How did I get involved in this issue?

- Strong scientific evidence for climate change

- Majority* of Americans believe it is real and caused by humans

- Majority* think we should do “something” about it

- But, we still do not have effective action on climate change, and little sense of urgency to move forward

*e.g. Leiserowitz 2006

Is communication the answer? If so, what kind of communication?
What we think doesn’t work...

“Inspiration through information”

“Mobilization by fear”

“One size fits all”

“Mobilization through the mass media”

Moser and Dilling in press
Some alternative ways to communicate...
Perhaps not talking about climate at all?

- Saving money
  - ICLEI (Cities for Climate Protection)
- Connecting with identity/prestige
  - Portland, Santa Monica, Boulder?
- Quality of life issues (e.g. traffic)
- Energy security, terrorism
Seeking out unlikely champions and coalitions

- New England states
- West Coast Governors
- Career staff, not always elected officials
- Other unlikely messengers

Photo: gov.ca.gov
Business as part of the solution

- Pew Center affiliated corporations
- Chicago Climate Exchange
- BP/Amoco, Shell, Cinergy, Duke Energy, others
- CERES stockholder pressure
- Boulder, CO– Chamber of Commerce endorsed “Climate Tax” ballot issue
Empowering individuals, speaking of solutions

- Portland, OR Ecoteam workbooks “Lo-carb diet”
- Built-in efficiency (e.g. standards)
- Spreading the word on practices that work (e.g. solar homes in San Diego)

Photo: solar.chooser.com/blog/solar-funding/pace-home-solar-loans-spreading-like-wildfire/
Experience and Framing

- Alaska: Alaska natives and others are focusing on coping strategies

- Developing nations, look to improve adaptive capacity
Values, affect and imagery

- Images, values and affect were more consistent predictors of support for climate change policy than other variables (Leiserowitz 2006)

- Everyday images tend to empower individuals-- scary or remote images tend to make individuals feel they cannot do anything about climate change (O’Neill and Nicholson-Cole 2009)