



Congressional City Conference

Key Take-Aways

NLC University – Let's Talk Climate: Messages to Motivate

March 12, 2017 9:00am – 12:00pm

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Americans are inherently tribal in nature, and look to community leaders, such as pastors, politicians, and others, for cues on what behaviors and attitudes to adopt. To empower community leadership on climate change, and to help leaders build support for climate solutions throughout society, ecoAmerica has created Let's Talk Communities & Climate, a comprehensive climate communications guide for community leaders. This guide includes four parts: 1) the current state of Americans' climate change attitudes and beliefs; 2) tested words, phrases, and messages that build resonance and motivation for climate solutions within communities; 3) talking points for leaders to make climate change and solutions personally relevant for their citizens and community leaders, and; 4) a step by step process for crafting a successful personalized message, including an effective sample message.

Key Takeaways:

Explore relevant trends in climate opinion and values, and how these trends do -- and should -- impact public engagement.

Share and discuss the latest polls, opinion research, data, and linguistic analysis on American climate opinions, values and public engagement.

Reveal specific messages and framing that can gain advocates and campaigners greater success in reaching people "where they live."

We provide an overview of ongoing climate opinion research and analysis, describing recent trends and the current state of play in public concerns and attitudes. Our presentation will detail the utility of polling and marketing analysis in forming climate communications efforts, tailoring message frames and content toward target audiences. We will describe how specific learnings from opinion and values research have been integrated into effective climate communications, and how these materials have become refined through ongoing research and analysis. Participants will engage in Q&A, and will be directed through exercises to aid in their understanding of effective climate messaging.