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COMMUNICATING CLIMATE IMPACTS

Local Solutions Conference

May 2014

www.climateaccess.org



The network for those engaging the public in the transformation to low-carbon, resilient communities.

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Does a belief in climate change affect perception of weather?

Who remembers a hot summer or a cold winter?

A paper from researchers at Yale and Utah State University that analyses survey data to determine whether people's perception of weather is affected by their belief in climate change.

[Read more](#)

BLOG



December 19, 2013

The Three C's of Influencing Climate Risk Management: Confirm, Convince, Change

Mark Trexler

Scientists have been raising the alarm over climate change for more than two decades. In recent years, the military and other disciplines have joined scientists in emphasizing to policy-makers and the public that climate change will be a societal game-changer. Nevertheless, the gap between

FEATURED EVENTS

CLIMATE ACCESS ROUNDTABLE Exploring the Public Appetite for Climate Solutions

Jan 31st 10-11 am PST – via webinar



7 reasons why the public is not engaged on climate AND WHAT TO DO ABOUT IT ▶

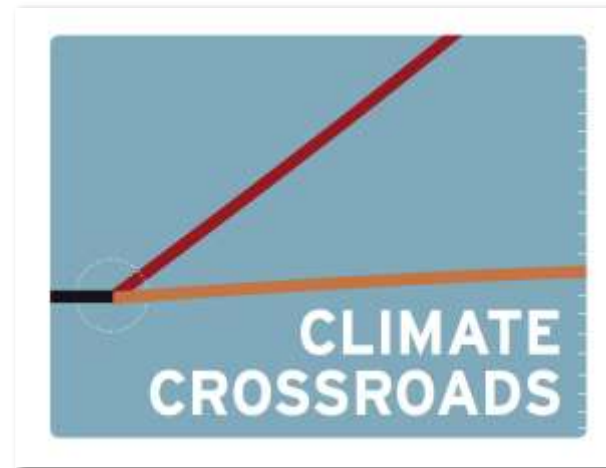
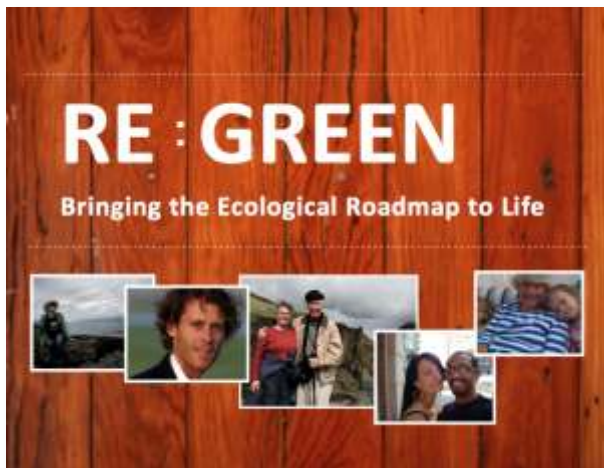
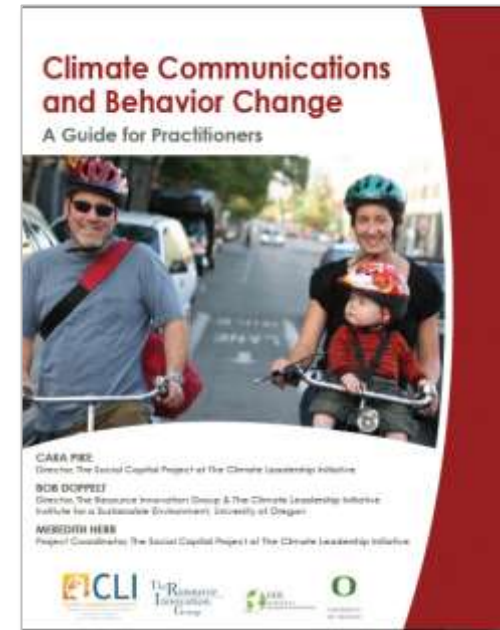
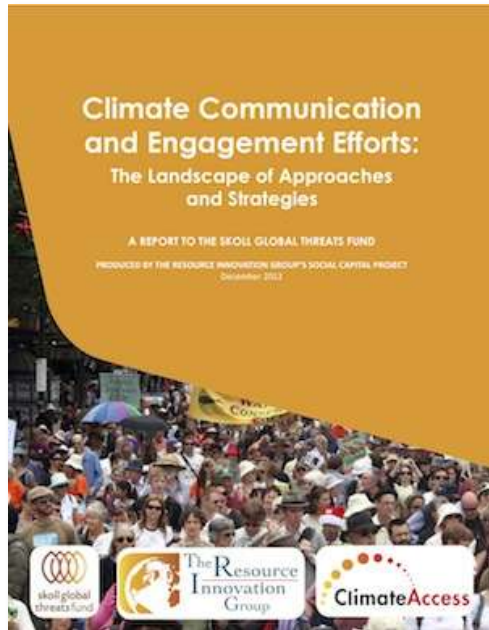
FROM THE BLOGOSPHERE



Global warming denial hits a six-year high

Chris Mooney
Jan 17, 2013

SOCIAL CAPITAL STRATEGIES



US POLLING SUMMARY

METHODOLOGY



LITERATURE AND POLLING REVIEW:

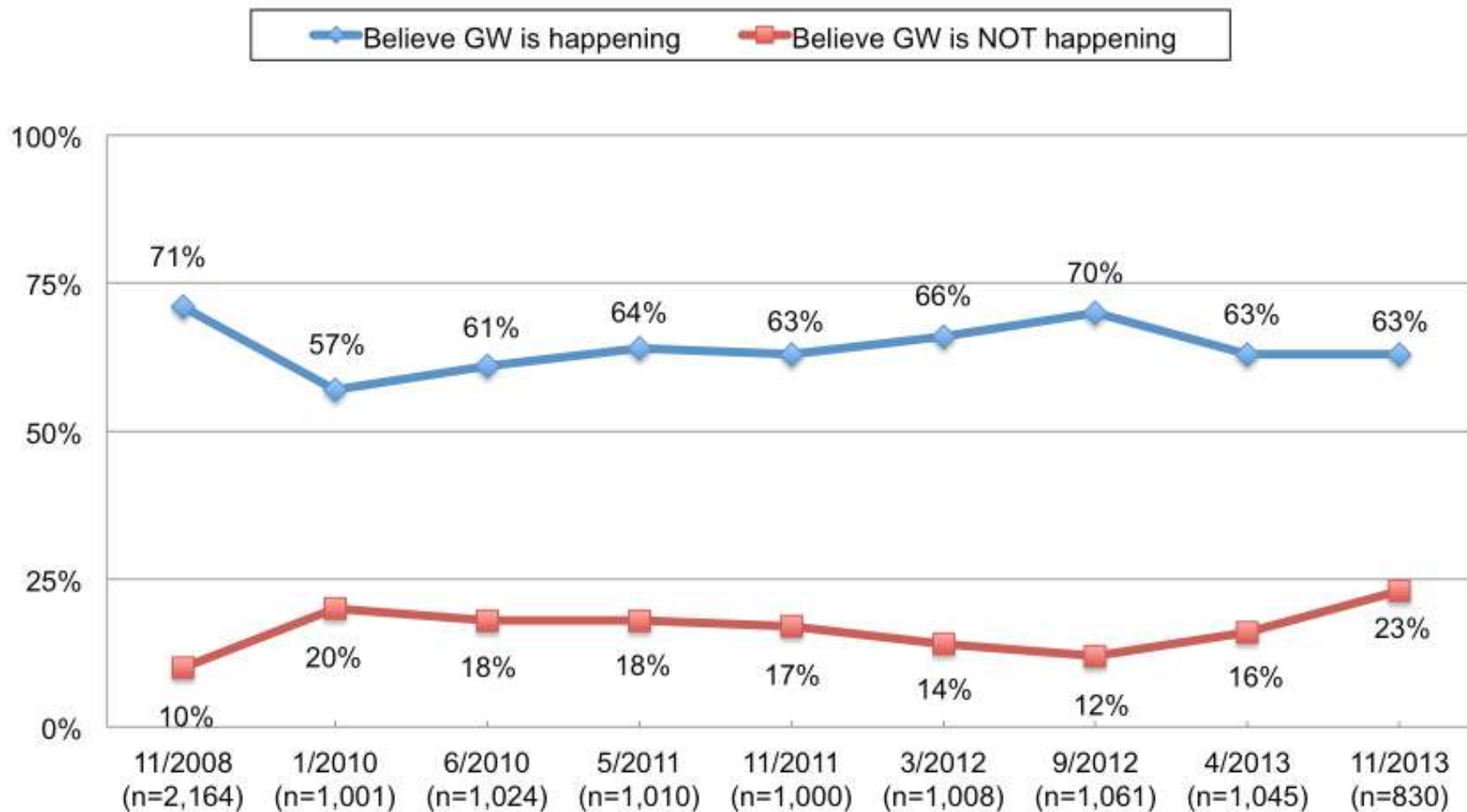
122 articles including **survey data** from **2005 to 2014** and **academic research** from the fields of behavioral science, communications, development studies, environmental studies, political science, and psychology.

SCAN OF THE FIELD:

Reviewed 39 examples of **campaigns, tools, and on-the-ground projects** related to climate preparation communication and outreach.

US POLLING: ISSUE UNDERSTANDING

63% of Americans believe global warming is happening (with an increase in those who don't think it's happening).

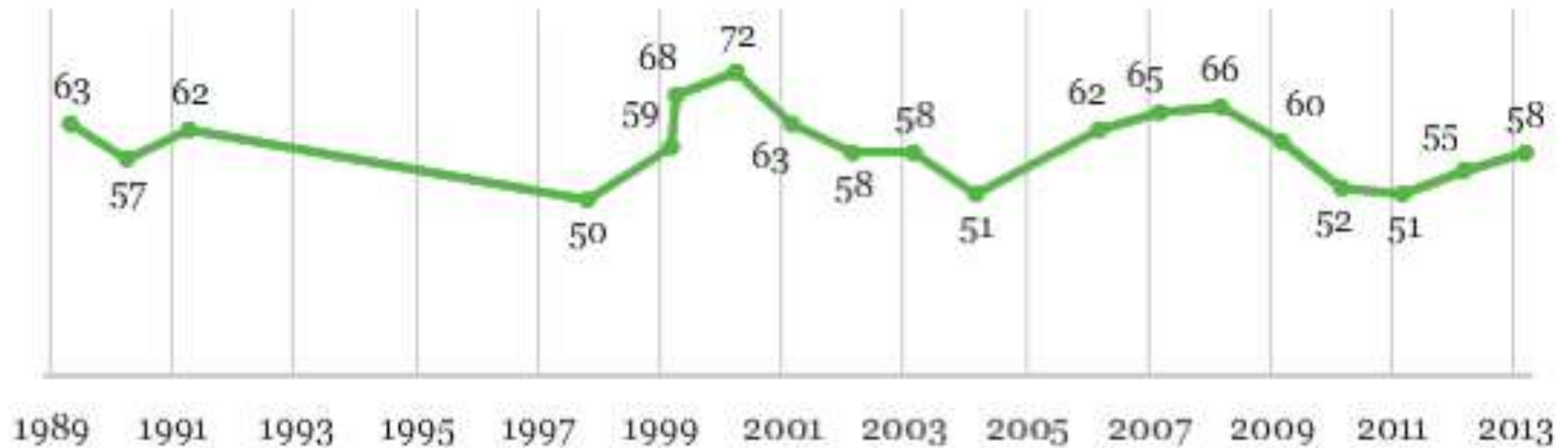


US POLLING: CONCERN



58% of Americans say they worry a great deal or fair amount about global warming.

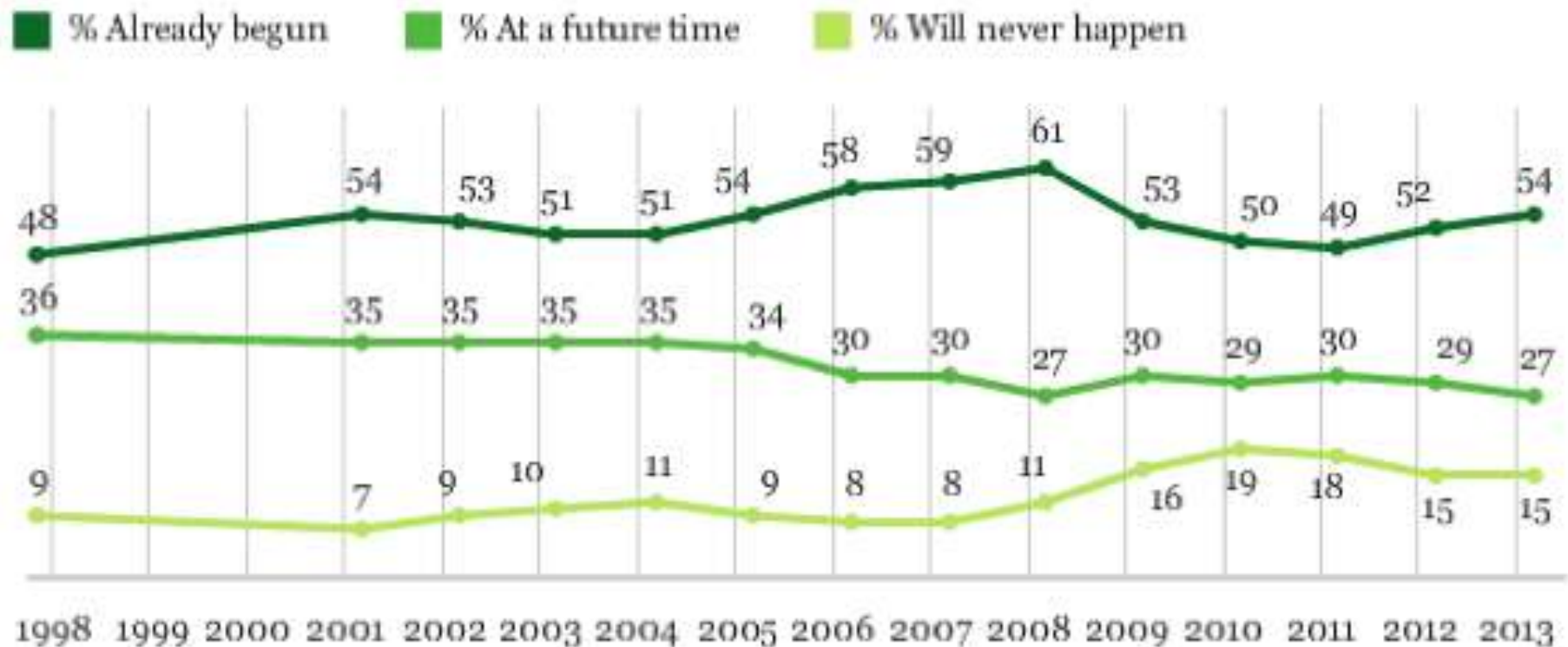
■ % Worry a great deal/a fair amount



US POLLING: IMPACTS



54% of Americans saying the effects of global warming have already begun.





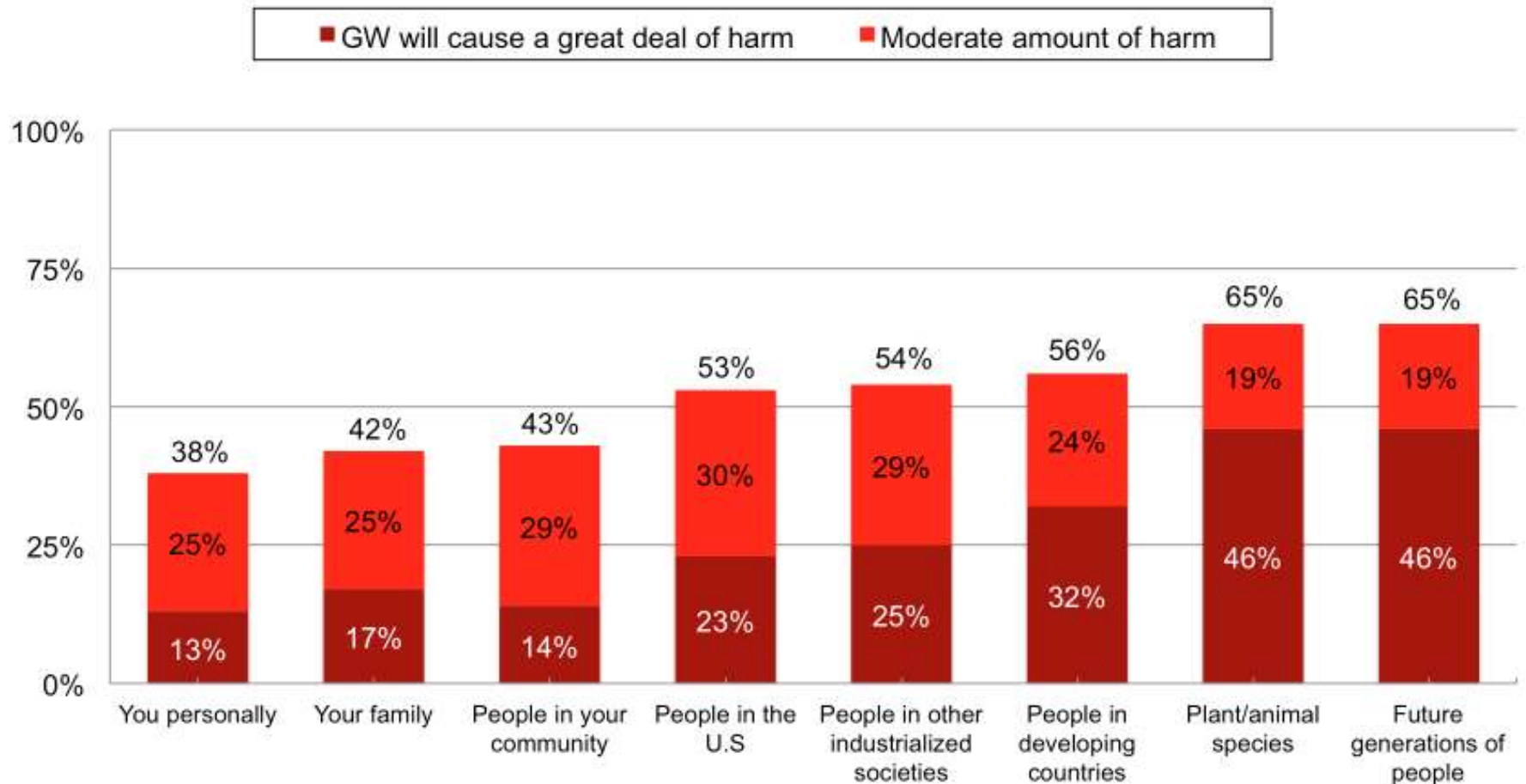
Global warming has ranked at or near the bottom of the U.S. public's policy priorities since 2009.

29% say global warming is a top priority (ranked 19 out of 20 issues) in Jan 2014.

US POLLING: DISTANT THREAT



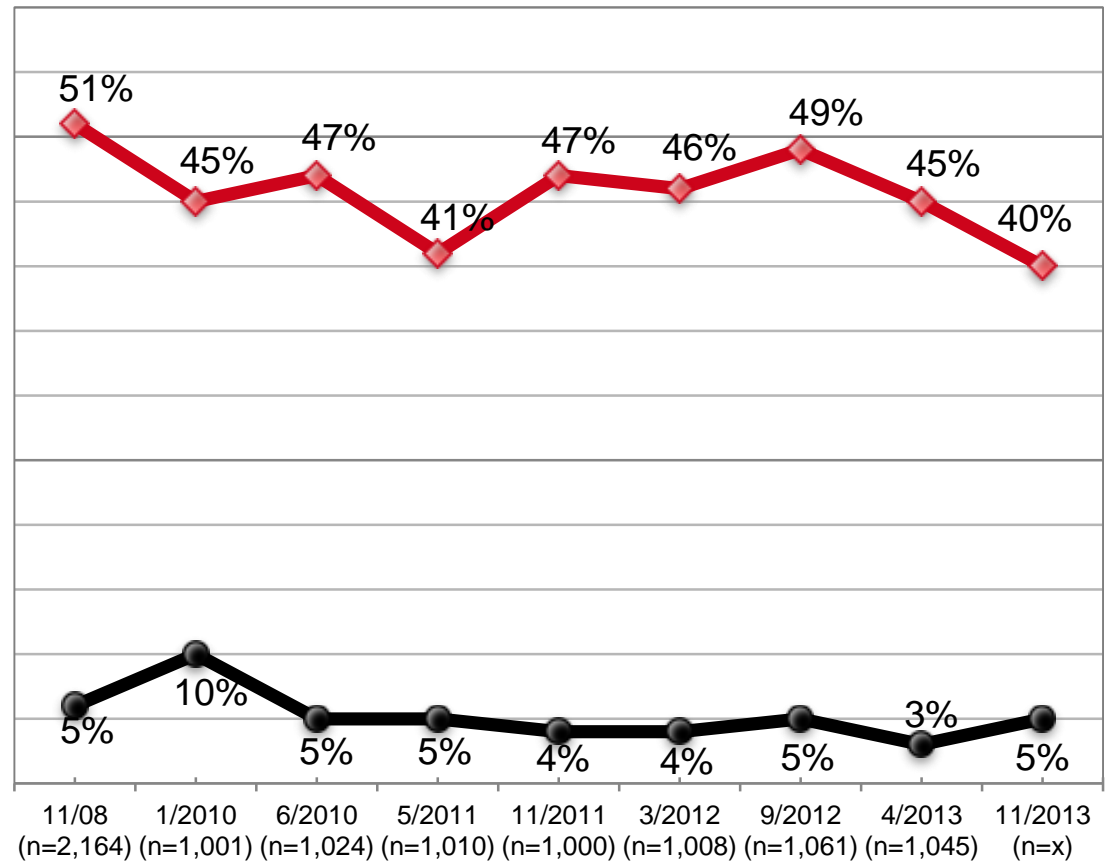
Most Americans believe global warming will primarily harm future generations and plant/animal species.



GROWING NUMBER OF AMERICANS BELIEVE GLOBAL WARMING WON'T BE STOPPED

40% say we could reduce global warming, but it's unclear whether we will do what's necessary.

5% say humans can reduce global warming and that we'll do so successfully.





THOSE WHO BELIEVE GLOBAL WARMING IS HAPPENING:

Have hope that.....

67% People want to **save resources** for future generations

64% People are **becoming informed**

58% Once people **feel the impacts** they'll act

But they doubt action we be taken because.....

72% Corporations care only about their own **profits**

68% Most people **don't know** what they can do

52% People have **higher priorities** to worry about

CLIMATE IMPACTS

PERSONAL EXPERIENCE WITH EXTREME WEATHER

59% weather has been
getting worse

70% experienced
extreme weather

33% experienced global
warming



HEAT WAVES

51% experienced extreme heat in the past year

67% say global warming **contributed to record highs**



DROUGHT & WILDFIRES

42% experienced drought conditions

49% say climate change exacerbated droughts

65% say climate change is fueling wildfires



EXTREME STORMS

41% experienced an extreme rainstorm

15% experienced a hurricane

46% say climate change made Superstorm Sandy more severe



SEA-LEVEL RISE

73% say global warming will cause sea-level rise

76% say sea-level rise will be serious problem



VIEWS ON PREPARATION

85% favor preparedness

60% think preparing will
create jobs

94% think it will be difficult



HOW RISK PLAYS A ROLE



- 1. Discounting the Future**
- 2. Dealing with Complexity**
- 3. Displacing Risk**



HOW RISK PLAYS A ROLE



**4. Individual vs.
Societal Risk**

5. Illusion of Control

6. Optimism Bias



HOW RISK PLAYS A ROLE



7. Valuing Certainty

8. Psychological Denial

9. Filtering Based on Values





START WITH AUDIENCE VALUES



Recommendations



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Recommendations



CHANGE STAGES AND MECHANISMS

Disinterest Deliberation Design Doing Defend

Cognitive and Experiential Change Mechanisms

Disturbances →

Behavior Change Mechanisms →

Awareness-building →

Choice expansion →

Emotional Inspiration →

Supportive relationships →

**Organizational/
self-reevaluation** →

Commitment →

Helping relationships →

Reinforcement →

Substitution →

Structural Redesign →

Recommendations

DISINTERES

LEVERAGE WEATHER EVENTS

- Connect the dots to climate carefully
- Emphasize trends more certain
- Concern for humanity
- Less severe trends also important



Recommendations

DISINTERES

EXPERIENTIAL EDUCATION



Recommendations

Art and Culture

DISINTERES

T

SING FOR THE CLIMATE
ALL OVER THE WORLD

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0390045
so many people
singing for the climate

160 VIDEOS | 566 PHOTOS

15 COUNTRIES | 305 CITIES | 773 SCHOOLS

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FOCUS ON PREPARATION



Recommendations

DELIBERATION



Why me?

Connect to identity.

Why now?

Waiting to act will make the task more difficult and costly.

What are the stakes?

Economic, community, and individual well-being.

What are the solutions?

Balance impacts with solutions that are on scale with them. Frame mitigation as an effective way to prepare for and reduce risk.

What is the problem?

Impacts are causing harm now and are only getting worse.

**EXPLORE TRENDS, RATHER THAN
ARGUE ABOUT SCIENCE**



EMPHASIZE CURRENT AND REGIONAL IMPACTS



Recommendations

DELIBERATION/DESIGN

Oakland

Alameda

**USE IMPACT
SCENARIOS TO
ILLUSTRATE TRENDS**

San Francisco Bay

San Leandro

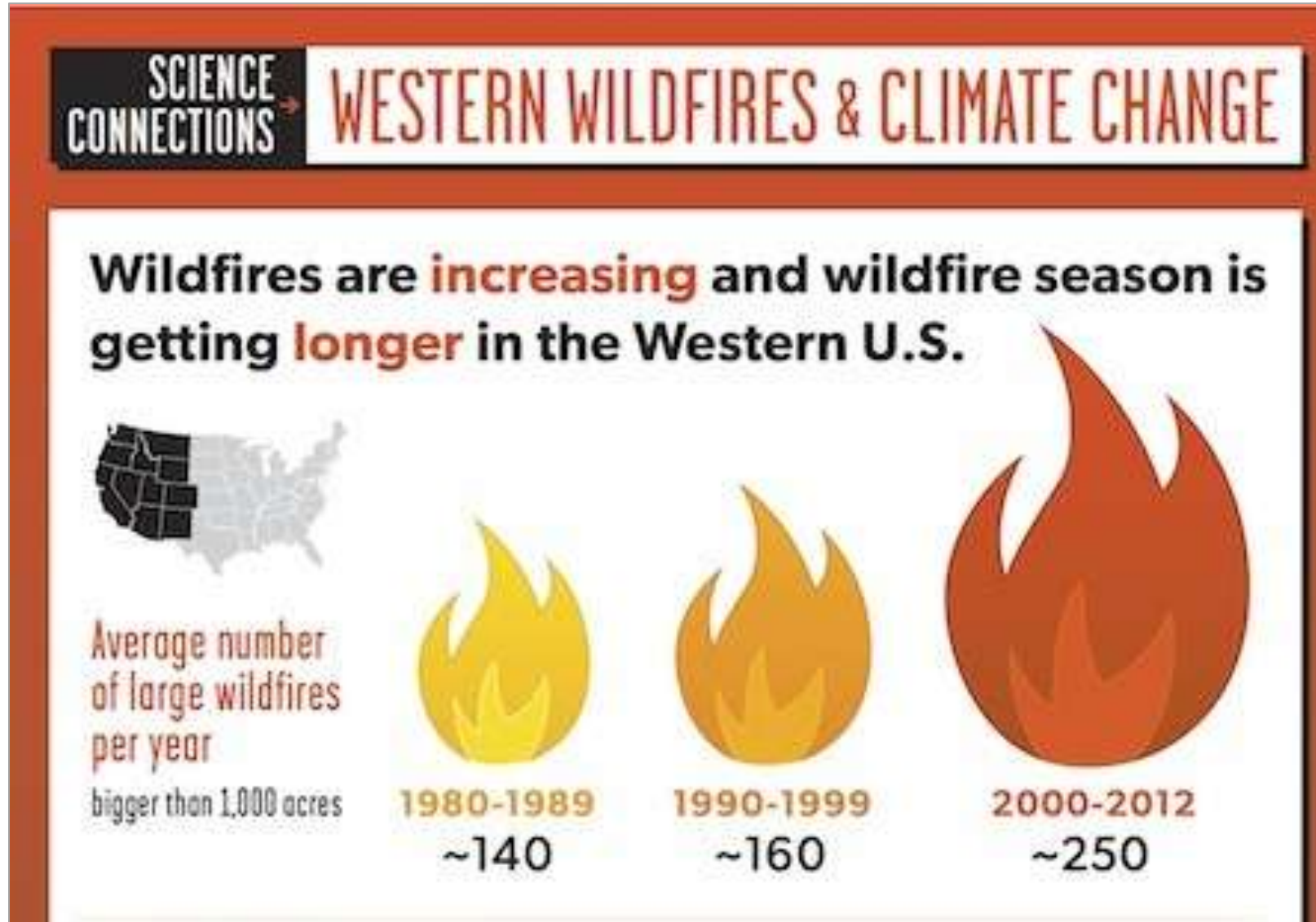


DIGITAL COAST
NOAA COASTAL SERVICES CENTER

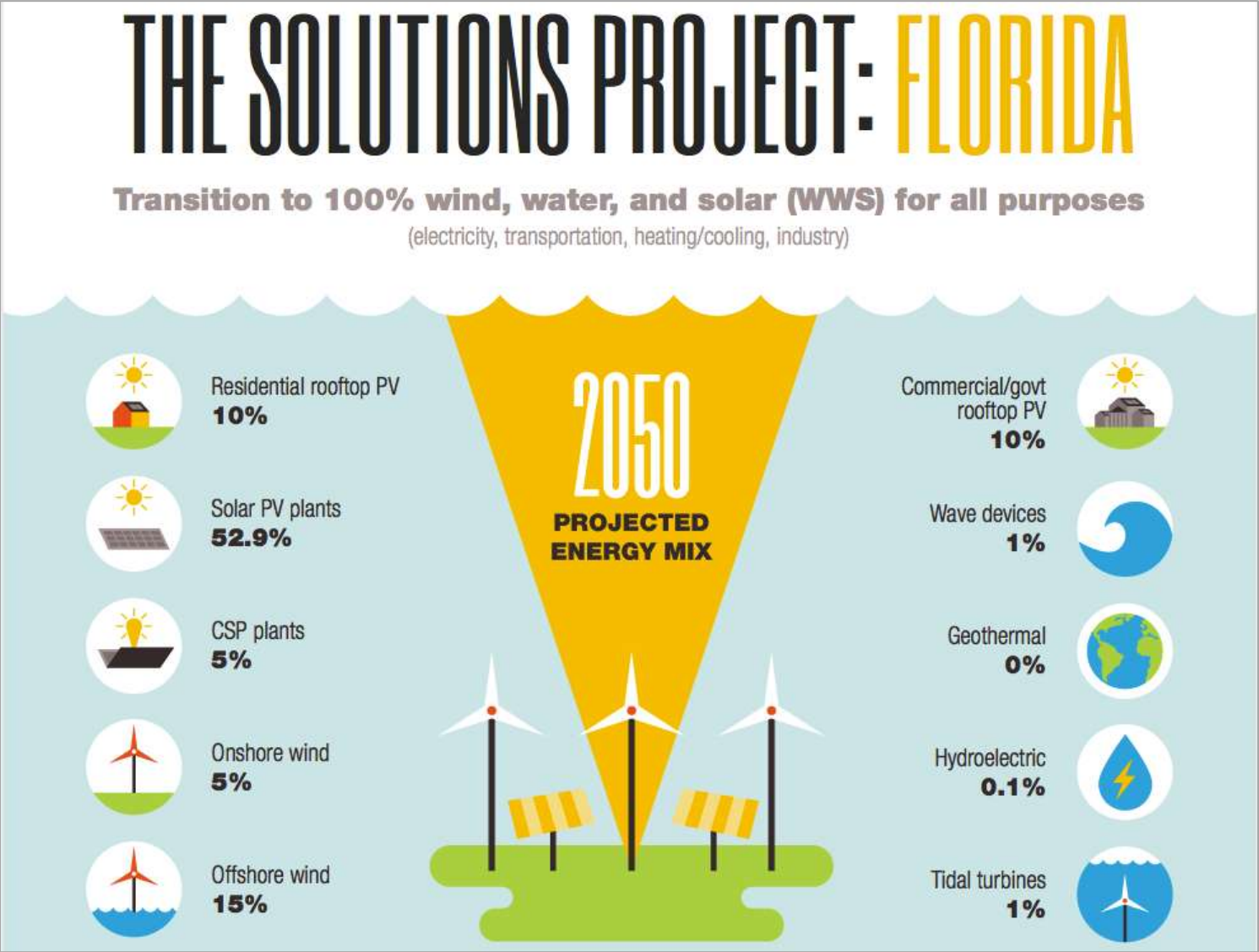
USE EFFECTIVE VISUALS



USE EFFECTIVE VISUALS



USE EFFECTIVE VISUALS



Recommendations

DELIBERATION/DESIGN

**USE A DIALOGUE AND PEER-BASED
OUTREACH METHODS**



Recommendations

DELIBERATION/DESIGN

VIEWPOINT
LEARNING

Project Report

Citizen Dialogues on Sea Level Rise: Start with Impacts/End with Action

Spring 2013



Prepared for the Union of Concerned Scientists
by
Viewpoint Learning, Inc.
PRINCIPAL AUTHORS: Isabella Furth, Heidi Gantwerk



Recommendations



carbon conversations

**DELIBERATION/
DESIGN**



MOTIVATE THE MOTIVATED & AGGREGATE THEIR ACTIONS




Search this site

▼ NCAnet: Building a network of networks to support the National Climate Assessment

What is the National Climate Assessment?

What is NCAnet?

What are the benefits of joining NCAnet?

What contributions will NCAnet partners make?

How does my organization join NCAnet?

▼ Partners in NCAnet

► NCAnet Partner Activities

► Affinity Groups

NCAnet Partners Toolkit

Online Forums

Sitemap

NCAnet: Building a network of networks to support the National Climate Assessment



U.S. Global Change Research Program

National Climate Assessment

We invite you join the National Climate Assessment (NCA) in NCAnet, a **network of organizations working with the NCA to engage producers and users of assessment information across the United States**. Partners extend the NCA process and products to a broad audience through the development of assessment-related capacities and products, such as collection and synthesis of data or other technical and scientific information relevant to current and future NCA reports, dissemination of NCA report findings to various users of assessment information, engagement of assessment information producers and users, supporting NCA events, and producing communications materials related to the NCA and NCA report findings.

<http://ncanet.usgcrp.gov>

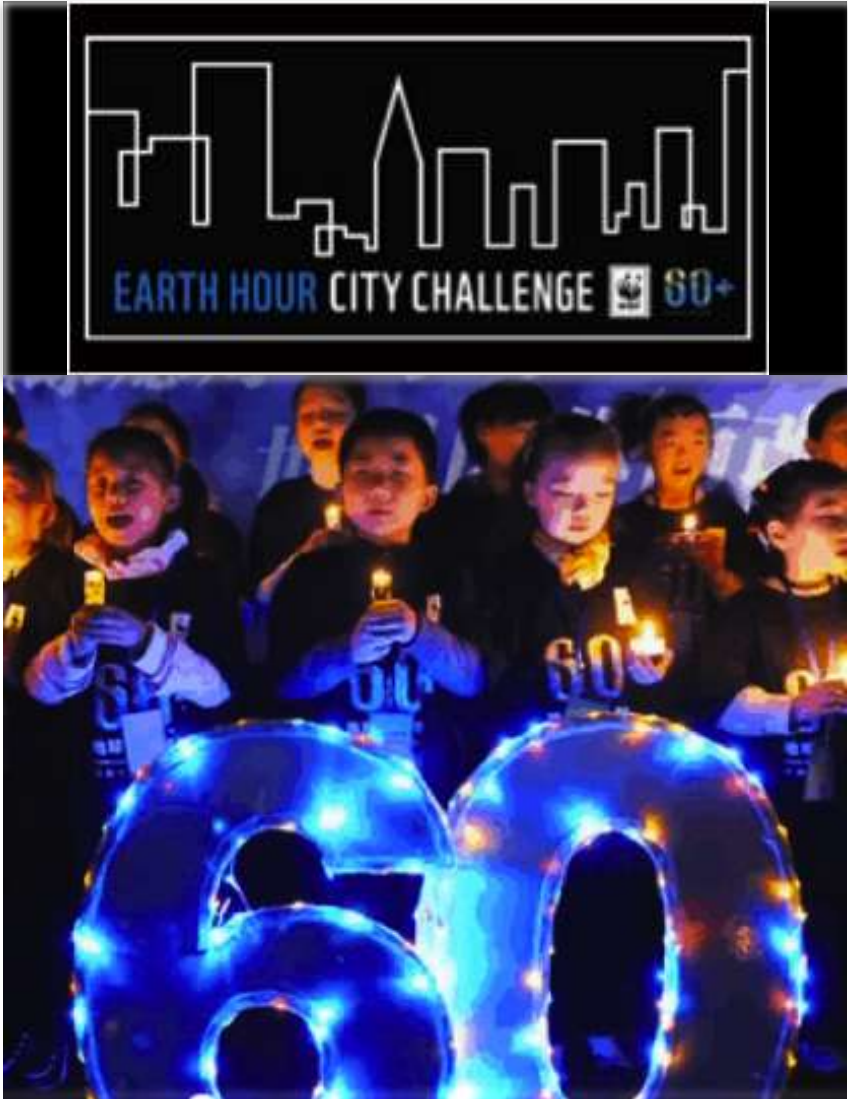
PROMOTE AND REWARD LEADERSHIP IN PREPARATION

U.S. MAYORS' CLIMATE PROTECTION AGREEMENT



Recommendations

DOING/DEFENDING



APPLYING ENGAGEMENT BEST PRACTICES

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