

HOW

CAN YOUR CLIMATE COMMUNICATIONS BE CLEARER AND MORE EFFECTIVE? TRY THESE TESTED TOOLS.

WHAT'S AT STAKE ?

There are a million reasons why climate change matters, but not all will move the public to act – and some will turn them off. Research by the FrameWorks Institute found that two values frames are the strongest, reliable ways of making the case for meaningful changes in line with scientific consensus. If the field coalesces around these, our impact will be amplified, as repetition is powerful.

- **Protection:** It is crucial for us to protect people, and the places we all depend on, from being harmed by the issues facing our environment.
- **Responsible Management:** By taking practical steps to address problems facing our environment today, we are acting in the best interest of future generations.

HOW DOES THIS WORK?

When people understand the processes that lead to problems, they're better equipped to reason effectively about appropriate solutions. Plus, an explanatory approach is less likely to send people to their pre-defined political positions, and more likely to allow them to incorporate new information.



Heat-Trapping Blanket

When we burn fossil fuels for energy, the carbon dioxide that is released builds up in our atmosphere and acts like a blanket that traps heat around the world, disrupting our climate.



Regular vs. Rampant CO₂

Regular levels of CO₂ are created by normal life processes, but rampant levels of CO₂ are produced when we burn fossil fuels for energy. We need to reduce rampant CO₂; it's out of control.



Climate's Heart

Just as a heart circulates blood and regulates the body's temperature, the ocean regulates the world's climate system by controlling the circulation of heat and moisture.



Osteoporosis of the Sea

Ocean acidification changes the chemistry of the ocean, which causes "osteoporosis of the sea" and prevents animals from building and maintaining the protective shells they need to survive.

WHAT CAN WE DO ABOUT IT?

People are less likely to hear about collective, systemic initiatives that create change on a wide scale, but feel more hopeful when they do learn about them. Instead of using limited communications opportunities on talking about individual behavior changes, let's teach the public about systemic, well-matched solutions! We're rallying around these four themes:

- **Ingenuity:** By being resourceful and innovative, we can come up with new ways to tackle difficult problems.
- **Energy Shift:** By using energy sources that don't add to the heat-trapping blanket effect, such as solar energy, we can get the climate system back to functioning the way it should.
- **Energy Efficiency:** While we work towards moving away from fossil fuels for energy altogether, we can use much less of the kinds of energy that add heat-trapping gases to our atmosphere.
- **Change the Conversation:** We all have a part to play in building support for action on climate and ocean change. By talking more often about these issues, and by joining groups, we can make a difference.

WHAT'S THE BEST WAY TO EXPLAIN CLIMATE AND OCEAN ISSUES? — THAT'S AN EMPIRICAL QUESTION —

Effective communications on complex issues often involve an element of artistry, but they always require sound science. The FrameWorks Institute, a nonprofit think tank, uses the Strategic Frame Analysis® process to develop and empirically test ways of effectively explaining scientific and social issues. On the topic of climate change, FrameWorks has queried over 18,000 ordinary people over time, conducting multiple experiments to identify the frames that are most likely to lead the public to understand that fossil fuels are the primary cause of climate change, that our ocean is part of the climate change story, that we need alternative energies, and that these are all issues that we can and should tackle.

The FrameWorks Institute conducted this research for the National Network for Ocean and Climate Change Interpretation, with funding from the National Science Foundation's Climate Change Education Program. The NNOCCI network is grounding its communications practice in this research, and we invite you to explore it for yourself.

READ THE RESEARCH

You can find these studies on the Climate & Ocean Change page at frameworksinstitute.org.

- ⦿ ***Just the Earth Doing Its Own Thing: Mapping the Gaps Between Expert and Public Understandings of Oceans and Climate Change.*** Compares data from interviews with both members of the scientific community and lay informants to identify gaps in understanding that can ultimately be addressed through strategic communications.
- ⦿ ***The Value of Explanation: Using Values and Causal Explanations to Reframe Climate and Ocean Change.*** Reports on an experiment sampling over 7,000 registered U.S. voters that showed that exploring the values-based messages of Protection and Responsible Management to move attitudes and policy opinions in productive directions.
- ⦿ ***Getting to the Heart of the Matter: Using Metaphorical and Causal Explanation to Increase Public Understanding of Climate and Ocean Change.*** Details the research process leading to the recommendations of Climate's Heart, Regular vs. Rampant CO₂, and Osteoporosis of the Sea.

ACCESS OTHER RESOURCES

For a guided tour of the recommendations, enroll in FrameWorks Academy and take the free online course Framing for Climate Interpreters by going to <http://www.frameworksacademy.org>. You will find the course under "Specialized Sponsored Courses." Simply add it to your cart and then check out by providing your information—there is no need to pay unless you purchase additional courses! Once you have "checked out," you will receive an email from FrameWorks Academy providing you with instructions to login and access your course.