



Communicating Climate Change Training: Meeting the Challenges of Effective Public Engagement

March 7th, 2011

- 8:30am **Registration**
Participants are asked to arrive early to register and mingle with other attendees.
- 9:00am **Welcome and Introductions**
- 10:00am **Identify and get to know your audience and set communication goals**
Understand your audience and set audience-specific communication goals in the context of ongoing communication. [A brief break will be included during this session]
- 11:45am **Lunch**
- 12:45pm **Join the right and left brain**
Understand the importance of emotion in communication (in general), and communicating climate change impacts and adaptation (in particular).
- 1:15pm **The importance of framing**
Understand how appropriate framing and language can help climate change resonate with different audiences.
- 2:45 **Break**
- 3:00pm **Messengers and communication channels**
- 3:30pm **Communicate uncertainty and speaking with climate change skeptics**
Learn tools to communicate climate change risks and uncertainties and respond to climate denialists' arguments.
- 4:45pm **Communicate to empower**
Identify methods for clearly communicating climate change while providing motivation, assistance, leadership, and solutions to leave your audience with a sense of hope and accomplishment.
- 5:30 **Closing**
- 5:45 **Adjourn**

This training was developed by a collaborative of professional trainers of the sponsoring organizations and Dr. Susanne Moser, a national expert in climate change communication and adaptation, to accommodate adult learning styles and supplement tools and techniques. Our vision is to conduct localized trainings across the country in climate change communications to enhance local capacity to adapt to climate change.

Trainers' bios



Dr. Susanne Moser is Director and Principal Researcher of Susanne Moser Research & Consulting, in Santa Cruz, CA. She also is a Social Science Research Fellow at Stanford's Woods Institute for the Environment and a Research Associate of the Institute for Marine Sciences at the University of California-Santa Cruz. In her current research and work with local, state and federal government agencies and non-governmental organizations, she focuses on adaptation to climate change, especially in coastal areas, resilience, decision support, and effective climate change communication in support of social change. Dr. Moser is a geographer by training (Ph.D. 1997, Clark University). Previously she served as a Research Scientist at the National Center for Atmospheric Research in Boulder, Colorado, has worked for the Heinz Center in Washington, DC, and served as staff scientist for climate change for the Union of Concerned Scientists. Susanne Moser is co-editor with Lisa Dilling (University of Colorado-Boulder) on a major anthology on climate change communication, called *Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change*, published in 2006 by Cambridge University Press. She contributed to the Fourth Assessment Report of the Nobel-prize winning IPCC and has been selected as a Review Editor for the IPCC Special Report on "Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation" and as a Lead Author in the Fifth Assessment. She is a fellow of the Aldo Leopold Leadership, Kavli Frontiers of Science, and Donella Meadows Leadership Programs. For more information on Dr. Moser's work please visit: www.susannemoser.com.



As the Director of Education and Training for the Center for Ocean Solutions, **Adina Abeles** works to provide decision-maker education, workshop and training opportunities, and to enhance graduate marine programs in the Monterey Bay region. She develops new workshops and educational programs for public and private decision makers. Prior to taking on this role she served as the Center's Planning Director, focusing on strategic plan and project implementation.

Before joining the Center, Adina was the California Program Manager for COMPASS where she connected marine science and scientists to marine policy in California, and trained scientists to communicate their work to both the media and the public. She also previously taught classes in a wide range of topics, from marine science and resource management, to SCUBA and backcountry trail building. She led workshops and expeditions for students of all ages in various state and national parks, above and below water, domestically and internationally.

Adina Abeles received her BA in Biology from Cornell University and her Master's from the Bren School of Environmental Science and Management at the University of California, Santa Barbara. Her academic background is in ecology and marine resource management and she has extensive experience in informal education and training.