



## Climate on Tap

### How to Talk Respectfully with People About Climate Change

**Facilitator:**  
Laura Tucker

**Sponsored by:**

What issues have you faced when talking with others about climate change?

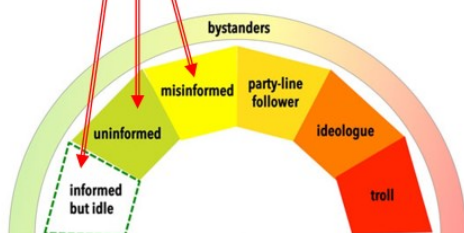


Take a few minutes to ponder this, then share your thoughts with those at your table or with the person next to you.



The biggest bang for your buck?

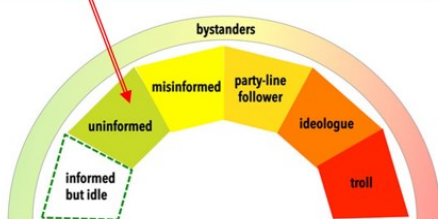
Motivate like-minded peers.



the spectrum of persuadability

It's a given that a certain fraction of the public will not change their minds, regardless of how much evidence piles up. A more productive angle is to engage those who are less certain – the three groups on the left side of the spectrum, between 9 and 12 o'clock. "[Polls](#) show 51 percent of the U.S. population is alarmed or concerned about climate change, but most of them don't talk about climate change with their friends and family," Give-and-take exchanges can make better headway when they simply skip the flame wars and serve as a sharing of views between peers. "Activating and empowering these groups is one of the most productive things we can do to achieve social momentum on climate change,"

Reach out to the uninformed



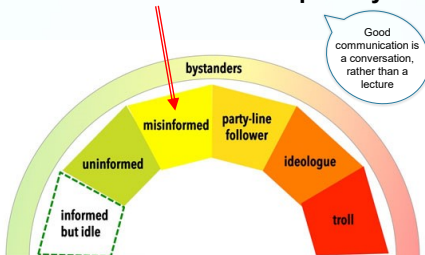
the spectrum of persuadability

Despite years of efforts to inform the public about climate change, some people still don't care enough to come to grips with the issue. Those are people that we would love to reach. Rather than trying to get people to care about what you think is important, identify what is important to them. Show them how climate change is affecting those things, here and now."

Frame the conversation as a human issue and not an environmental issue. Use words such as *choice* and *opportunity* to frame the discussion as hopeful and not dismal.



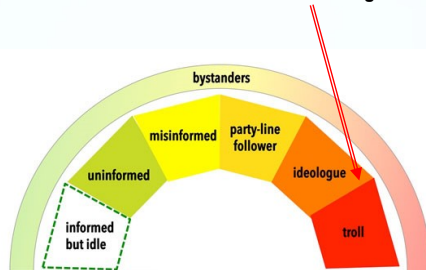
Correct misinformation politely



the spectrum of persuadability

There may be no shortage of those deliberately spreading false information, but others may have unwittingly latched onto information that is simply incorrect. An easy way to tell the difference is to open the dialog with a question. But be careful not to turn an opportunity to share good information into a needless fight. Acknowledge the value of the person's concerns, then offer a friendly, down-to-earth answer. Kudos for a response that revolves around a topic of real interest to your audience. Seek out their questions and respond to them directly. If you're answering their questions, they will be listening. I often find the 'uninformed' have basic questions about what is causing warming and how we know for sure that it's human-induced.

Avoid trolls. Take a 'side door' with ideologues.



the spectrum of persuadability

Some people are resolutely immovable, but they may also take pleasure in hurling insults for each response they hear. The way to deal with trolls is simple: ignore them and deprive them the attention they crave. For 'party-line followers' and 'ideologues, rather than banging your head against a locked front door by starting out talking about global warming, use a side door, such as talking about the multiple benefits of clean energy, like jobs and economic growth.

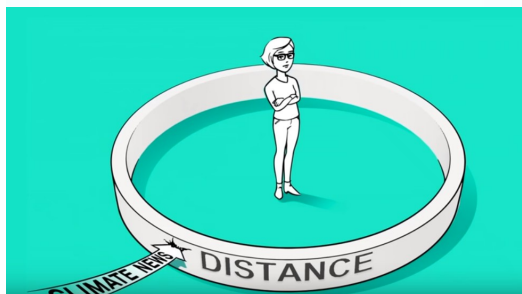
### "How to Transform Apocalypse Fatigue into Action on Global Warming"

by Per Espen Stoknes

<https://www.youtube.com/watch?v=FSh6ynq8uM>



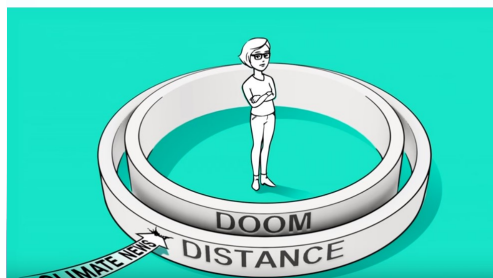
### 5 Defenses



Climate change issues are far away like the north pole; they won't happen for hundreds of years; I'll be dead

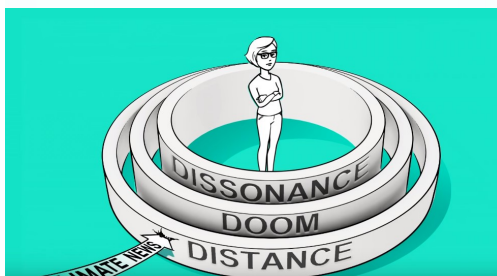


### 5 Defenses



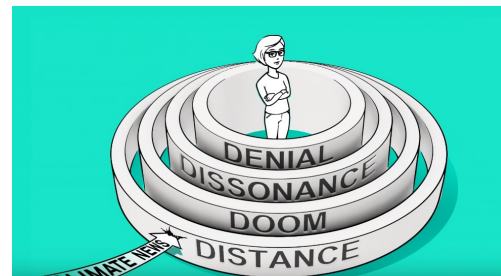
Climate change is usually framed as a disaster; looming catastrophic events; makes us fearful; after the fear response is gone, the brain goes into avoidance; we get desensitized to doom overuse

### 5 Defenses



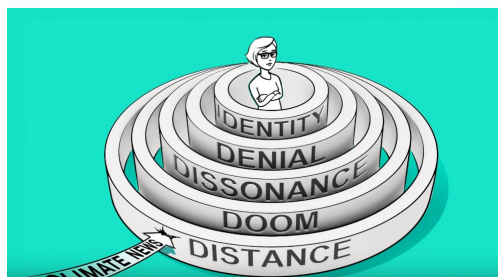
Climate change causes a type of cognitive dissonance: we can't burn fossil fuel, but we need to drive/fly/take vacations; this causes discomfort. To get rid of the discomfort, our brain comes up with justifications

### 5 Defenses



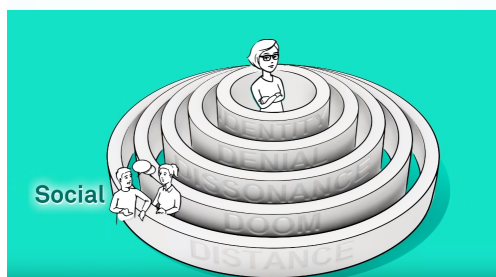
Denial doesn't come from ignorance. I may be aware of some issue, but I live and act as if I don't know about it. We are often supported by friends and family who don't want to bring up such a difficult topic.

### 5 Defenses



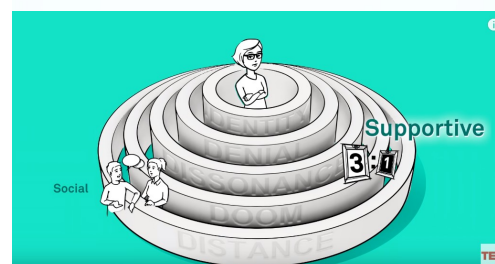
Cultural identities override the facts

### 5 Solutions



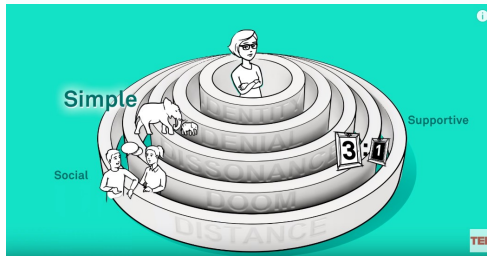
Make solutions to the climate crisis a community issue where we can work together; eg. rooftop solar. We have 19,275 solar installations in WA State. (Solar Energies Industry Association)

### 5 Solutions



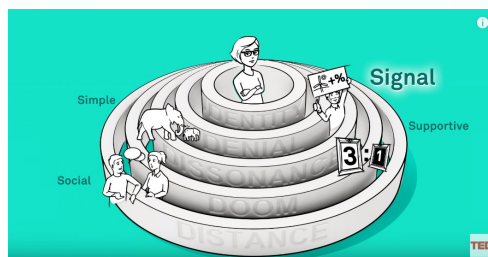
Reframe climate issues to be about human health, safety, new jobs, new tech opportunities. To create engagement, we need to present 3 positive or supportive framings for each negative issue about climate change we raise

## 5 Solutions



Dissonance changes with simple actions, also called nudging. We can make the positive climate-friendly behaviors our default and convenient

## 5 Solutions

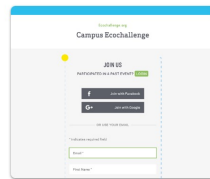


Provide motivating feedback with our how well we're doing with our problem solving

## Northwest Earth Institute Eco-challenge

### 1. join a team or create a team.

Join your network's team or join the global Community team to get started. Feeling like taking charge? Become a Team Captain for a new team in your workplace, school, or community!

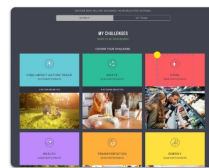


### 2. select your actions

Choose actions that you can commit to throughout the Ecochallenge. There are plenty of actions to choose from, so find the actions that complement your lifestyle and passions.

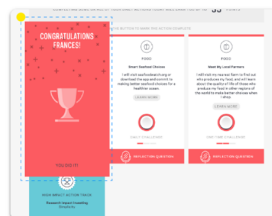
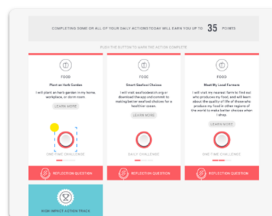
We recommend 1-3 daily actions and 4-6 one-time actions for optimum rate of success and long-term habit making.

Have actions that require some prep? Take the time you need to prepare for success with your actions. Committing to vegetarian meals? Look up recipes and ingredients you'll need! Finding alternate ways for transport? Explore the public transit options and bike pathways in your community!



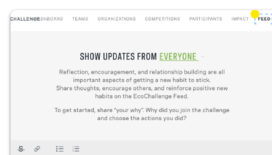
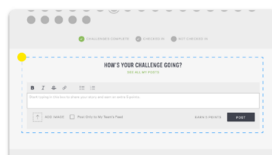
### 3. complete your actions

Fulfill your actions, and check them off to collect your points. Simply log into your Dashboard, find the actions you've selected, and click on the button next to 'Action Completed'. Now you've collected your points!



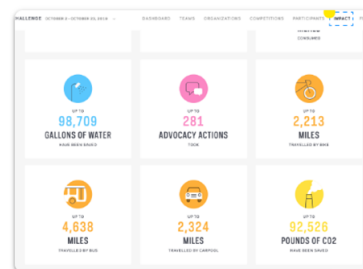
### 4. share your story

Inspire your team members and co-Ecochallengers! Share your Ecochallenge journey on our Participant Feed. Observations,



### 5. see our collective impact add up

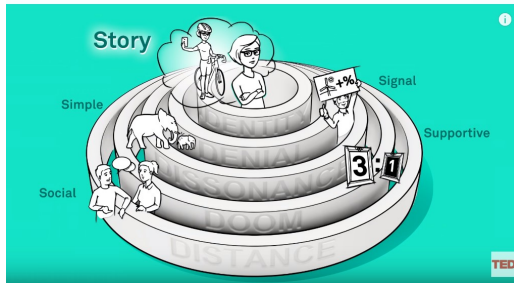
Hundreds of thousands of everyday actions add up to significant change! See how thousands of everyday people taking action together can create positive impact within our communities and for the planet.



<https://ecochallenge.org/ecochallenge-platform/how-it-works/>



## 5 Solutions



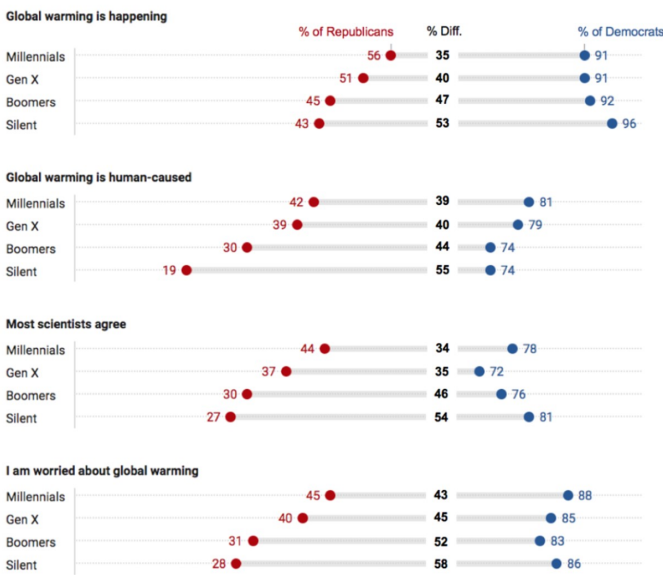
Our brains love stories. We need better stories about where we all want to go. Who are our heroes and heroines?



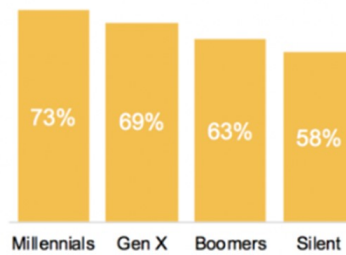
Individual actions don't solve the climate crisis but they do build bottom up support for policies and solutions that can.

*Students in Nancy Pelosi's office*

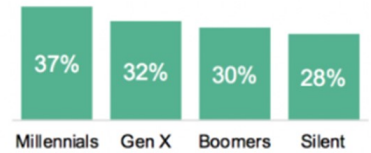
### Global Warming Beliefs and Attitudes by Political Party and Generation



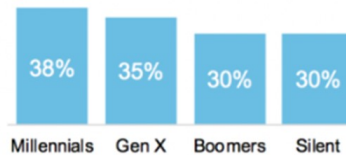
### Global warming is personally important



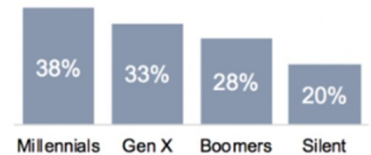
### Willing to contact government officials about global warming



### Willing to donate money to an organization working on global warming



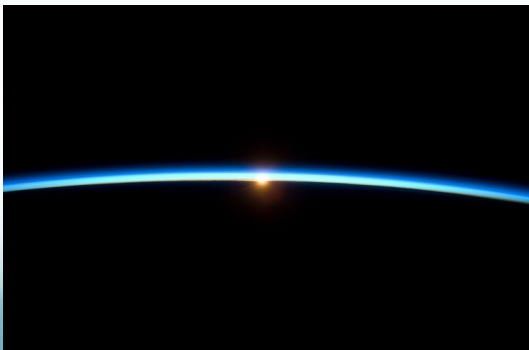
### Willing to volunteer for an organization working on global warming



Dec. 2018, April 2019. Base: Millennials (1981 – 1996) n=537; Gen X (1965 – 1980) n=599; Baby Boomers (1946 – 1964) n=965; Silent (1928 – 1945) n=234.

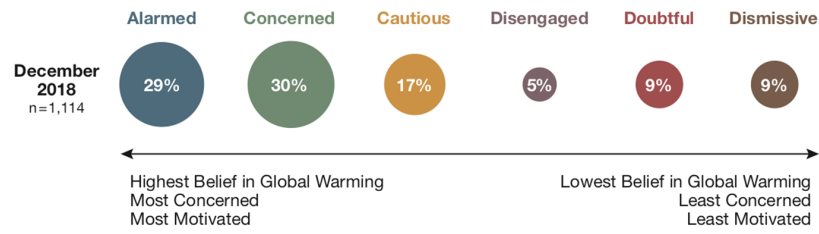


## Rethinking our relationship to our climate – our atmosphere



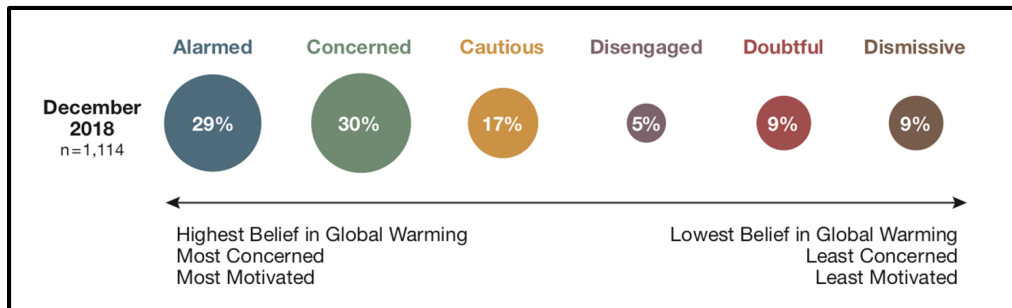
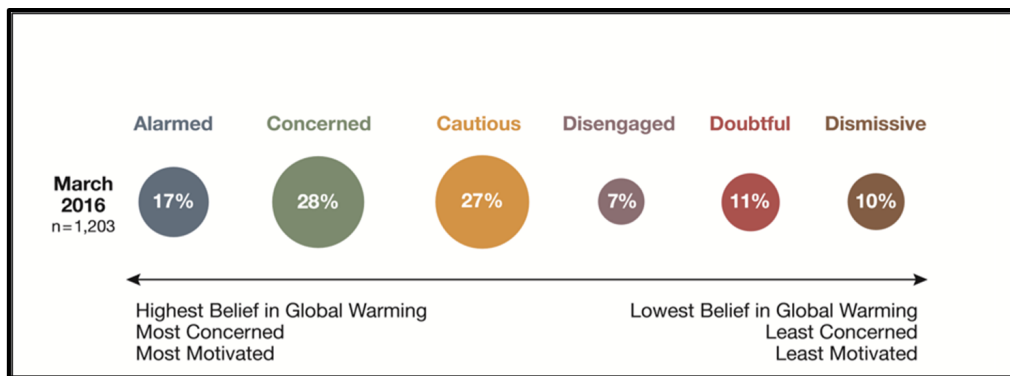
If our Earth was the size of our head, the atmosphere would be the thickness of one human hair. The breathable air is only 5-7 miles thick. A fragile wrapping around a massive ball. We are all connected by this thin layer through the air we breathe. All of life is nourished, protected and held in this space.

# 6 Americas

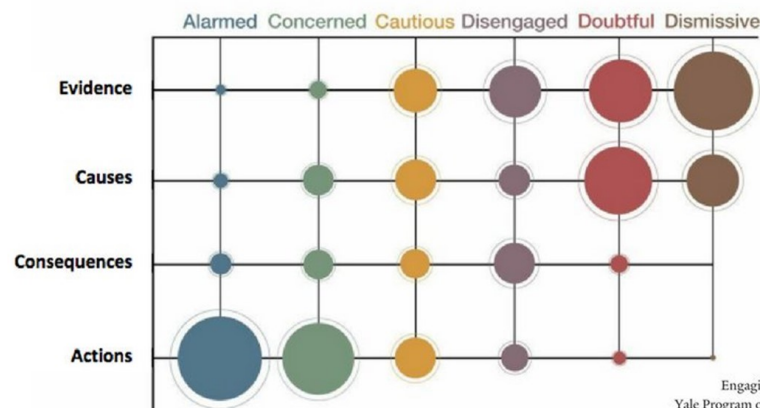


YALE PROGRAM ON Climate Change Communication

GEORGE MASON UNIVERSITY CENTER for CLIMATE CHANGE COMMUNICATION



**Figure 5: Nature of the one question respondents would most like to pose to a climate scientist**



Engaging Global Warming's Six Americas,  
Yale Program on Climate Change Communication

# What will you do now?



## Climate on Tap

*Thank you for coming!  
Questions?*

*Facilitator:*  
**Laura Tucker**

[Ltucker@co.Jefferson.wa.us](mailto:Ltucker@co.Jefferson.wa.us)



*Sponsored by:*

