

US EPA ARCHIVE DOCUMENT

CLIMATE COMMUNICATION AND BEHAVIOR CHANGE

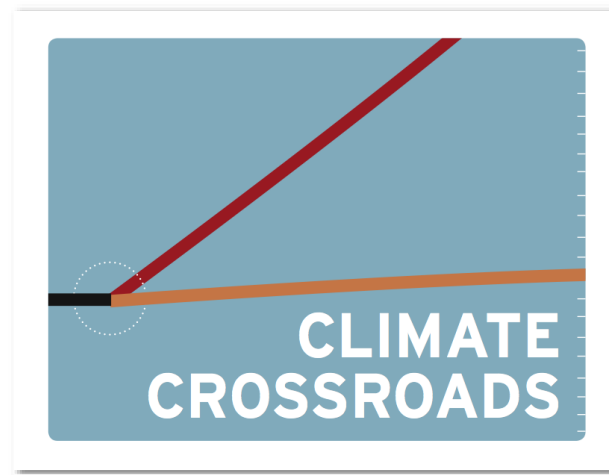
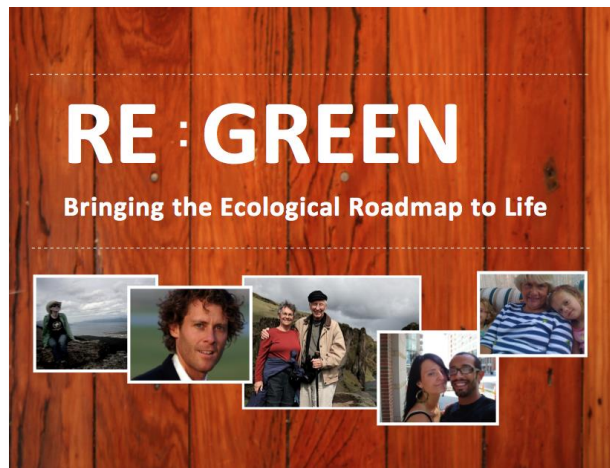
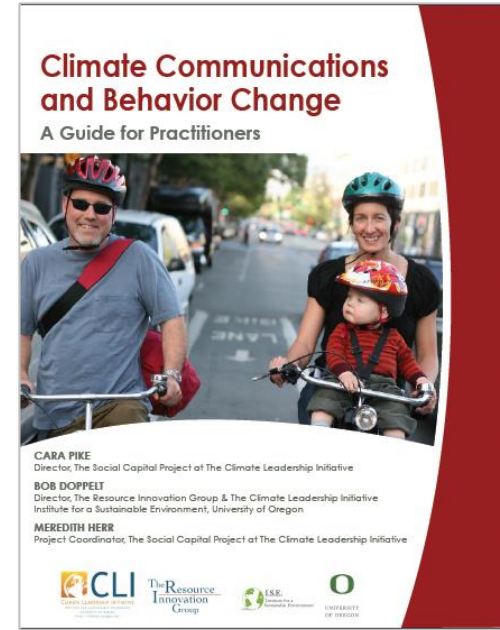
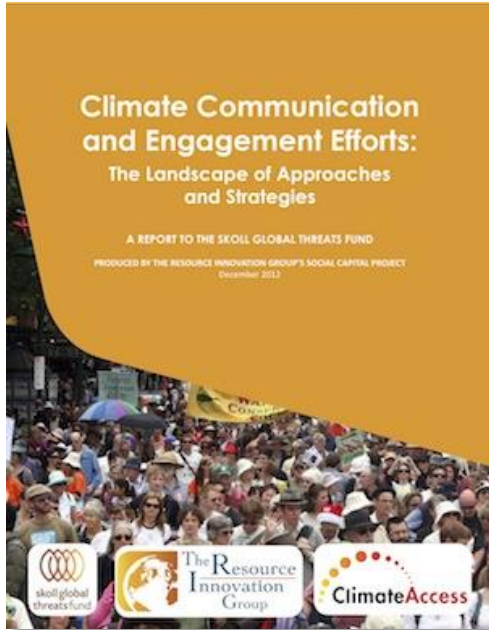


CARA PIKE

Director, the Social Capital Project of
The Resource Innovation Group

EPA Webinar
December 11, 2013

+ THE SOCIAL CAPITAL PROJECT





The network for those engaging the public in the transformation to low-carbon, resilient communities.

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Tips for communicating about public health and climate.

Tip Sheet: Communication Tips for Public Health Professionals

A summary of the Center for Climate Change Communication's recommendations for why, with whom, and how public health professionals should communicate about climate change.

[Read more](#)

BLOG



June 13, 2013

Don't leave the climate debate to the high priests of finance

Janet Redman

Knowledge is power. Money is power. So knowledge of money must be a super power, right?

The importance of money is not news to the climate community. It's long been at the heart of debates like how

ROUNDTABLE RECORDING

Using a Public Health Frame to Engage Audiences on Climate

Did you miss the June 12th roundtable or want to hear it again?



7 reasons why the public is not engaged on climate
AND WHAT TO DO ABOUT IT ▶

FROM THE BLOGOSPHERE



Facing climate reality, cities look for ways to adapt

Claire Thompson
June 18, 2013



POLLING TRENDS



- **63%** of Americans believe global warming is happening. *(Yale/George Mason 2013)*
- **58%** of Americans say they **worry** a great deal or fair amount about global warming. *(Gallup 2013)*
- **54%** of Americans saying the **effects** of global warming have already begun. *(Gallup 2013)*
- **49%** of Americans think global warming is an environmental problem that is causing a serious **impact now**. *(CBS News Poll 2013)*



PRIORITY

Global warming has ranked at the bottom of the U.S. public's policy priorities since 1997.

28% say global warming is a top priority (Pew 2013)



Public's Policy Priorities for 2013

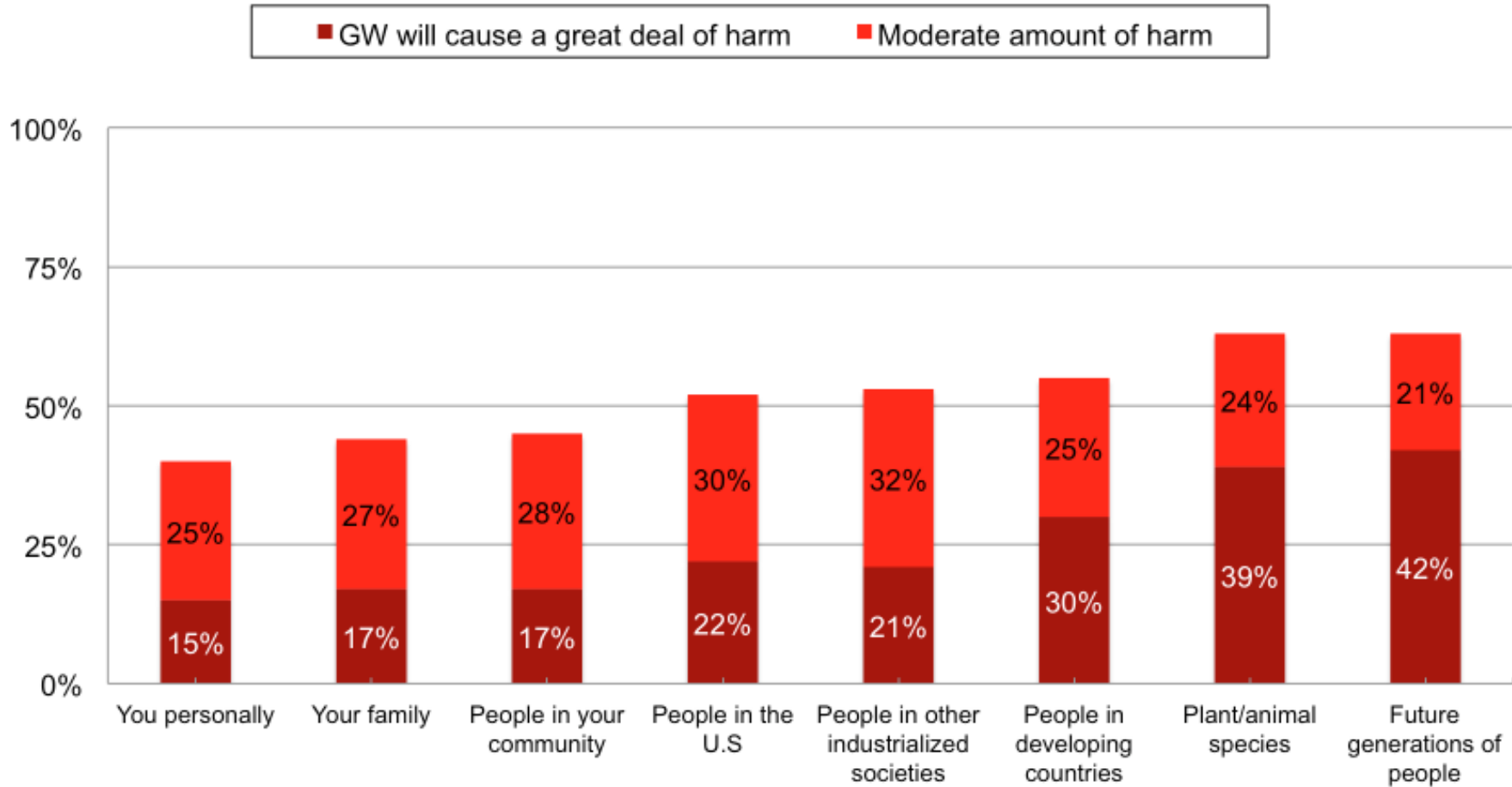
	4 years ago	1 year ago	Now	4- year chg
<i>% saying each is a "top priority" for president and Congress this year</i>	Jan 2009	Jan 2012	Jan 2013	
	%	%	%	
Strengthening economy	85	86	86	+1
Improving job situation	82	82	79	-3
Reducing budget deficit	53	69	72	+19
Defending against terrorism	76	69	71	-5
Making Social Security financially sound	63	68	70	+7
Improving education	61	65	70	+9
Making Medicare financially sound	60	61	65	+5
Reducing health costs	59	60	63	+4
Helping poor and needy	50	52	57	+7
Reducing crime	46	48	55	+9
Reforming tax system	--	--	52	--
Protecting environment	41	43	52	+11
Dealing w/ energy problem	60	52	45	-15
Reducing influence of lobbyists	36	40	44	+8
Strengthening the military	44	39	41	-3
Dealing w/moral breakdown	45	44	40	-5
Dealing w/ illegal immigration	41	39	39	-2
Strengthening gun laws	--	--	37	--
Dealing w/ global trade	31	38	31	0
Improving infrastructure	--	30	30	--
Dealing w/ global warming	30	25	28	-2

PEW RESEARCH CENTER Jan. 9-13, 2013. Significant differences in **bold**.



WHY A LOW PRIORITY?

Not Me, not Here and Not Now



How much do you think global warming will harm...?

Base: Americans 18+ (n=1,045)





The Climate Cognition Challenge



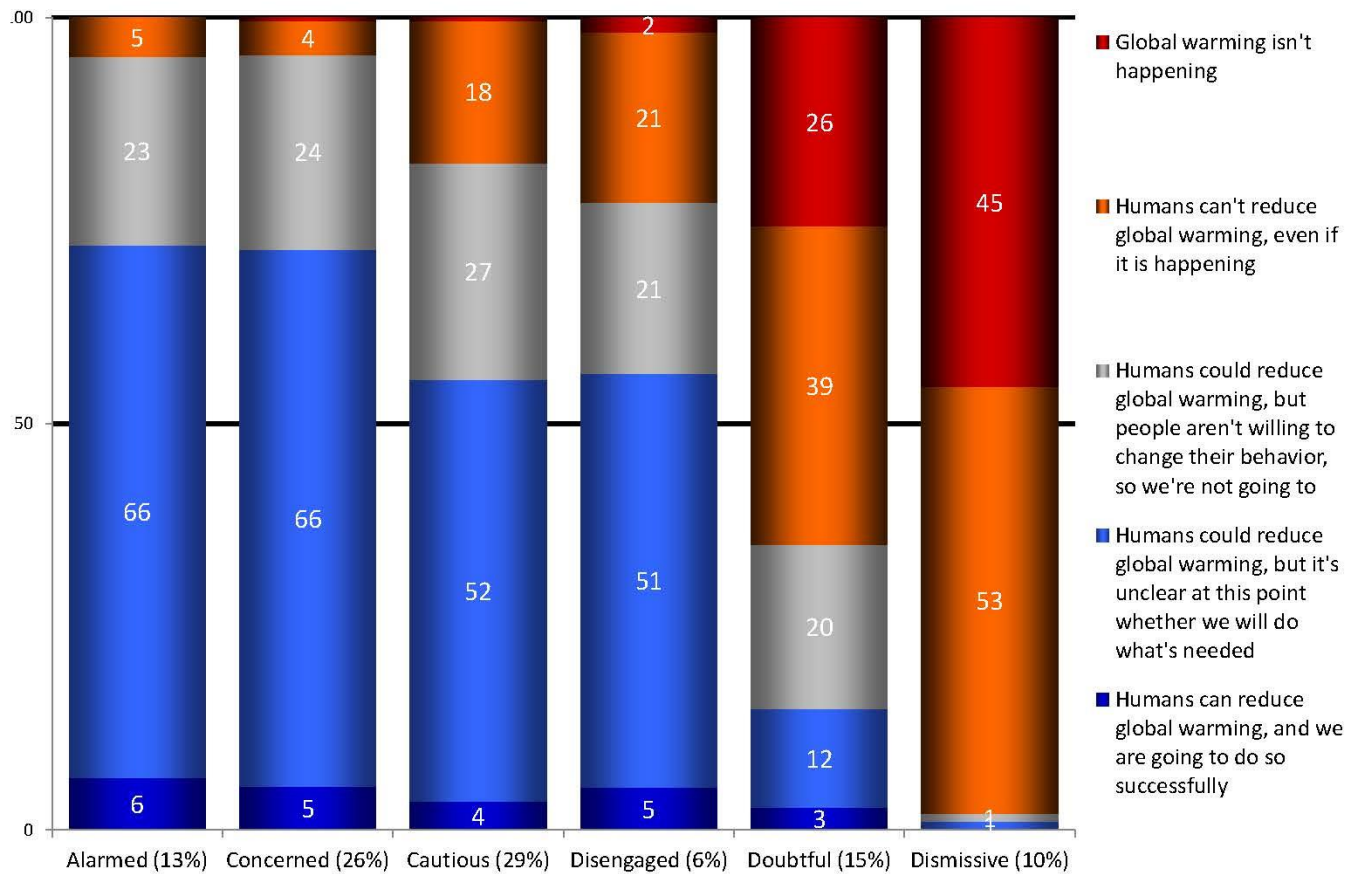
Lack of clarity around the causes of global warming gets in the way of seeing the right action to take.

+ Manufactured Uncertainty



Efficacy gap

Figure 6: Perceived Solvability of Global Warming, March 2012





HOW DO YOU MOTIVATE CHANGE?

- 1. TENSION:** Dissonance between a desired & current condition.
- 2. EFFICACY:** Confidence in one's capacity to reduce the tension.
- 3. BENEFITS:** Belief that the benefits of new behavior are greater than the downsides of change.



CHALLENGE:

The actor is moving toward a goal and something happens. The “challenge” appears.

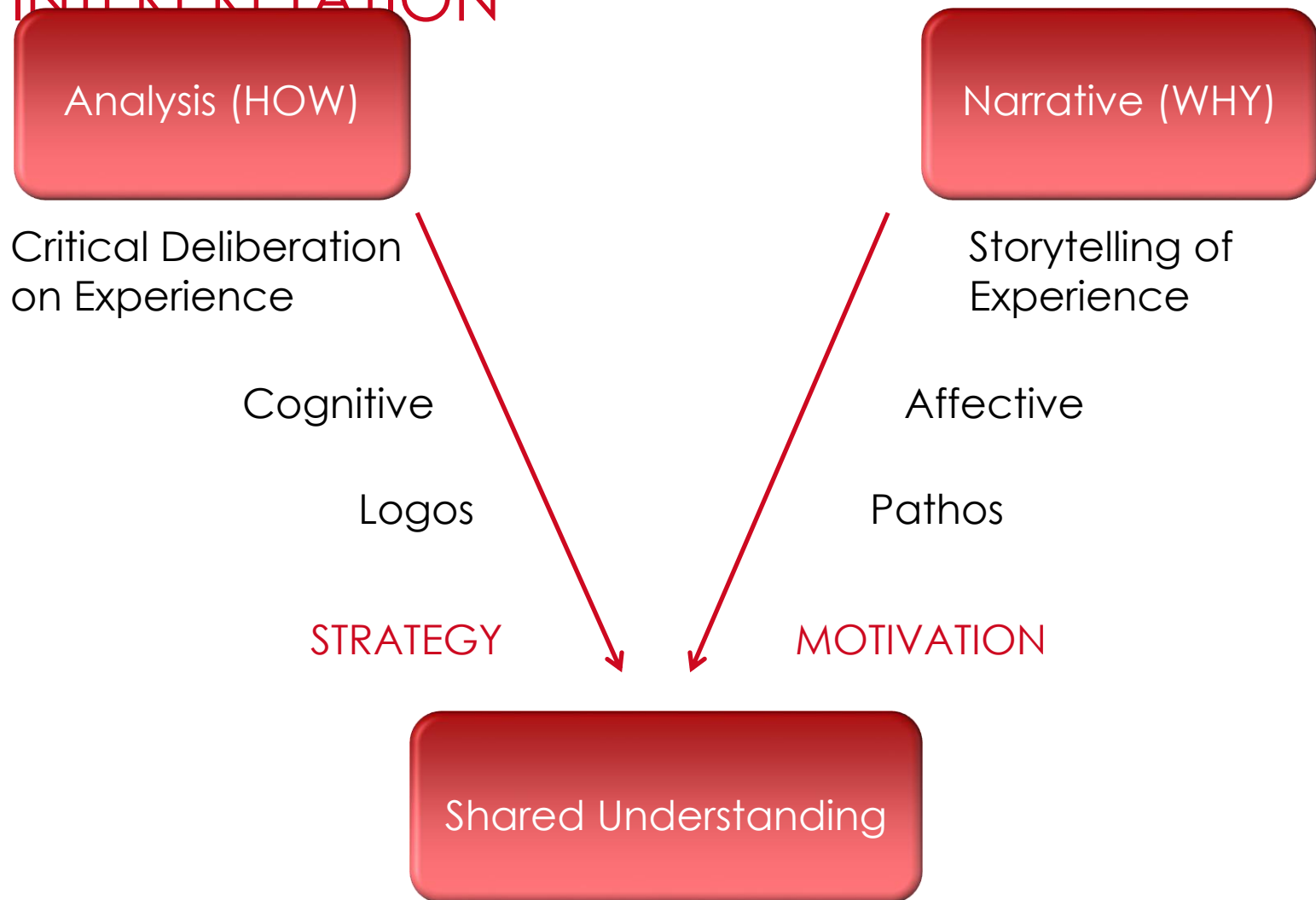
CHOICE:

The actor must decide what to do or “make a choice” and then deal with the outcome of that choice.

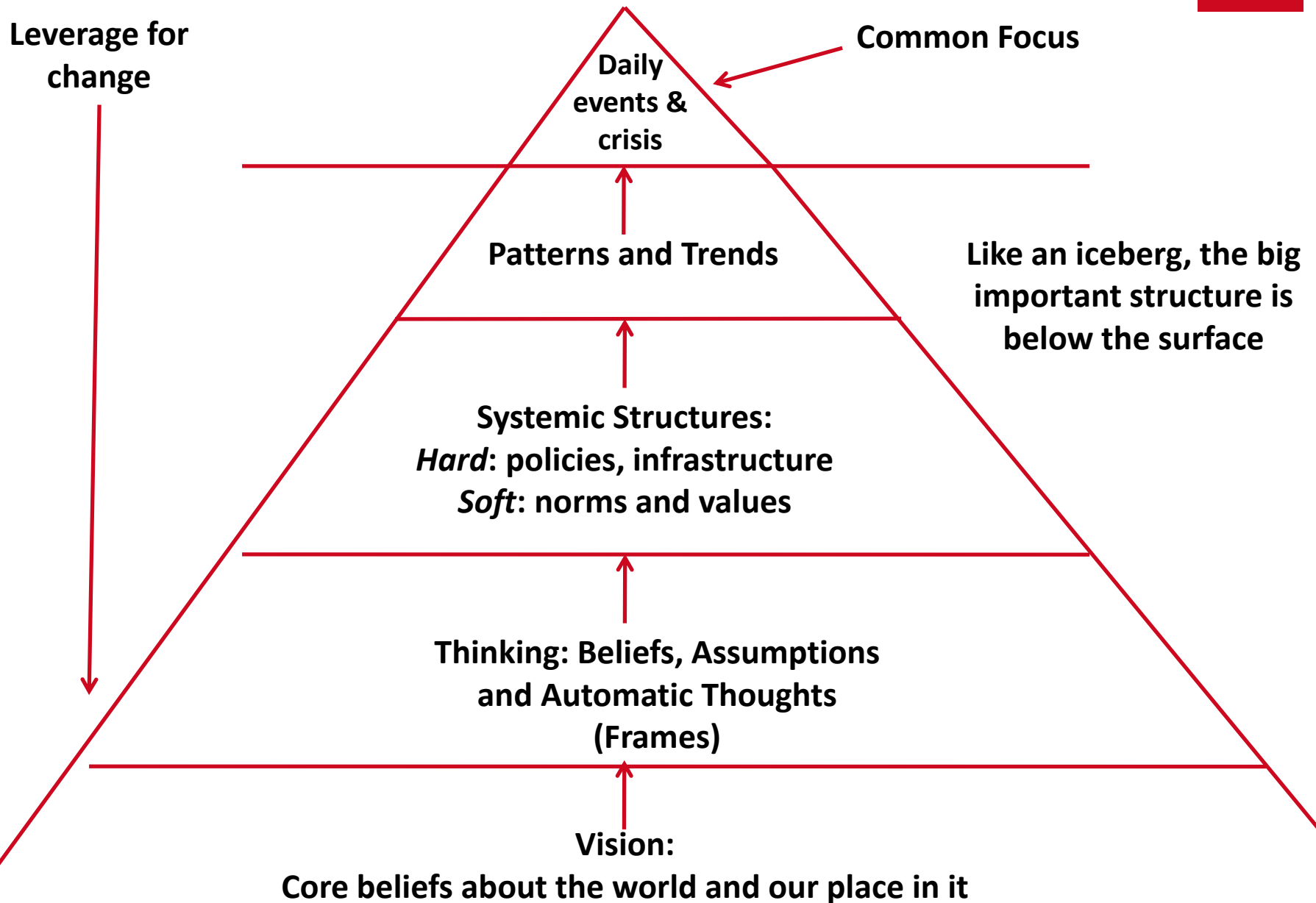
OPPORTUNITY:

“Opportunity” expresses what will get better if we act.

TWO WAYS OF KNOWING: INTERPRETATION



THE ICEBERG: PUTTING SYSTEMS IN CONTEXT



CHANGE STAGES AND MECHANISMS



Disinterest Deliberation Design Doing Defend

Cognitive and Experiential Change Mechanisms

Disturbances →

Behavior Change Mechanisms →

Awareness-building →

Choice expansion →

Emotional Inspiration →

Supportive relationships →

**Organizational/
self-reevaluation** →

Commitment →

Helping relationships →

Reinforcement →

Substitution →

Structural Redesign →

RECOMMENDATIONS:

1. Redefine Environmental Action



WORLD WILDLIFE FUND: Earth Hour City Challenge



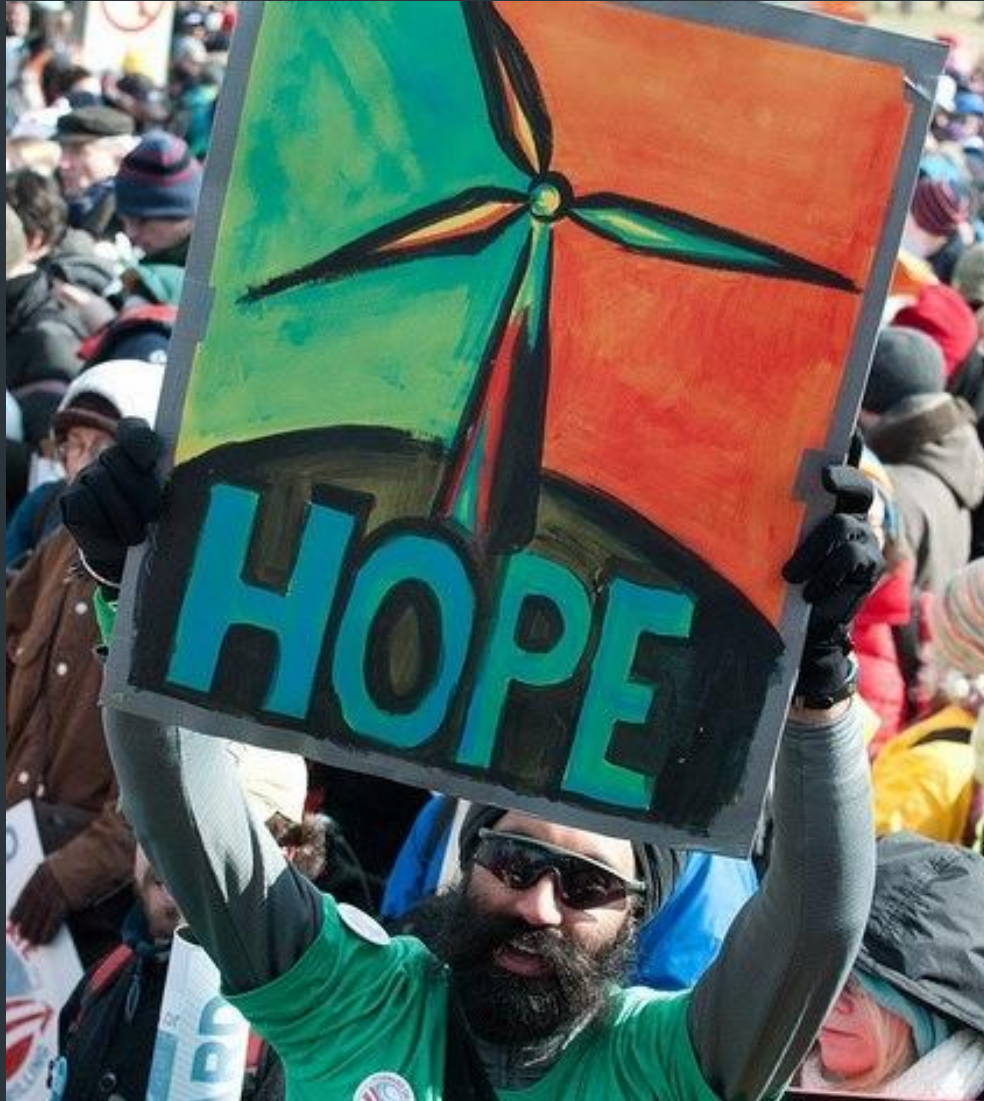
RECOMMENDATIONS:

2. Embrace diversity



RECOMMENDATIONS:

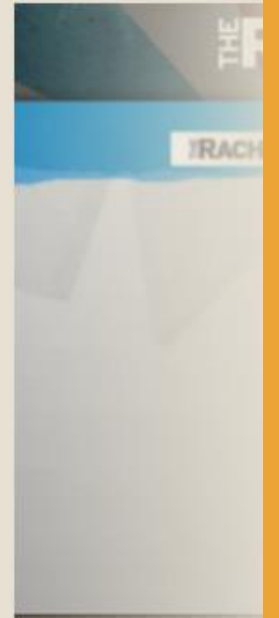
3. Amplify stories of hope



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ioby brings environmental projects to life, block by block.

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RECOMMENDATIONS:

4. Focus on culture



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so many people
singing for the climate

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COUNTRIES

305
CITIES

773
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RECOMMENDATIONS:

5. Develop a moral call to action



+ Thank you!



www.climateaccess.org

Contact

CARA PIKE

@Climate Access/@pikecara

cara@thesocialcapitalproject.org