



# CREATING YOUR CLIMATE CHANGE PRESENTATION

## **PART 1: WHY DOES THIS MATTER? VALUES PRACTICE**

### Instructions:

- Using the Protection or Responsible Management handouts, develop the opening lines of your presentation. You could imagine you are in front of a community event, book club, church group, or out to dinner. Whatever context you think makes sense.
- Your goal is to orient the story to the idea that we can all participate in actions that impact climate change by using either the protection or responsible management value.
- You want to plan your sentences so it would be easy to transition to how climate change works and what you could do about it.

## **PART 2: HOW'S IT WORK? HEAT TRAPPING BLANKET PRACTICE**

### Instructions:

Use heat trapping blanket metaphor and checklist to develop your presentation talking points for how climate change works. Continue your presentation by explaining what's going on and how it affects you, your community, or your favorite place including local, relevant impacts.

### Example language:

Heat-Trapping Blanket: Climate change is caused, in part, by the human-made blanket of carbon dioxide that is building up around the Earth and trapping in heat. The heat trapping blanket is thickened by burning large quantities of fossil fuels such as coal, oil and natural gas. By burning these fossil fuels, we release carbon dioxide into the air where it builds up and traps heat that would otherwise escape. This blanket effect leads to the warming of the planet, and the atmospheric balance that keeps the climate stable is disrupted.

### Checklist for using Heat Trapping Blanket:

- Fossil fuels like gas, oil, and coal are the major underlying cause. (Don't start the cause-and-effect chain with 'humans' or 'carbon dioxide.' Always frame the problem in terms that lead clearly to a reasonable, easy-to-think Solution.)
- The blanket is made of the heat-trapping gas carbon dioxide. The build-up is creating a blanket effect. (Don't mix metaphors by substituting the terms 'greenhouse gas' or 'carbon pollution,' or by pulling in other comparisons on the fly.)
- Always describe an impact of climate change, so that you don't leave the impression that the climate/ocean being a little bit warmer is a good thing. (The impact should be science based, though you don't have to explicitly say, "scientists have found...")



- Use a matter-of-fact tone, so you don't leave the impression that this is a big, scary, depressing crisis that can't be solved.
- Be concise: Explain Heat Trapping Blanket in 60 seconds or less.

### **PART 3: HOW CAN WE FIX THE SITUATION? INCORPORATING SOLUTIONS**

#### Instructions:

Think of a community level solution you, your community, or the audience you are addressing is engaged in, or one they could be engaged in, and round out your presentation by highlighting what we can do to help.

This should involve describing evidence-based policies, programs, or initiatives that address the problem that is the topic of the communication. Solutions foster issue engagement and hope by framing climate change as a problem that can be addressed at a collective level (community, city, state or region) through practical steps by an informed, engaged citizenry.

Don't forget the Solutions Cornerstones

- Practical – friends, family, customers, etc. can participate in
- Solutions are the social norm
- Ongoing – You can be involved right now!
- Collective