

PUTTING IT ALL TOGETHER

5 Components of Strategically-Framed Climate Communications:

1. **Values** - Why the issue matters!
2. **Cause** - Where did the problem start? Use metaphors
3. **Impacts** - What is set in motion by the initial cause? (think the domino effect)
4. **Consequence** - What are the effects on resources / people?
5. **Solutions** - Community level solutions that decrease fossil fuel use. Be specific!

Here's an example:

1-Value	Here at The Marine Mammal Center, we believe we must protect the animals and the ocean ecosystem we all depend on. By taking action now, we can shield not only marine mammals, but also people, from harm.
2-Cause	When we burn fossil fuels like coal, oil, and methane gas, we release carbon dioxide into the atmosphere.
3-Impacts	This excess carbon dioxide builds up in the atmosphere, acting like a heat-trapping blanket, warming the air, land and sea. As ocean water warms, it expands, resulting in much of the sea level rise we are seeing around the world.
4-Consequence	Locally in California, sea level rise is shrinking critical breeding beaches for elephant seals, making young pups more susceptible to being separated from their mothers due to big storms, and threatening communities and important infrastructure that people depend on.
5-Solutions	In many regions of the country, Community Choice Aggregations, or CCAs, were created to give communities more energy options for their homes, schools and businesses. In Marin County, MCE deliver up to 100% renewable energy from local solar and wind farms to residents at competitive rates. I recommend that you explore options in your local community to see what resources are available to help make the transition to renewable energy. By talking to your friends and family about how and why you are taking action, you can help us protect current and future generations of seals and people by tackling the source of the problem.

NOW YOU TRY!

First think about...

- Where will you use this type of messaging (public talk, signage, written communication, informal conversations, etc...)?
- What resource(s) will you focus on (species, ecosystem, community, etc...)?
- Who is your audience (students, family, visitors, local community, etc...)?

Now write our your own message. Fill in the blanks to complete your climate story!

<p>1. Start with a value statement</p>	<p>It's important that we all take responsible steps to manage the issues facing our environment, to leave our planet in good shape for future generations of animals, plants and people!</p>
<p>2. Describe the causes of climate change</p>	<p>When we burn fossil fuels like coal, oil, and methane gas, we release carbon dioxide into the atmosphere. This excess carbon dioxide builds up in the atmosphere, acting like a heat-trapping blanket, warming the air, land and sea.</p>
<p>3. Describe a specific impact of climate change</p>	
<p>4. What is the consequence of climate change?</p>	
<p>5. Solutions Describe a solution that is collective, local and existing. How can your audience help address climate change?</p>	

The Marine Mammal Center would love to hear your climate story! You can email this document or film yourself sharing your climate story to Learn@tmmc.org for the chance to be featured in future programs!