



# Changing the Conversation About Climate

Online Workshop Summary of Resources

5-1-2018

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## Online Workshop Presenters

- John Anderson, New England Aquarium
- Marci Benne and Vicki Coats, Oregon Museum of Science and Industry
- Rae Ostman, Arizona State University

## Recording of the Online Workshop

- <https://vimeo.com/267816525>

## Get Involved: Upcoming NNOCCI Opportunities

- **Association of Science-Technology Centers (ASTC) 2018 Pre-Conference Workshop**  
<https://astc.confex.com/astc/2018/webprogram/Session8311.html>
- **NNOCCI Introductory In-person Workshops**  
Sign up for an introductory National Network for Ocean and Climate Change Interpretation (NNOCCI) workshop to learn the basics of communicating climate change with public audiences and empower visitors to act on climate issues. Upcoming workshops include:
  - October 12, 2018 in Portland, OR – [Learn more and sign up](#)
  - October 19, 2018 in Bend, OR – [Learn more and sign up](#)
- **Free Online Course: Changing the Conversation on Climate and Ocean Change**  
<https://climateinterpreter.org/resource/free-online-course-changing-conversation-climate-and-ocean-change>
- **NNOCCI Study Circles**  
<https://climateinterpreter.org/training>  
A Study Circle is a cross-disciplinary learning group made up of peers with expertise from fields of professional interpretation, climate and ocean sciences and communications and cultural sciences. Through a series of facilitated in-person meetings, webinars, conference calls and practical activities, participants build knowledge of ocean and climate science and communications and cultural sciences [[learn more](#)]

## Workshop Resources

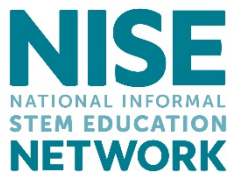
- **National Network for Ocean and Climate Change Interpretation (NNOCCI)**  
<https://climateinterpreter.org/about/projects/NNOCCI>

- **Changing Climate Conversations: All NNOCCI Reframe Cards**  
<https://climateinterpreter.org/resource/changing-climate-conversation-all-nnocci-reframe-cards>
- **Climate Interpreter: A series of climate communication blogs posts** that describe how to talk climate change effectively, and links to tools and the research behind them
  - Post 1: [Communicating in the Swamp: How to Navigate Public Thinking About Climate and Ocean Change](#)
  - Post 2: [Attentional Environmental Advocates: Avoid ‘Cute Critters’ and other Communications Traps](#)
  - Post 3: [Cut through Confusion with Appeals to Protection and Responsibility](#)
  - Post 4: [We Need a Sea Change in How We Communicate about Ocean Change. Metaphors Can Help.](#)
  - Post 5: [Metaphors Can Counter Misinformation about Climate Change](#)
  - Post 6: [The Problem with Solutions – And How to Fix It](#)
- **Article and Podcast: How The New England Aquarium Seeks to Urge Visitors to Act on Climate Change (podcast)**  
<http://www.wbur.org/news/2018/04/03/climate-change-new-england-aquarium>

## Additional Relevant Resources

- **Yale Program on Climate Change Communication**  
<http://climatecommunication.yale.edu/>, in particular this [visualization](#) that represents the estimated percentage of adults who discuss global warming, at least occasionally (2016)
  - **Yale’s Global Warming’s Six America’s** study about knowing your audience  
<http://climatecommunication.yale.edu/about/projects/global-warmings-six-americas/>
- **Resources for researching local climate action plans**
  - **Georgetown Climate Center**  
<http://www.georgetownclimate.org/adaptation/plans.html>
  - **Rockefeller Resilient Cities**  
<https://www.100resilientcities.org/>
  - **ICLEI Local Governments for Sustainability**  
<http://www.iclei.org/>
  - **C-40 Cities**  
<http://www.c40.org/>
- **Climate & Urban Systems Partnership (CUSP) project led by The Franklin Institute**  
<http://www.cuspproject.org/>  
Climate change resource for staff and volunteers. Questions about CUSP can be directed to Rachel Valletta at <mailto:rvalletta@fi.edu>
- **Climate Change Effective Partnership (CCEP) Effective Practices Guide**  
<http://ccepalliance.org/2016/12/ccep-effective-practices-guide/>  
This guide provides recommendations for effective education and communication practices when working with different types of audiences

- **Suggested reading: Communicating Climate Change: Why Frames Matter for Public Engagement**  
[http://research3.fit.edu/sealevelriselibrary/documents/doc\\_mgr/921/Nisbet. 2009. Communicating CC - Why Frames Matter for Public Engagement.pdf](http://research3.fit.edu/sealevelriselibrary/documents/doc_mgr/921/Nisbet.2009.Communicating%20CC%20-%20Why%20Frames%20Matter%20for%20Public%20Engagement.pdf)  
Framing local/community solutions and problems as a hook for actionable conversations is important and supported by a strong body of evidence provided in this publication by Matthew C. Nisbet from American University's School of Communication
- **How Should Science Museums Communicate Climate Science? (lecture summary and slides)**  
<http://www.culturalcognition.net/blog/2014/9/12/how-should-science-museums-communicate-climate-science-lectu.html>
- **Climate Literacy & Energy Awareness Network (CLEAN)**  
<https://cleanet.org>
- **NASA Wavelength (search for "climate")**  
<http://nasawavelength.org/>
- **How to Smile (search for "climate")**  
<https://www.howtosmile.org/>



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