

Changing the Conversation on Climate Change

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NNOCCI

National Network for Ocean and
Climate Change Interpretation



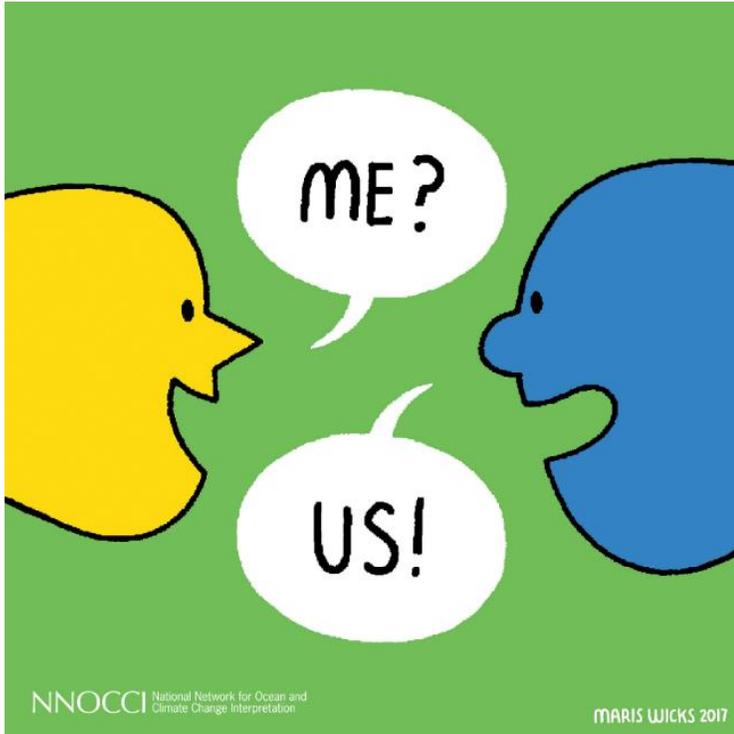
Protecting the blue planet

Effective climate action requires productive public discourse and civic engagement



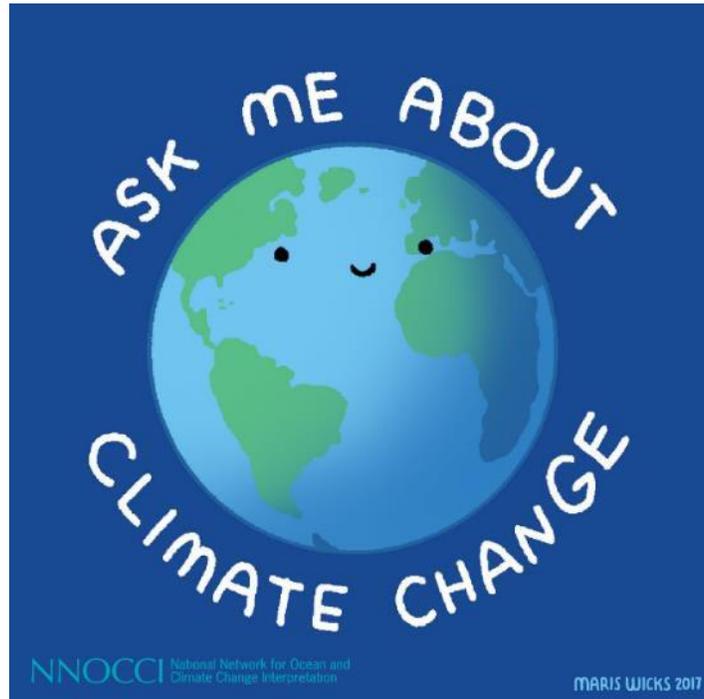
- 70% of Americans think climate change is happening now.
- Yet, 65% of Americans discuss climate change only occasionally or never.

Our Opportunity: Our Reach



- We currently reach 170 million people through 10% of informal science centers.
- 61% of the US population visit informal science centers

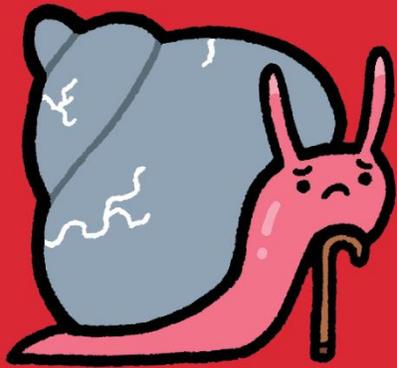
Our Opportunity: We are Trusted



- Cultural institutions are highly credible sources of information
- We are not seen as having a political agenda
- Our audiences believe that we should recommend action

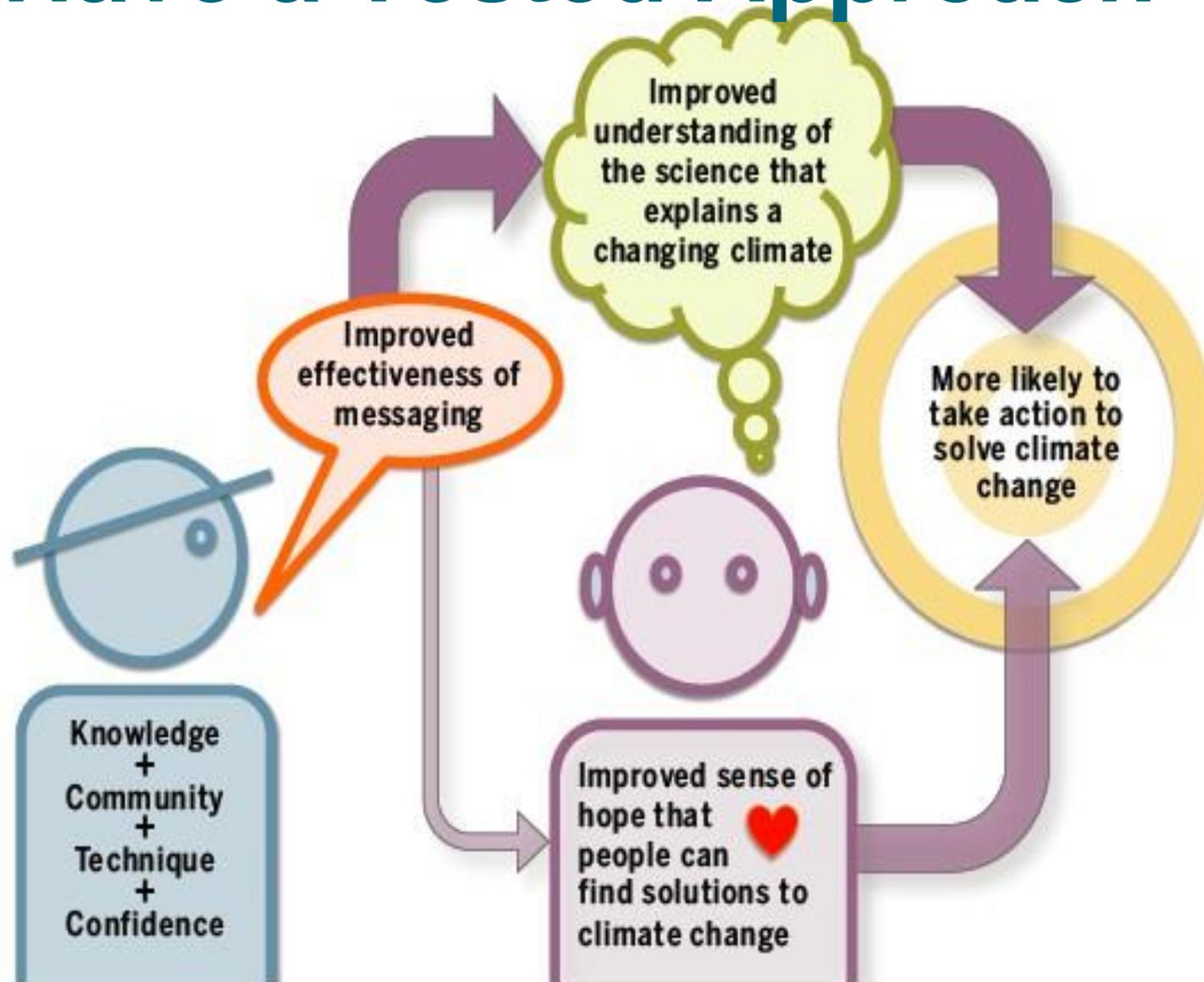
(Dillenschneider, 2018)

Our Opportunity: A Community in Need

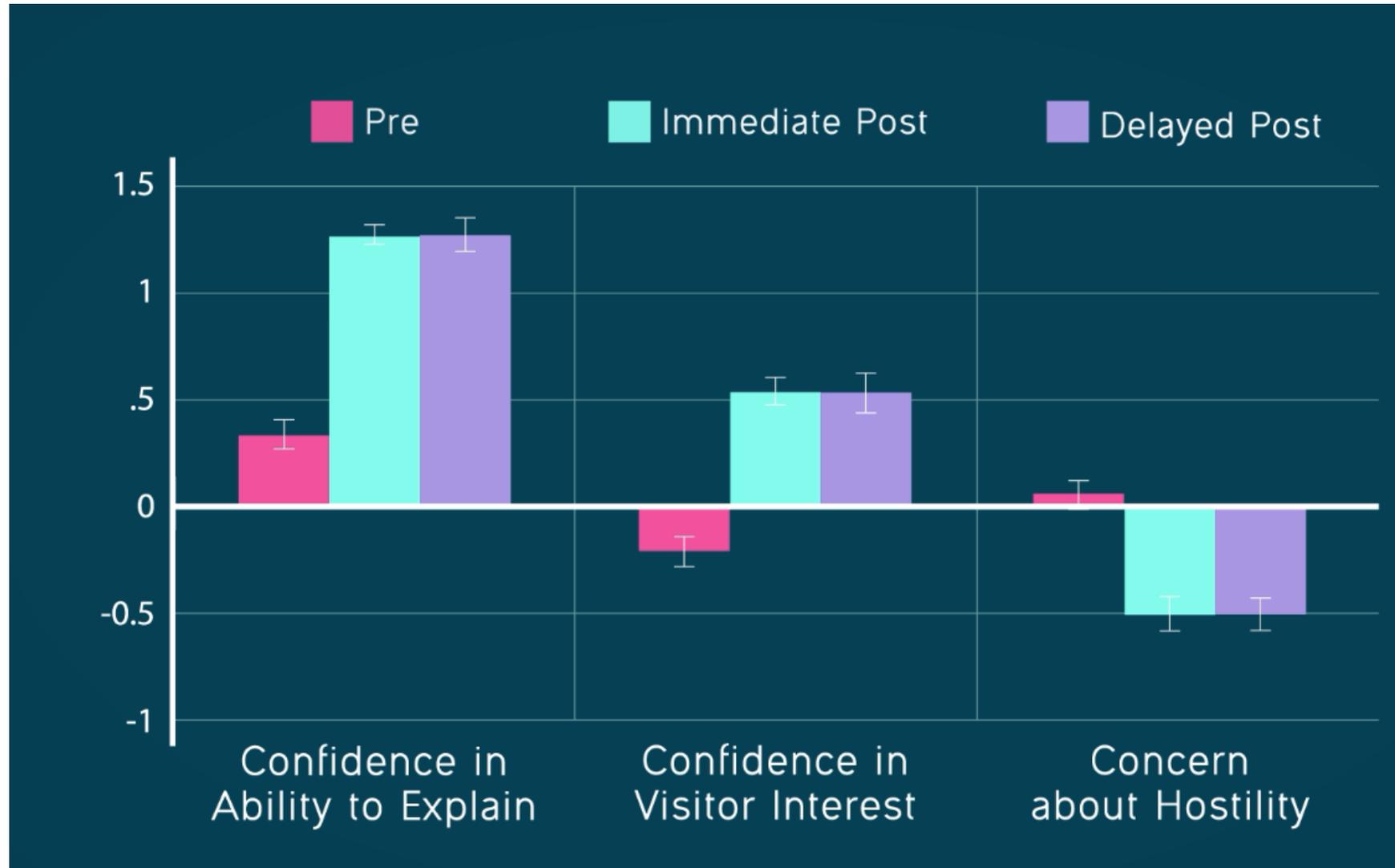


- Environmental educators often live with a high degree of stress.
- Our high contact work with the public requires suppression of these feelings.
- This stress can manifest in symptoms similar to PTSD and trauma.

We Have a Tested Approach



Impact Evaluation

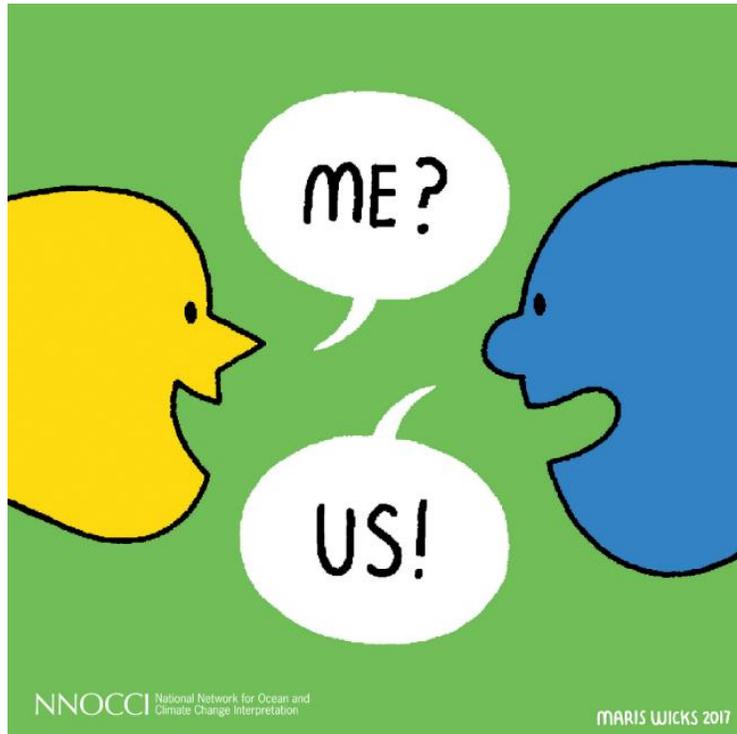


A Peer Support Network

- NNOCCI employs a model of peer-to-peer relationships steeped in honesty, transparency, and vulnerability.
- Research tells us that when we feel like people in our social networks share our pro-environmental values, there is less of a sense of panic, and more hope for the future.
- The power of NNOCCI is in building self-efficacy so we can grow as a network of change agents, uniting and empowering concerned citizens throughout the world!

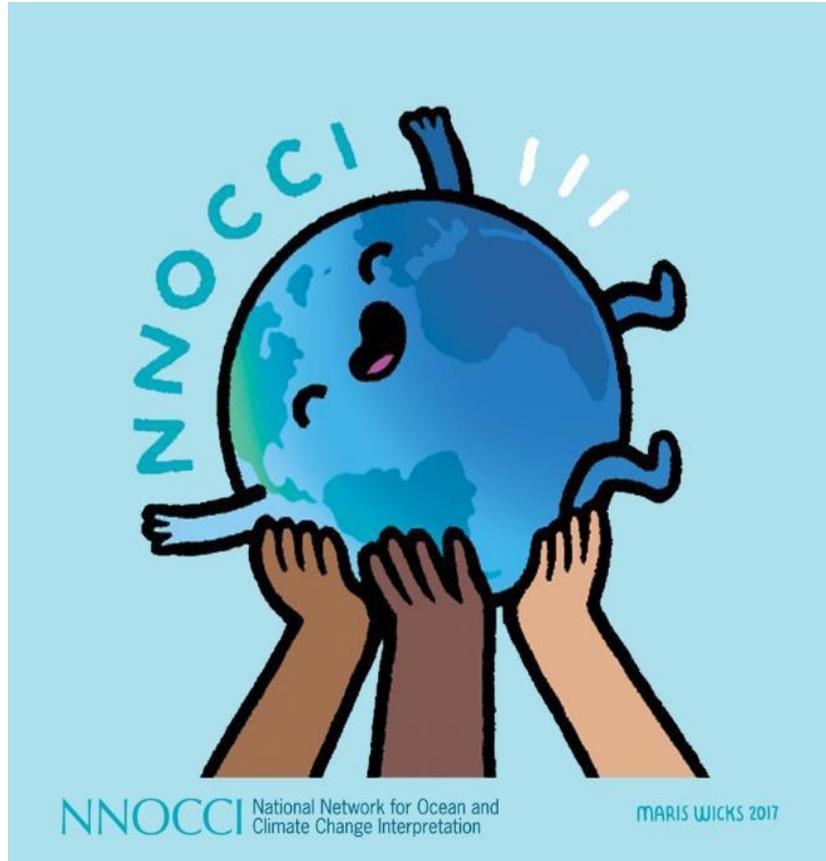


Visitors to institutions with NNOCCI-trained staff are more likely than visitors to other institutions to:



- Encounter climate change information
- Express hope and confidence about their ability to talk about climate change
- Believe that talking with friends, family and politicians is effective
- Talk about climate change with others
- Engage in more personal and civic actions

We Can Change the Conversation



Together we can train enough voices in proven communication techniques to shift the conversation about climate change to be more positive, civic-minded and solutions-focused.

FIRST!

We need to know what's already in people's heads.



- We need to know how people THINK
- We need to know what is missing from the public's understanding vs. the scientific community's understanding.

Oceans

- Ocean and land= separate worlds
- Oceans are vast; Drop in the bucket
- Heal themselves
- All on the surface
- Ocean acidification- what's that?
- Ocean is too big to be harmed
- Oceans as a resource
- Basis of life
- Oceans support humans

Nature

- Nature works in cycles
- Nature is self-correcting
- Change is natural/Fatalism
- Mother nature
- CO₂ is natural, therefore it is good
- Web of life/It's all connected
- Shared fate

Science

- New study every week
- My observation is as good as yours
- How do scientists know that?
- "Scientists say..."
- Science is innovation

Consumerism

- Eat it while you can!
- Bottomless grocery store
- Jobs vs. environment
- Cost/benefit thinking
- Ecosystems are valuable resources

Pollution

- Ocean problems=material pollution
- The root of all environment problems
- Just clean it up
- Solution=Recycling
- Carbon dioxide=carbon monoxide
- Human caused

What's in the swamp of...

Ocean & Climate Change

Climate Change

- Climate=yearly weather patterns in place
- "It's about the ozone, isn't it?"
- Big, Scary depressing
- System, what system?
- Climate change = warming
- Melting Ice
- What can I really do?
- Something needs to be done

Public Affairs

- Two sides to every story
- Even if we do our part, other countries won't
- Politics as usual
- Individualism
- Government is good at protection
- Americans are problem solvers
- Civic Responsibility



Strategic Framing is ...

A research-based approach that is proven to:

- Bridge the gap between scientist and public understanding
- Help the public understand the mechanisms of climate change
- Show the public how they can be 'heroes' of the climate change story
- Leave the visitor and the interpreter with a sense of hope

Why Does This Matter to Society?



Responsible Management

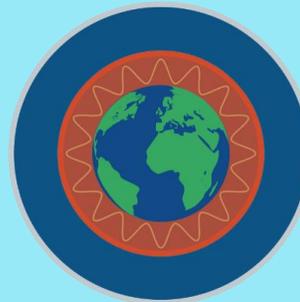


Protection

How Does it Work?



Regular & Rampant CO₂



Heat-trapping Blanket



Osteoporosis of the Sea



Climate's Heart



Explanatory Chains

What can we do?



Community-level Solutions

Why Does This Matter to Society?

How Does it Work?

How Do We Improve the Situation?

Why Does This Matter to Society?

How Does it Work?

How Do We Improve the Situation?

Why Does This Matter to Society?

- It's a common trap to assume people care about the same things as you do!
- Using the tested values situates the issue within something they already care about



Value

Protection

Why does it matter? What's at stake?



The story you're telling:

We must protect people and places from being harmed by the issues facing our environment.



Strategically redirects thinking away from patterns such as:

- Bottomless Grocery Store • Change Is Natural/Fatalism • Individualism
- Nature Will Fix Itself • Nature Works in Cycles • Solution = Recycling



Value

Responsible Management

Why does it matter? What's at stake?



The story you're telling:

Taking practical, common sense steps to address problems facing our environment today is in the best interest of future generations.



Strategically redirects thinking away from patterns such as:

- Change Is Natural/Fatalism • Eat It While You Can • Individualism
- Nature Will Fix Itself • Nature Works In Cycles • Solution = Recycling

Why Does This Matter to Society?

How Does it Work?

How Do We Improve the Situation?

Explanatory Metaphors

- Make an abstract idea concrete and sticky
- Help people understand the mechanisms at work
- When linked to causes and impacts, they motivate productive consideration of multiple solutions
- Give people a role in the story.



Explanatory Metaphor

Regular and Rampant CO₂

A metaphor for anthropogenic carbon dioxide



The story you're telling:

"Regular" carbon dioxide is used and created by normal life processes, but "Rampant" levels of carbon dioxide come from burning fossil fuels for energy. We need to reduce rampant CO₂. It's getting out of control.



Strategically redirects thinking away from patterns such as:

- CO₂ Is Natural Therefore It Is Good • Carbon Dioxide = Carbon Monoxide
- Ocean Problems = Material Pollution • Nature Will Fix Itself • Solution = Recycling
- Change Is Natural/Fatalism • It's the Ozone, Right?

Explanatory Metaphor

Osteoporosis

A metaphor for some...

The story you're telling:
Ocean acidification is a change in the pH of the sea, which prevents animals from maintaining the pH...

Strategically redirects thinking away from patterns such as:

- Nature Will Fix Itself • Nature Works In Cycles
- Ocean Is Too Big to Be Hurt



Explanatory Metaphor

Heat-Trapping Blanket

A metaphor for the basic mechanism of climate change



The story you're telling:

When we burn fossil fuels for energy, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket that traps heat around the world, which disrupts the climate.



Strategically redirects thinking away from patterns such as:

- Change Is Natural/Fatalism • It's About the Ozone, Isn't It? • Nature Will Fix Itself
- Nature Works In Cycles • Solution = Recycling



Explanatory Metaphor

The Ocean's Heart

The ocean in the climate system



The story you're telling:

Just as a heart regulates the body's temperature, the ocean regulates moisture throughout the climate system.



Strategically redirects thinking away from patterns such as:

- Weather • Climate System? What System? • Ocean and Land = Separate Worlds
- Ocean Problems = Material Pollution • Solution = Recycling • Uncertain

Why Does This Matter to Society?

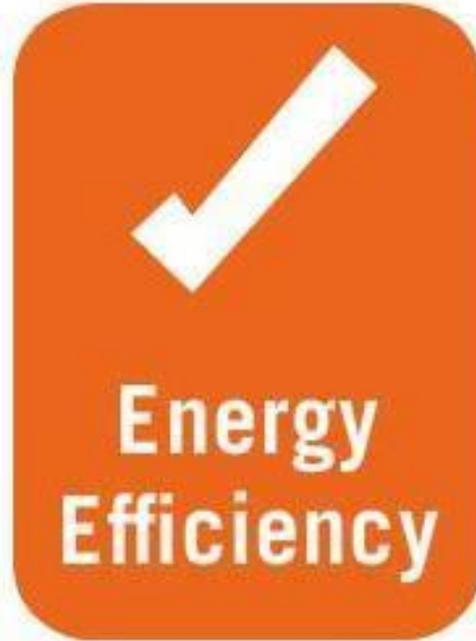
How Does it Work?

How Do We Improve the Situation?

Community-Level Solutions



(or moving from fossil fuels toward renewable energy)



(or reducing our demand for and use of fossil fuels)



(or empowering others to raise the topic of climate change in more settings)

Collective

Local

Existing



Frame Element

Solutions

The Solutions frame element fosters hope and instills a sense of agency and efficacy.



The story you're telling:

Concern for our climate is normal and action on climate is happening all around us. We can come together as citizens to address climate change and help change the decision-making context so that the sustainable choice is the easy choice for more Americans.



Strategically redirects thinking away from patterns such as:

- What can I really do? / Individualism • Politics as usual
- Even if we do our part, other countries won't • Big, Scary, Depressing • Crisis
- Change is natural / Fatalism • Just clean it up • Nature is self-correcting
- Solution = Recycling

Avoiding Polarizing The Solution

In 2016 and 2017, FrameWorks conducted a study of **4500** individuals, looking at how framing *Solutions* can help you avoid swampy thinking.

Solutions themselves have the ability to be polarizing.

Cues to use with caution:

Politicians
Policies
Laws
Regulations
Government

Use instead:

Civic leaders
Approaches
Programs
State or City Name
Municipal



Reinforcing a solution with a value and explanation also helps you steer clear of the swamp.

Beyond the Walls: Community Engagement



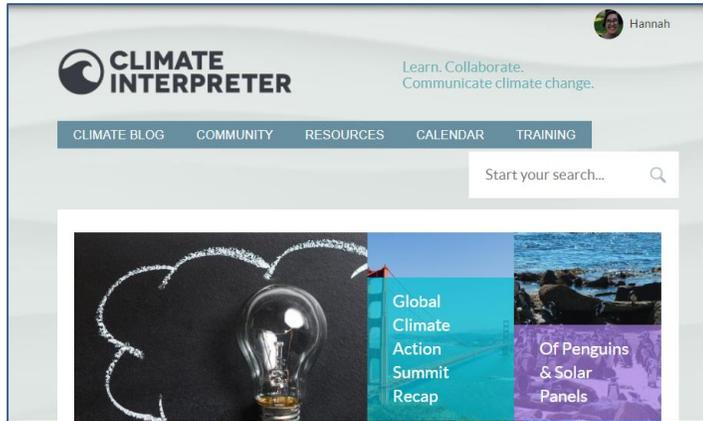
Partner with community groups to co-develop programs and action plans

Beyond the Walls: Youth Voice

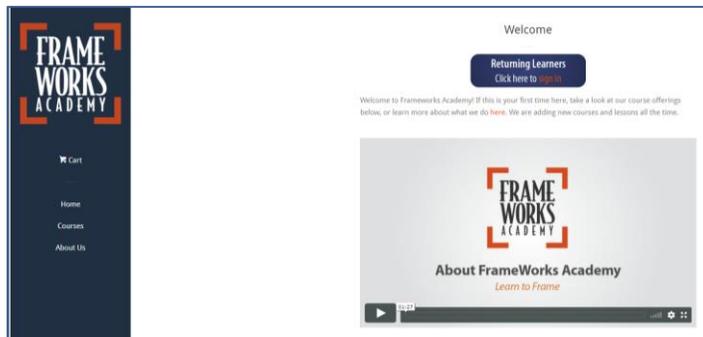


Support youth in developing skills in climate communication, civic engagement and peer leadership

Strategic Framing Resources



- Set up a profile on www.climateInterpreter.org



- Try our Free Online Course: <https://tinyurl.com/NNOCCLfree>