The time has never been more urgent for environmental advocacy. Climate change, biodiversity loss, and social inequity are creating an increasingly unstable and impoverished world. The magnitude of the problems we face demands systemic changes to our economy and way of life, and science and education alone are not sufficient to bring about those changes.
Local Solutions for Strong Communities
… a series of online courses focused on the fundamentals of climate change resilience.

- Enroll for graduate credit or audit the course
- Increase your skill set in climate resilience for better outcomes
- Discover solutions to local issues you face on the job or in your community.
- Register for one course or the whole series.

Local Solutions for Strong Communities
... a series of online courses focused on the fundamentals of climate change resilience.

Join us for our next online course in this series

ESP 5100: Policy Advocacy: Climate

September 8 – December 1, 2020

Instructors: Abi Abrash Walton & Clara Fang

Webinar Logistics

- Everyone should be connected via Audio Broadcast upon entering the webinar. You do not need to call in & you are automatically muted.
- The presentation will be recorded and posted to the Antioch CCPCR web site within one week.
- Please submit any questions you have for the presenter in the Q&A section.
- If you are having trouble with any aspect of the broadcast, use the Chat section to message the Host directly.
Jack Zhou produces and manages the Climate Advocacy Lab’s social science-informed resources for their webinars, workshops, and other outreach. His research interests include motivated reasoning, framing effects, and political polarization. In other words, how people think about climate change, how they process information on the issue, and what gets in the way. Prior to joining the Lab, he worked as a postdoctoral associate in energy policy and survey methods. He received his B.S. from UC Berkeley and a Ph.D. from Duke University.
As the YPCCC's Project Manager, Eric Fine supports advocacy organizations to optimize and innovate on their campaigns by leveraging public opinion research and data tools. He also collaborates with groups who are studying public perception in Latin America. Prior to YPCCC, Eric was an outdoor educator taking people on expeditions throughout the Americas and Europe. Watching glaciers recede in Patagonia over ten years inspired him to pursue a Masters of Environmental Science at Yale's School of Forestry and Environmental Studies.
Research in Climate Advocacy

Jack Zhou, Ph.D.
Climate Advocacy Lab
My background

• BS from College of Natural Resources, UC Berkeley
• PhD from Duke Nicholas School of the Environment
• Postdoc work in survey methods, science policy communication
• Social scientist at Climate Advocacy Lab since July 2018
The Climate Advocacy Lab

Our (awesome!) members

Workshops & Webinars

Research & experimentation

Online platform & alerts

Helping the climate community build grassroots power and win through evidence-based advocacy.
Our community

- ~3,000 advocates, organizers, social scientists, data analysts, consultants, and funders from all 50 states, working across the climate and clean energy space

- 247 social scientists working in academia and the private sector

- Most represented:
  - Yale, Michigan, UCSB, George Mason, NCSU
Webinars and workshops

- **In-person workshops** for organizations and coalitions – and everyone in between

- **Monthly webinars**, skill-shares, and peer learning exchanges offered by (and for!) other Lab members, as well as Lab staff
Research and Experimentation

• Support for organizations testing innovative approaches to public engagement on climate

• All the results are shared back with the Lab community to increase our collective knowledge about what’s working – and what isn’t
Online platform & weekly newsletters

- Public-facing and members-only versions – be sure to sign in!
- Weekly updates, sent out every Thursday
- Sign up to receive push alerts when we add resources related to topic or geographic areas of interest
Ethos

• Promote evidence-based advocacy
• Spread a culture of learning (and sharing)
Mission alignment and complementarity

• Broad shared goal: Tackle climate change
• Academics: Production of generalizable knowledge via theory building and testing (e.g., how do social norms shape behavior?)
• Advocates: Answering a specific practical question (e.g., how to reduce the rate at which volunteers drop out from the organization)
Evidence and tools to support climate advocates

- Public opinion research
- Social science research
- Data and analytics
- Experimentation
- Case studies
Advocacy in conversation with research

2017
Sustaining Movement
Momentum and Building Political Power
workshop (Santa Barbara)

2019 Research + Experimentation convening (Oakland)

2020 Research + Experimentation convening (virtual)
Applying theory and data to advocacy

Using YCOM public opinion data and social norms messaging to overcome personal barriers to action and increase feelings of efficacy
Review and synthesize literature

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Efficacy is essential. Whether it’s persuading non-faces to join your cause or mobilizing all existing草才可以，it’s essential to help people believe their actions matter. Efficacy is the feeling that "my actions matter and make a difference." Failing to properly frame or communicate the impact of our actions may may nullify efficacy. Even when forms of efficacy are not immediately realized, many people feel that they are capable of helping.

Use language that empowers your base. We often try to emphasize how "easy" it is to encourage action-taking, but research suggests that people prefer the strong approach. In fact, since many of the actions we are asking people to take are, in fact, challenging, it is impoprtant to acknowledge the challenges, for particularly difficult acts, by meeting policymakers - who can be unforgiven or potentially involved in unimportant decisions - on their terms.

We are not logical. We are psychological. People are not perfectly rational, even if they think they are. For instance, powerful emotions can cause powerful actions when simply providing an emotional response to the first step. While the ethical literature on how emotions in climate change communication is still evolving, research has shown that positive emotional appeals with those, inappropriately, may be more effective than acting alone.

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THE YOUTH...BUT WHO ARE THEY REALLY?

- Talkin’ bout my generation. When we talk about youth, we usually think of two generations: Millennials and Gen Z (or "Zoomers"). Millennials were born from 1981-1996 (ages 24-39), coming of age during 9/11 and the Great Recession. Zoomers were born from 1997-2012 (ages 8-23), shaped by powerful forces like school shootings, the climate crisis, and the current push for racial justice.

- Like a real-life Benetton ad, Millennials and Zoomers are more racially diverse across their generation than their elders, with Gen Z being the least white generation on record. This racial diversity, along with greater exposure to minority cultures and voices, partly explains why youth activists are so invested in racial justice and climate justice issues.

- It’s not Tpron but it’s close. Millennials grew up and developed alongside the internet and personal electronic devices; Zoomers, meanwhile, have lived their entire lives connected online. You may have heard youth described as “digital natives,” individuals who live entirely at ease with their devices, social media, and the power of the world wide web. However, youth audiences also understand the vagaries and limitations of the internet, and are among the savviest consumers of digital information.

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YOUNG & POLITICAL

- A silent plurality. By the numbers, Millennials and Zoomers make up the biggest block of eligible voters in 2020, accounting for nearly 40% of the
Co-produce original research

Fight Back Against Big Oil  Protect Community Health

Climate Defenders
2018/2019 Volunteer Test: Volunteer Agency

Findings of a Collaboration Between
PennEnvironment,
David Broockman at Berkeley, and Josh Kalla at Yale.
With support from The Climate Advocacy Lab and the Skoll Foundation

Our niños need clean electric school buses
Facilitate researcher-advocate collaborations

Webinar: Researcher-Advocate Collaborations Peer Learning Exchange

For researchers, partnering and collaborating with advocacy organizations offers a variety of benefits: access to novel data and populations, increased grant prospects, networking opportunities, and the knowledge that their work is making a difference. But how do such opportunities arise and how should you navigate the various choices regarding expectations, trust, equity, and data ownership? During this peer learning exchange, Lab members who have performed and facilitated this type of collaborative research (from both sides) will share their experiences and insights -- and we hope you will bring yours, too! (Registration restricted to social scientists only, though a recording will be available for all Lab members afterwards). Featured panelists:

Also check out research4impact (r4impact.org)
Ways to plug in

• Join the Lab!
• (Learn how to) collaborate with advocates
  • Consider ways you can assist advocates with their work and mission
  • Establish clear expectations on resources, timeline, and communication
• Report back!
Thank you!

Drop me a line at jack@climateadvocacyleab.org
CLIMATE CHANGE IN THE AMERICAN MIND
AUGUST 19, 2020
RESEARCH AS CLIMATE ADVOCACY

Eric Fine
YALE PROGRAM ON
Climate Change
Communication
When poll is active, respond at [PollEv.com/ypcccc1](http://PollEv.com/ypcccc1)

Text [YPCCC1](http://YPCCC1) to [22333](http://22333) once to join

Which of the following comes closest to your view?
A Majority of Americans Think Humans Can Reduce Global Warming
- But few are optimistic that we will -

Which of the following comes closest to your view?

- Global warming isn’t happening (9%)
- Humans can’t reduce global warming, even if it is happening (14%)
- Humans could reduce global warming, but people aren’t willing to change their behavior, so we’re not going to (22%)
- Humans could reduce global warming, but it’s unclear at this point whether we will do what’s necessary (49%)

Which of the following comes closest to your view?
Global Warming’s “Six Americas”

Alarmed  Concerned  Cautious  Disengaged  Doubtful  Dismissive

Highest Belief in Global Warming  Lowest Belief in Global Warming
Most Concerned  Least Concerned
Most Motivated  Least Motivated

Illustrations by Michael Sloan
When poll is active, respond at PollEv.com/ypccc1
Text YPCCC1 to 22333 once to join
Global Warming’s “Six Americas”

November 2019
N = 1,303

- Alarmed: 31%
- Concerned: 26%
- Cautious: 16%
- Disengaged: 7%
- Doubtful: 10%
- Dismissive: 10%

Highest Belief in Global Warming
Most Concerned
Most Motivated

Lowest Belief in Global Warming
Least Concerned
Least Motivated

Illustrations by Michael Sloan

Yale Program on Climate Change Communication
George Mason University Center for Climate Change Communication
Most Americans "rarely" or "never" discuss global warming with family and friends

How often do you discuss global warming with your family and friends?

April 2020
Americans Underestimate How Many Adults in the U.S. Think Global Warming is Happening

Perception of what % of the U.S. Population Thinks Global Warming is Happening

April 2019. Base: U.S. Adults
Americans Underestimate How Many Adults in the U.S. Think Global Warming is Happening

- Perception of what % of the U.S. Population Thinks Global Warming is Happening

April 2019. Base: U.S. Adults

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Perceived %</th>
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<tbody>
<tr>
<td>Liberal Democrat</td>
<td>63%</td>
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<tr>
<td>BA or Higher Education</td>
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<tr>
<td>18-34 Years</td>
<td>57%</td>
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<tr>
<td>Live in Suburban Area</td>
<td>57%</td>
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<tr>
<td>Moderate/Conservative Democrat</td>
<td>55%</td>
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<tr>
<td>Male</td>
<td>55%</td>
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<tr>
<td>Some College Education</td>
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<tr>
<td>General U.S. Population</td>
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<tr>
<td>35-54 Years</td>
<td>54%</td>
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<tr>
<td>Live in Urban Area</td>
<td>54%</td>
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<tr>
<td>Female</td>
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<td>55+ Years</td>
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<tr>
<td>Moderate/Liberal Republican</td>
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<tr>
<td>Independent (Non-Leaning)</td>
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<td>High School or Less</td>
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<tr>
<td>Evangelical</td>
<td>49%</td>
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<tr>
<td>Live in Rural Area</td>
<td>48%</td>
</tr>
<tr>
<td>Conservative Republican</td>
<td>48%</td>
</tr>
</tbody>
</table>

Actually Say Global Warming is Happening: 72%
Leveraging Social Norms

77% of Americans want climate education in schools. We have everything you need to bring climate science to your students.
About One In Three Americans Would Join, Or Are Already Participating In, A Campaign To Convince Elected Officials To Take Action To Reduce Global Warming

How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?

November 2019.
Thank you! Feel free to reach out eric.fine@yale.edu

www.climatecommunication.yale.edu

@YaleClimateComm

Yale Program on Climate Change Communication
Questions?
While all people living in the United States are affected by climate change, some communities and some populations are more vulnerable to changing climate conditions than others. Extensive research here in the United States and across the world points to populations of concern including those that are low-income, people of color, immigrant populations, people with limited English proficiency, Indigenous people, older and younger adults, people with disabilities and compromised health and mental health conditions, and others.

http://www.communityresilience-center.org/

Presenter: Jeanne Herb

Presenter: Lisa Auermuller
In this workshop, participants will explore the history of nonviolent direct action (NVDA) through civil resistance and civil disobedience. Participants will learn the different steps needed to engage in NVDA through your campaigns and grassroots organizing. We will work through the different types of NVDA seen throughout history and in the current uprising along with the successes and challenges. Participants will have time to think through their own NVDA plans and how to be more strategic with their demands through a NVDA lens.

http://www.communityresilience-center.org/environmental-advocacy-webinar-series/

Presenter: Dominique Thomas