



Climate Change Communications

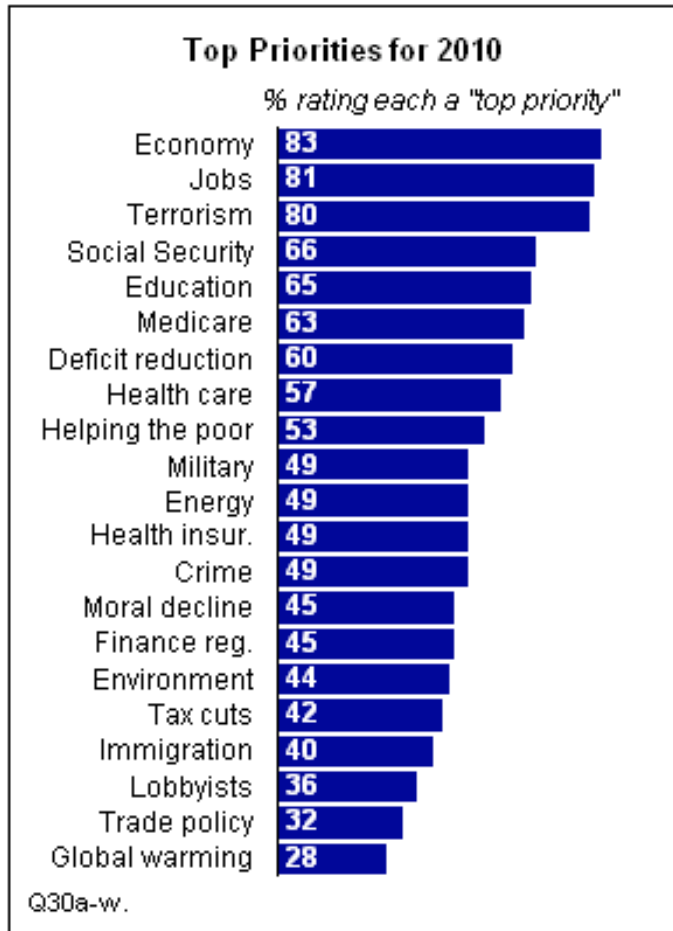
Based on Research by The Resource Innovation
Group, George Mason University & Yale University

Communicating the Public Health Imperative



- Climate change is one of the greatest health risks facing our nation and the world. (WHO, APHA)
- Climate change is impacting people now, and public health can take a leadership role. (GMU, Environmental Defense Fund, NACCHO 2008)
- We need to make this an issue about people – not just plants, penguins and polar bears. (Yale and GMU 2009)

Current Public Opinion About Climate Change



Do you think that global warming is happening?

Yes	57	71
No	20	10
Don't Know	23	19

Yale Project on Climate Change: January 2010

The Public Health Voice Can Help Shift Concern

- People will support climate change policies if:
 - Believe climate change is real
 - Have a strong certainty that it is real
 - Believe it will **harm people**
 - Believe humans caused it
 - Believe **humans can fix it**

(Krosnick, Holbrook, Lowe and Visser 2006)

We Don't Need to be Experts



- 96% of the world's qualified scientists agree that climate change is real and human caused.
- If 96% of the world's qualified pediatricians agreed that your child was ill, would you ignore the warning?
- The only responsible option for public health officials is to take the issue seriously and take steps to protect human health from climate change.

Taking Action Creates a Win-Win for Public Health

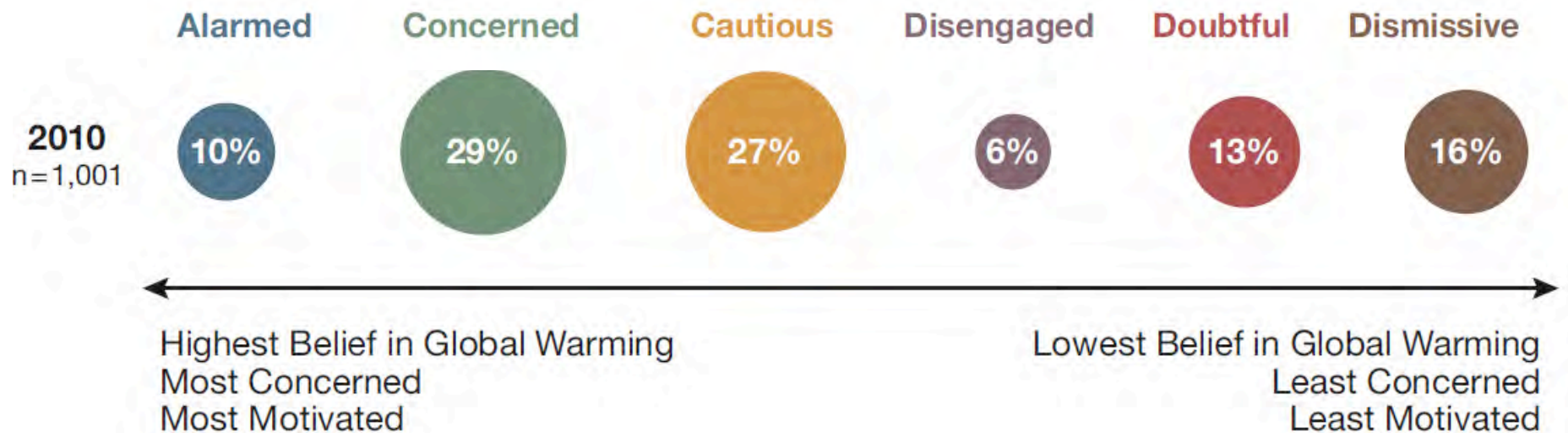


1. Cleaner fuels → cleaner air and water → healthier people
2. Better transportation options and community design → more active and less stressful lifestyles → healthier people
3. Locally and sustainably grown foods → healthier people

The “Six Americas”:

Segmenting Populations Based on Concerns and Action on Climate Change Policy

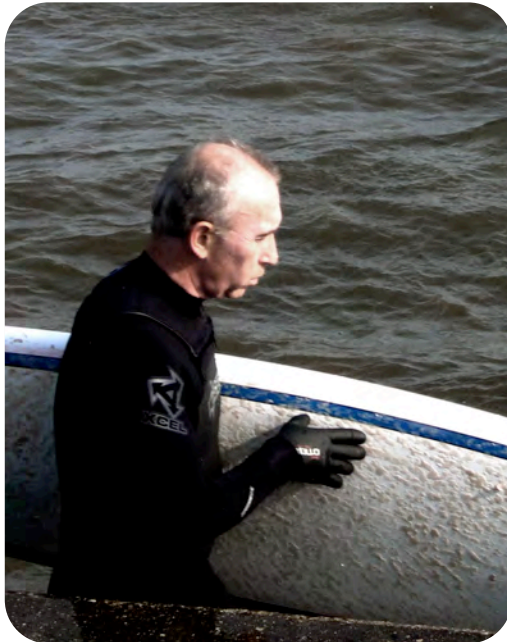
George Mason University and Yale University



Climate Crossroads: Targeting Audiences By Understanding Their Values

- Research conducted by the Social Capital Project created The Ecological Roadmap
 - ▣ One of the largest studies on American environmental attitudes and worldviews
 - ▣ Segments the public into 10 distinct groups based on how they rank more than 130 social values
 - ▣ Supports development of targeted outreach and behavior change approaches that tap into the values that specific segments hold.

GREENEST AMERICANS



9% of adults, 4% of voters

35% make \$100k+

49% have post grad degree

25% are 65+ years of age

89% Caucasian

93% very likely to vote

68% rank CC as one of the most important issues

Tap

Ecological Concern

Comfort with Ambiguity

Civic Engagement

Global Consciousness

Avoid

National Pride

American Entitlement

Confidence in Big Business

Sample Frames and Messages

We know you do your part. You recycle, save energy, try to drive less. Now climate change is calling us to do more. It impacts every other environmental issue and touches so many other concerns. We have a responsibility in the United States to act as a leader by creating new laws that limit carbon and other greenhouse gas emissions and by investing in clean energy technologies. And there are things we can all do in our own lives to reduce carbon.

IDEALISTS



3% of adults, 2% of voters

34% make >\$100k

44% between 25-44 years of age

29% are students

73% Caucasian

53% very likely to vote

51% rank CC as one of the most important issues

Tap

Enthusiasm for New

Technology

Rejection of Authority

American Dream

Avoid

Duty

Saving on Principle

Importance of Discipline

Sample Frames and Messages

Climate change is a big deal. To address it, we need the government and businesses to invest heavily in new clean energy technologies. But let's face it, that's not going to happen until the powers that be feel the squeeze on their bottom lines. Be part of creating the new energy reality. Stop supporting corporate oil. Ride your bike, run your car on veggie oil. Raise your voice with decision makers and inspire your friends to do the same.

CARETAKERS



24% of adults

60% make <\$75k

26% Hispanic/Latino, 26% African-American

70% very likely to vote

44% rank CC as one of the most important issues

Tap

Group Egalitarianism

American Liberty

Ecological Concern

Avoid

American Entitlement

Unfettered Individualism

Sample Frames and Messages

It is important to take care of the environment so that our kids and grandkids have the freedom to play outside and to fish and camp like we did when we were young. The issue of climate change can feel overwhelming, and it's hard to have the time and money to make a difference. But, there are things that everyone can do, right at home or in their community, that can also save money and save you heartburn every time gas and energy prices rise.

TRADITIONALISTS



20% of adults, **24% of voters**

81% Caucasian

47% between 25-44 years of age

32% between 45-64 years of age

55% live in a rural location or small town

22% rank CC as one of the most important issues

Tap

Duty

National Pride

Liberal Communitarianism

Altruism

Avoid

Excessive Taxation

Apocalypse

Humans superior to animals

Sample Frames and Messages

You may have been hearing more talk about climate change but are unsure if there is anything we can do about it. It may just be God's will. Regardless of the cause, being responsible stewards means ensuring that our children have the opportunity to enjoy the high quality of life we enjoy. Climate change threatens that way of life, particularly in communities where the economy is dependent on a stable climate for growing food, harvesting timber, and providing recreational and tourism opportunities. Investing in clean energy can bring economic development to communities that need it without destroying our way of life.

DRIVEN INDEPENDENTS



7% of adults, 7% of voters

65% male

31% college degree

45% live in the suburbs

61% very likely to vote

29% rank CC as one of the most important issues

Tap

Saving on Principle

Openness to Change

Enthusiasm for New Technology

Avoid

Rejection of Authority

Government as Economic

Equalizer

Liberal Communitarianism

Sample Frames and Messages

We need to invest in clean energy technologies that can help address an issue like climate change and that provide opportunities to make money and save money at the same time. Business has a role to play in driving this innovation and creating opportunities for Americans to benefit from being a global leader. We can't let China, India and others get ahead and miss out on this chance for prosperity.

MURKY MIDDLES



17% of adults, 16% of voters

67% make <\$75k

40% identify as Independents

34% rank CC as one of the most important issues

Tap

Equal Relationship with Youth
Openness to Change

Avoid

Aversion to Complexity
Enthusiasm for New
Technology
Duty

Sample Frames and Messages

These days, it can take every ounce of energy to get ahead. We are all working harder and for less return. It is time for a change. There are simple things we can all do to get America back on track, such as saving energy at home. Why bother wasting time arguing about issues like climate change? We can save money and create jobs by making our buildings and cars run on less energy. It just makes sense.

FATALISTS



5% of adults, 3% of voters
32% African American and 21% Hispanic/Latino
30% between 15-24 years of age
23% are students
65% <\$50k
37% live in a central city area
46% rank CC as one of the most important issues

Tap

Active Government
Saving on Principle
Importance of National
Security
Personal Challenge

Avoid

Ecological Fatalism
Openness to Change
Liberal Communitarianism

Sample Frames and Messages

Climate change is already starting to impact our communities. It feels like such a huge issue and can be confusing to sort out in terms of what can be done. But there are already places across the country where business, government, and people have come together and taken tried and true steps that save energy and reduce our reliance on foreign oil. This is helping to make America a safer place and the air a little easier to breathe again.

MATERIALISTS



7% of adults, 5% of voters

36% between 15-24 years of age

22% are students

29% live in a central city area and 22% in small towns

43% likely to vote

25% rank CC as one of the most important issues

Tap

Pursuit of Intensity

Confidence in Big Business

Need for Status Recognition

Active Government

Avoid

Religiosity

Ecological Fatalism

Civic Engagement

Sample Frames and Messages

Okay, let's get real. You are too busy to sit around and worry about climate change. What can be done about it anyway? In this world, everyone is just out for themselves. You might as well just have fun..... Yet being cynical doesn't mean you can't care. And while businesses and the government need to step in to make sure we have a future, it's your time to make a difference too. Get involved. Get noticed.

CRUEL WORLDERS



6% of adults, 6% of voters

71% make <\$75k

85% Caucasian

38% work in semi- to unskilled trade

29% rank CC as one of the most important issues

Tap

Entrepreneurialism

American Entitlement

Tried and True

Avoid

Aversion to Complexity

Technology Anxiety

Every Man for Himself

Sample Frames and Messages

America knows how to face tough challenges. We have faced them before and have had the creativity and resiliency to prevail. Our entrepreneurial spirit will help us stay ahead of the pack when it comes to finding new energy sources that we can use to power our lives and save money. Climate change is already impacting the American way of life. We can't afford to let China and India take the lead and push us to the side.

UNGREENS



3% of adults, 3% of voters

63% male

32% make >\$100k

53% live in a rural area or small town

96% identify as conservatives

83% very likely to vote

13% rank GW as one of the most important issues

Tap

National Pride

Importance of Discipline

Confidence in Big Business

Avoid

Ecological Concern

Global Consciousness

Comfort with Ambiguity

Sample Frames and Messages


American needs to get back on track and restore our place in the world by investing in clean, reliable energy that never runs out. We must become more self-reliant so we don't continue to fall prey to the interests of foreign oil producers who threaten our well being. Whether you believe global warming is real or not, many corporate leaders see that there is money to be made in low-carbon energy production. And remember, self-reliance starts at home by taking steps to use less energy, such as weather stripping and buying more efficient appliances.



Answer and Discuss Questions 1-6 on Handout C

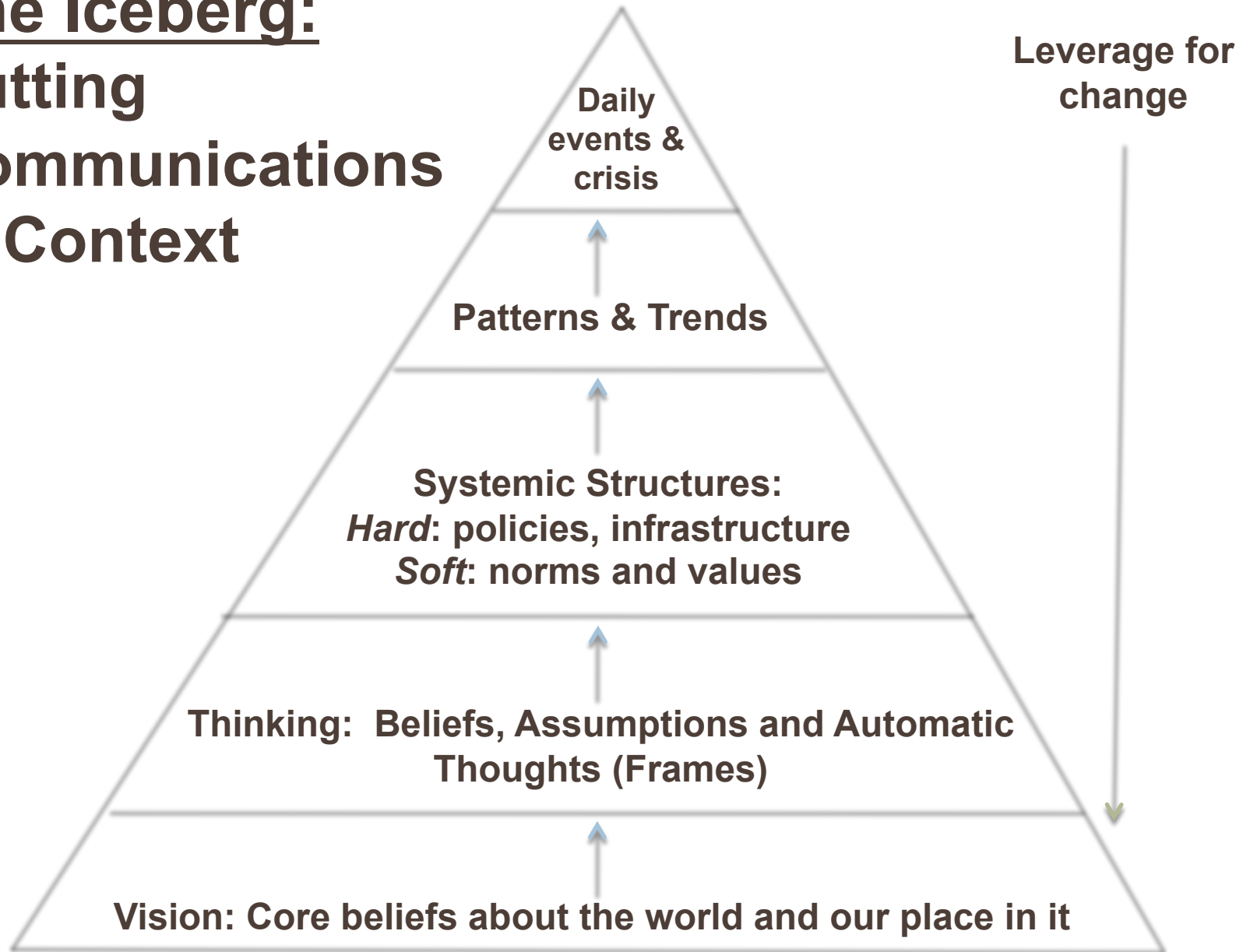
Who are you communicating with (in general and based on different segmentations)?

Discuss how current communication materials could be improved for different segments of the population by addressing their values.



How do we break through
barriers and communicate
effectively to motivate change?

The Iceberg: Putting Communications in Context



Tailoring Strategies to Audiences' Stages of Change

Disinterest: The “I won’t change” stage.

Deliberation: The “I might change” stage.

Design: The “I will change” stage.


Doing: The “I am changing” stage.

Defending: The “I have changed” stage.

Three Fundamentals to Motivate Change



1. **TENSION:** Sufficient internal tension (dissonance) between a desired & current condition
2. **EFFICACY:** Confidence in capacity to reduce the tension
3. **BENEFITS:** See the benefits of new behavior as being significantly greater than the downsides of change

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- Who can we better collaborate with? Where are there win-win opportunities? (nonprofits; research institutions; private industry; local, state federal level?)
 - How can we build collaborations?
 - Are there opportunities for funding to pursue these unique collaborations?