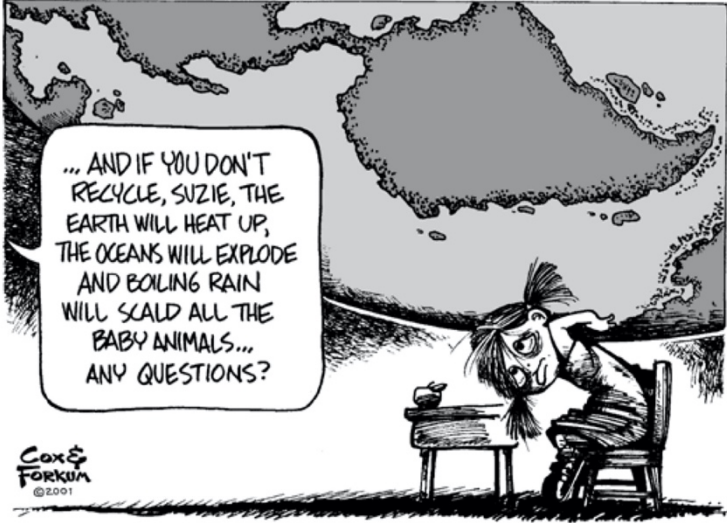
Step 2. Find your Value

Value: Establishes why an issue matters – what is at stake. Values also orient understanding. It is important to use a value that leads to the type of thinking that is needed.

Your value could be personal, global, environmental, etc. Find something that you are passionate about that Climate Change will affect. It is also useful to find a value that is relevant to your listener.

- For example, if your group deals directly with Emerald Ash Borer, and your public education focuses on such, use “healthy tree habitats for future generations to enjoy” as your value. People will understand the relevance and will care about the issue at hand if they realize it has an impact on the lives of their children or grandchildren.

What is your value?



Step 3: Support your message

So how do we use this statement and our values to communicate with our peers? How do we ensure that our audience doesn't feel the doom and gloom of the message?

What is your supporting material?

*Some things to note: You may choose to use the climate change science as your supporting material. Or you may choose to use a metaphor that your audience may more easily be able to understand. Both are ok, just make sure you provide accurate information.

- Resources:
- Wisconsin Initiative on Climate Change Impacts: <https://wicci.wisc.edu/>
 - Northern Institute of Applied Climate Science: <https://www.nrs.fs.fed.us/niacs/>
 - Drawdown: <https://www.drawdown.org/>

Step 4. Provide solutions or a call to action!

Solutions bring the whole story together. What can I do and how will that impact the situation. It is critical to share solutions that are relevant, action driven, and community supporting. We have included the following call to action items on the position statement but this is a good place to add more. Whether it is supporting your local environmentally forward businesses or promoting a bike to work campaign, the opportunities are endless.

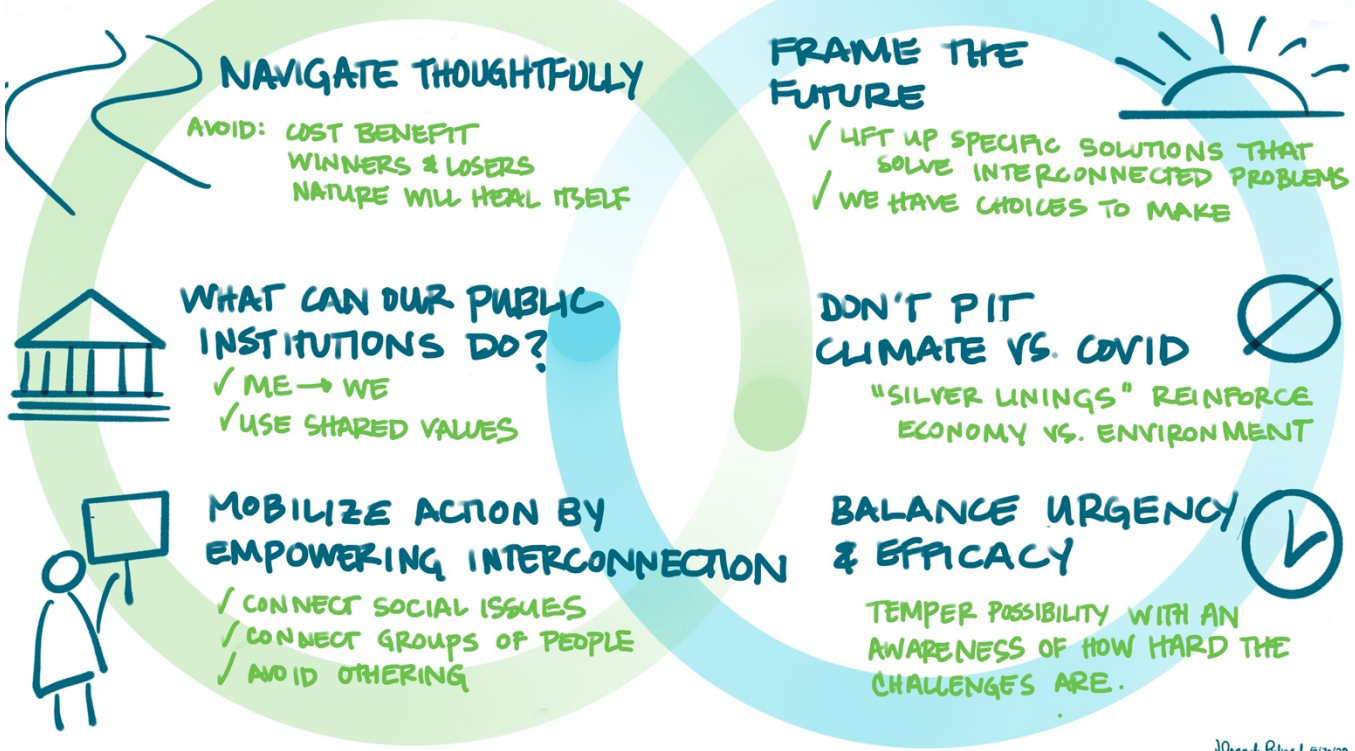
- Act now personally and as a community • Lead by example! • Talk to your neighbors, family, friends! • Demand climate leadership at all political levels! • Vote!

What solutions or action items will you include in your communication?

Now, put it all together!

TALKING CLIMATE DURING COVID

A CONVERSATION WITH FRAMEWORKS & NNOCCI



Deanna Pollock 6/20/20

www.climateinterpreter.org

NNOCCI: National Network for Ocean and Climate Change Interpretation
 Frameworks: Social Science Company that works hand in hand with NNOCCI to develop relevant nationwide interpretation.