

Climate Change Communication for Little Ones

Adapted from NNOCCI's, climateinterpreter.org, *Communicating Climate Change Course Material*

Climate Metaphors

“Heat Trapping Blanket” - CO2 acts like a blanket that surrounds the Earth. **More CO2** in our atmosphere means a thicker **blanket** that traps more heat.



“Climate’s Heart” - Just as a heart circulates blood and regulates the body’s temperature, **the ocean** controls the circulation of heat and moisture throughout the climate system.



Values Metaphors for Communities

“Protection” - We must **protect people and places** from being harmed by the issues facing our environment.



“Responsible Management” - Taking **practical, common sense steps to address problems** facing our environment today is in the best interest of future generations.



Framing for Your Community

“Solutions” - Concern for our climate is normal and action on climate is happening all around us. We can **come together as community members to address climate change**.



Embrace

Community action, responsibility, safety, the importance of oceans, we are problem solvers, and solutions in your community.

Avoid

(these can get you caught in a conversational “swamp”)

Individualism, jobs vs environment, new study every week, my observation is as good as yours, climate = yearly weather patterns, CO2 is ‘natural’ therefore it is good, politics, nature works in cycles, picking up trash/recycling is the solution.

Helpful Phrases

“Oceans support humans”

“Science is innovation”

“Ecosystems are valuable resources”

“We are connected to nature”

“We are a community of problem solvers”

“Our community came together and we’re [local initiative]”

