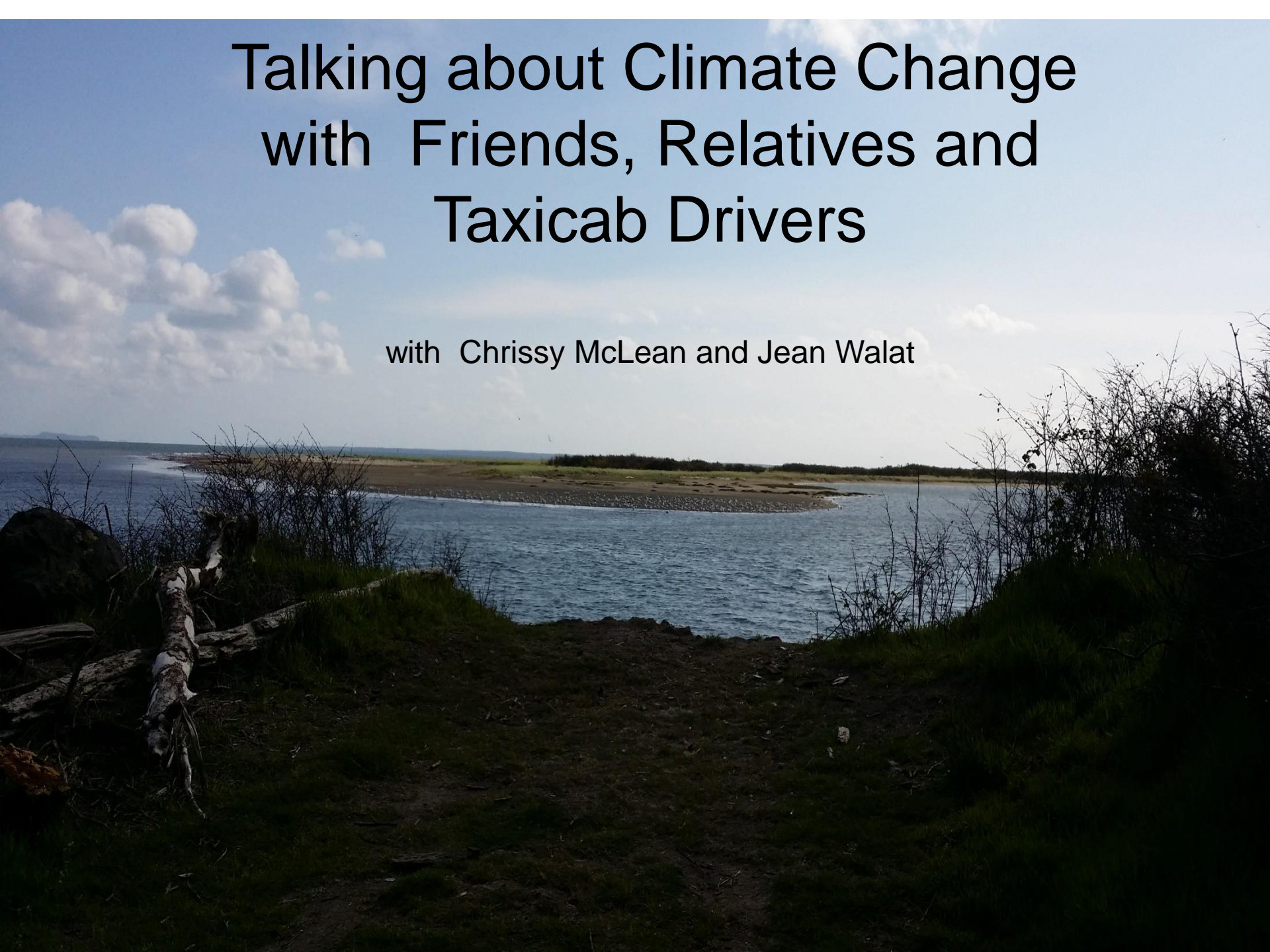


# Talking about Climate Change with Friends, Relatives and Taxicab Drivers

with Chrissy McLean and Jean Walat



Everyone can have a role in helping the public understand how climate change happens, and knowing what approaches have the most potential for making a difference.

# Gallup World Poll

grist

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## Education increases belief in climate change — everywhere except in the U.S.

By Heather Smith on 29 Jul 2015 101 comments

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In China, people are more likely to understand the risks of climate change if they live in the city instead of the countryside. Almost everyone in Japan knows about



## Experts

Interdependent systems

Natural AND (mostly) Anthropogenic

CO2 emissions

Radiation Trapped

CO2 emissions

Policy Solutions

# Mapping the Gaps: Oceans and Climate Change

What is climate?

What causes climate change?

How does human activity affect OCC?

How does climate change happen?

What causes ocean acidification?

What should be done about CC?



## Public

System? What System?

CO2 is natural=good

Material Pollution

??? or Ozone Hole

OA? What's that?

Recycle



NNOCCI was founded as a partnership of the New England Aquarium, Woods Hole Oceanographic Institute, and Frameworks Institute

- NNOCCI was funded by NSF to train >150 zoos, aquariums, and science centers to use Strategic Framing to explain climate change to the public.
- NNOCCI is now using regional coordinators to continue the work after initial funding ended.

# Strategic Framing is...

A research-based approach that is proven to:

- help the public understand the mechanisms of climate change
- show the public how they can be ‘heroes’ of the climate change and ocean conservation story by providing paths to engagement
- help explain what climate change is NOT and what action is NOT effective
- leave the listener with a sense of hope

# What is a frame?

The way a story is told –  
the deliberate, selective use of  
particular values, symbols,  
metaphors, and  
messengers- which in turn trigger  
shared cultural mental models.

# 8 essentials of Framing

## Climate Change Conversations-1

- **Tone:** reasonable and not crisis
- **Values:** “why should I care”—most important
- **Cultural Models:** “what do I bring to it”
- **Explanatory Metaphors:** making an abstract idea concrete and “sticky”
- **Causal Chains:** connecting the dots from cause to effects. Creates the understanding for considering multiple solutions.



# 8 essentials of Framing

## Climate Change Conversations-2

- **Community Level Solutions:** Solutions that match the scale of the problem, activates the 'we', rather than focusing on individual solutions
- **Social Math:** Gives context to numbers in a memorable and relevant way
- **Bridging & Pivoting:** Helps navigate around unproductive ideas and conversations to more productive framing

# Avoiding the Swamp...of excuses, dead ends, and misunderstandings

## Science

Curiosity and wonder  
Science will save us  
How do scientists know that?  
Predictions are just guesses  
New study every week  
No solutions yet

## Public Affairs

Civic responsibility  
We can do it!  
Oceans are a public resource  
Government is good at protection  
Politics as usual  
Two sides to every story

## Consumerism

Ecosystems are valuable resources  
Cost-benefit thinking  
Zero-sum: jobs vs. environment  
Bottomless grocery store  
Eat it while you can!

## Climate Change

Something need to be done  
It's weather  
What can I *really* do?  
Big, scary, depressing  
My observation is as good as yours  
Political football  
It's about the ozone isn't it?



*What's in the swamp of...*

# Climate Change & Oceans



## Progress

Americans are problem solvers  
Can't go back  
Comes with costs  
There's winners and losers



## Oceans

A shared public resource  
Oceans support humans  
It's all connected  
A special, beautiful place  
A different world  
Drop in the bucket  
Heal themselves  
All on the surface

## Nature

We need to take care of it  
Shared fate; one big web of life  
Works in cycles  
Mother Earth  
Change is natural you shouldn't/couldn't stop it

## Pollution

Human caused  
Dirty (not necessarily damaged or dead)  
The root of all environmental problems  
Just clean it up  
Even if we do our part, other countries won't

**Explaining Climate Change  
using metaphors and personal values**

# *The Heat Trapping Blanket*

*When we burn fossil fuels like coal and gas, we pump more and more carbon dioxide into the atmosphere, and this build-up creates a blanket effect, trapping in heat around the world. The ocean absorbs much of that excess heat, making it warmer, too.*



# *Value: Responsible Management*

*Just as we value taking responsibility for managing our homes and families, taking practical, common sense steps to address environmental problems is in the best interest of future generations.*



- Handle problems before they get worse
- Use evidence, an open mind, and step-by-step approaches to addressing climate change.

# Collective Level Solutions

Becoming a climate action perfectionist in your own household is less important (and a distraction) from taking action with your community, climate action organizations, state and federal govts.

# Collective level (policy) solutions

- Put a price on dumping heat-trapping gases into the air
- Improve energy efficiency
- Greatly increase research and use of low or non-emitting energy sources & carbon capture
- Stop forest loss
- Slow population growth
- Reduce/stop investment in fossil fuel infrastructure

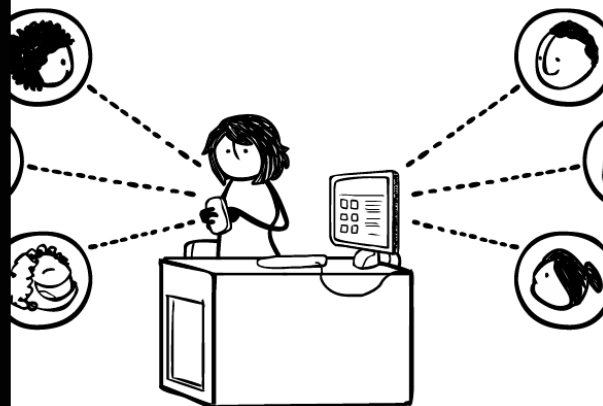
# Collective Level Solutions

What  
Kind of  
Changemaker  
Are  
You?

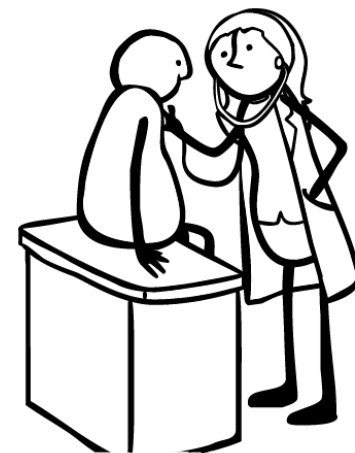




RESISTER



NETWORKER



NURTURER



INVESTIGATOR



COMMUNICATOR



BUILDER

Thank you!

Questions? Comments?

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