

A decorative graphic consisting of a series of circles of varying sizes and colors (yellow, orange, and red) arranged in a curved path from the bottom left towards the top right, framing the central text.

# **Communicating About Clean Energy and Climate Change Solutions**

March 23, 2017

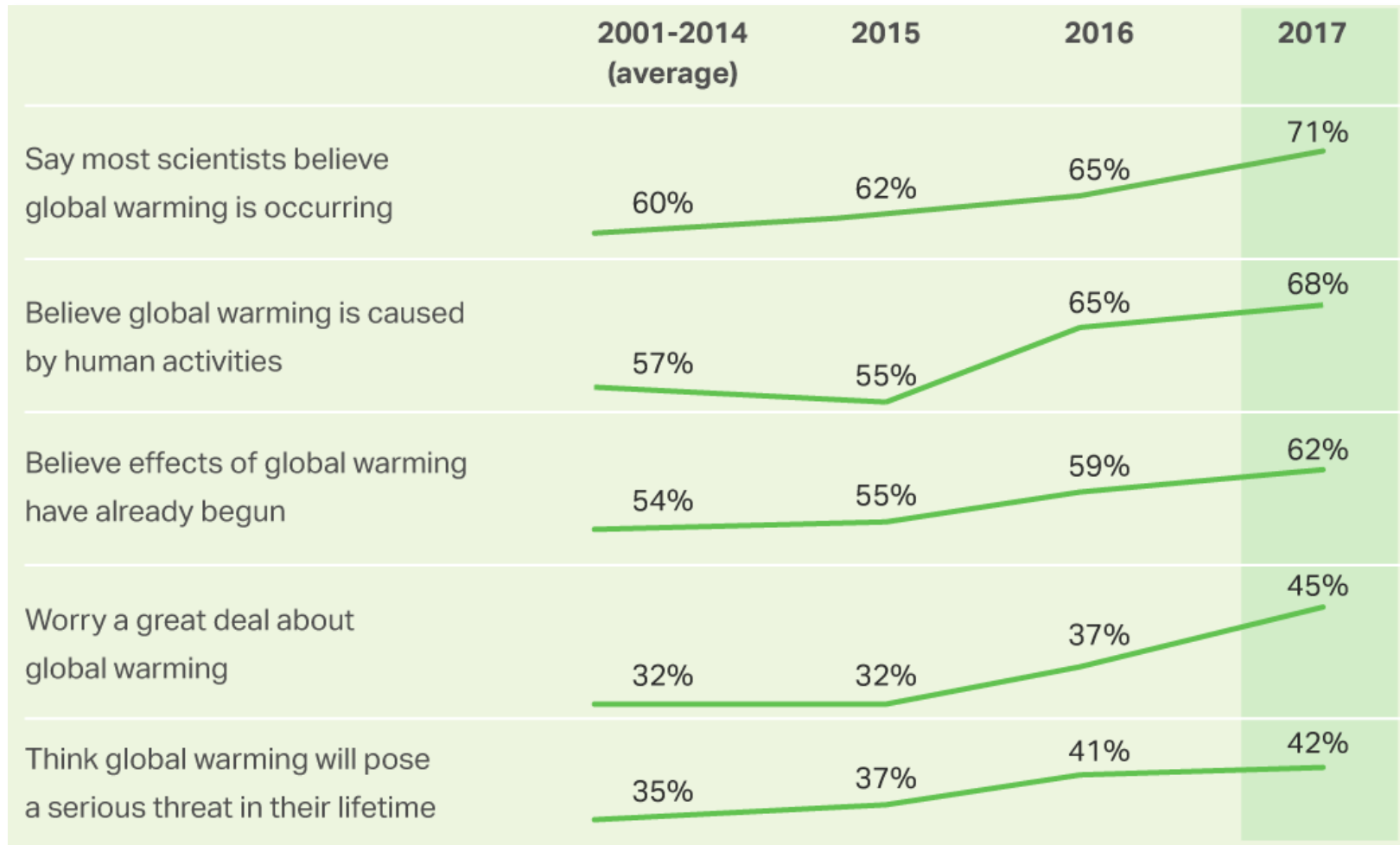
# CLIMATE ATTITUDES

The number of Americans who think global warming is **happening** is on the rise and is now **70%**. Nearing the highest level since 2008.

Americans are also more **concerned**, with **58%** saying they are “somewhat” or “very” worried about climate change, up five points from last year.



# CLIMATE ATTITUDES

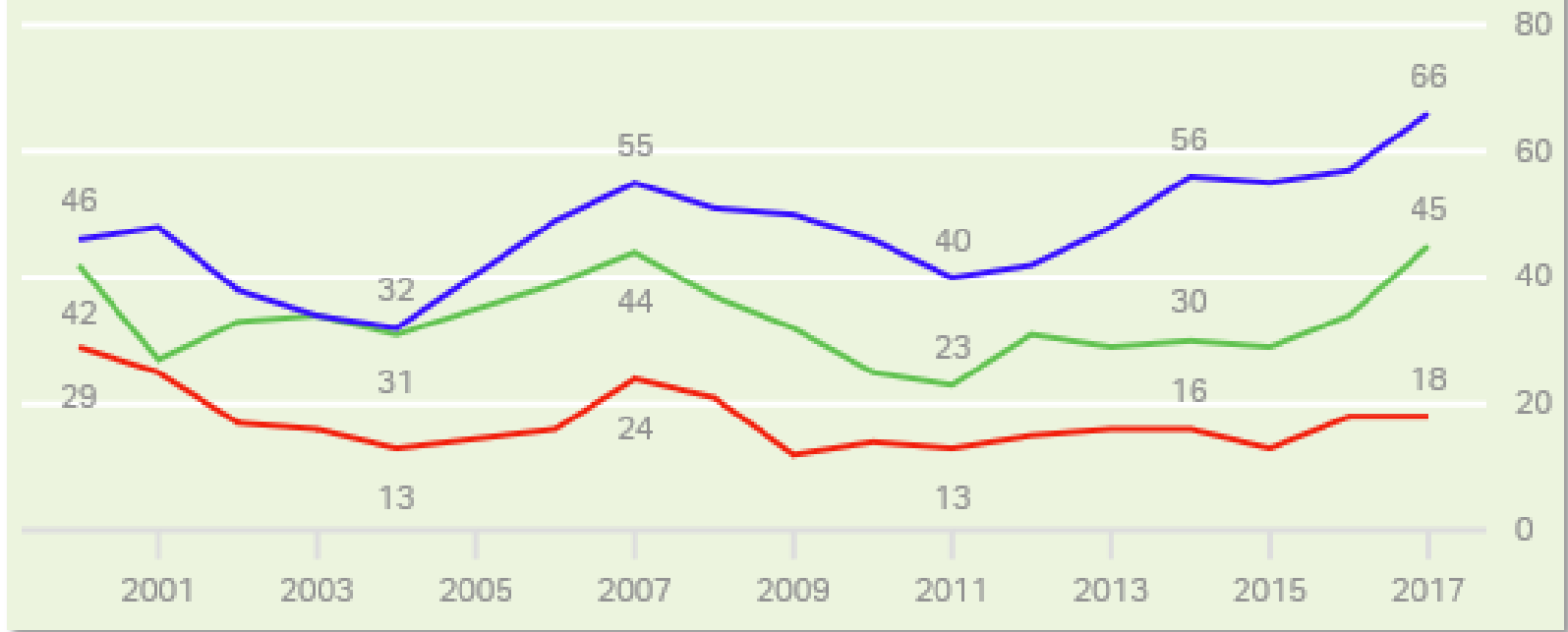


(Gallup March 2017)

# CLIMATE ATTITUDES

Percentage who worry "a great deal" about global warming or climate change

■ Republicans ■ Independents ■ Democrats



(Gallup March 2017)

# CLIMATE ATTITUDES

## PRIORITY

When asked about their top policy priorities for the administration, climate change is near the bottom, but rising.

	Jan 2009	Jan 2013	Jan 2016	Jan 2017
	%	%	%	%
Defending against terrorism	76	71	75	76
Strengthening nation's economy	85	86	75	73
Improving education	61	70	66	69
Improving job situation	82	79	64	68
Reducing health care costs	59	63	61	66
Securing Social Security	63	70	62	60
Securing Medicare	60	65	58	59
Problems of poor and needy	50	57	54	56
Addressing race relations	–	–	–	56
Reducing crime	46	55	58	56
Protecting environment	41	52	47	55
Reducing budget deficit	53	72	56	52
Strengthening the military	44	41	49	45
Reforming tax system	–	52	45	44
Dealing with immigration	41	39	51	43
Reducing lobbyist influence	36	44	–	43
Dealing with global trade	31	31	31	40
Dealing with climate change	30	28	38	38
Improving transportation	–	30	–	36
Dealing with drug addiction	–	–	–	36
Expanding access to paid family and medical leave for workers	–	–	–	35

(Pew Jan 2017)

# CLIMATE ATTITUDES

## FATALISM

**47%** say we could reduce global warming, but it's unclear whether we will do what's necessary.

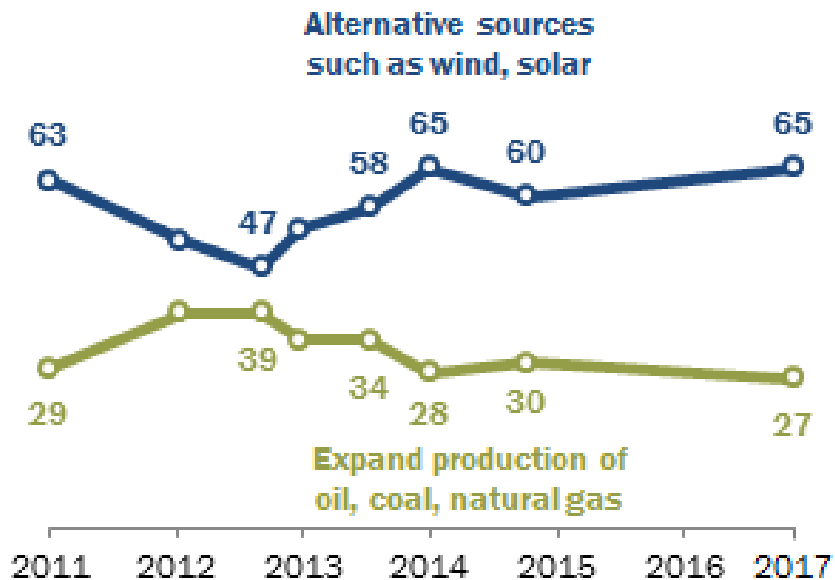
Just **6%** say humans can reduce global warming and that we'll do so successfully.



(Yale/GMU 2016)

# CLEAN ENERGY ATTITUDES

Growing support for clean energy



(Pew Jan 2017)





# FRAMING - PREPARATION

1. Focus on local, observable impacts
2. Begin with what audiences care about
3. Build on non-partisan values
4. Tap uncertainty as a reason to prepare
5. Emphasize the cost of inaction
6. Promote practical solutions
7. Articulate what will get better if action is taken
8. Promote mitigation as a preparation strategy





# FRAMING – CUTTING CARBON

- Amplify credible messengers including the military, medical professionals, and religious institutions
- Showcase broad, bipartisan support for solutions
- Tap values around innovation, self-sufficiency, and stewardship of natural places
- Highlight tangible local benefits like economic growth and job creation, security, and health benefits
- Promote practical solutions like energy efficiency and rooftop solar



# ENGAGEMENT

## ONE MONTANA:

Bridging the rural-urban divide through dialogue



# ENGAGEMENT

## CLIMATE READY BOSTON:

Resilient solutions to prepare for climate change





# ENGAGEMENT

## CHICAGO CLIMATE ACTION:

Engaging diverse communities in low-carbon solutions



# ENGAGEMENT

## VISUALIZING THE PROBLEM AND SOLUTION

*Here-Now-Us*



# ENGAGEMENT

## GEORGETOWN, TEXAS:

The town switched to 100% clean energy





A decorative arc of circles in yellow, orange, and red colors, arranged in a semi-circle shape, spanning the top and sides of the slide.

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**Thank you!**