



Planning for Climate Change: Engaging the Public on Impacts, Risk, and Adaptation

Thursday, June 17th, 2010

Tijuana River National Estuarine Research Reserve Training Center
301 Caspian Way
Imperial Beach, CA 91932

A TRAINING WORKSHOP BY DR. SUSANNE MOSER, Director of Susanne Moser Research & Consulting and a Research Associate at the University of California-Santa Cruz. Dr. Moser's work focuses on adaptation to climate change in the coastal, health and forest sectors, resilience, decision support, and effective climate change communication in support of social change.

Developed in partnership with



Key learning goals:

- Improved understanding of the challenges and opportunities involved in working with the public in the realm of climate change
- Deepened understanding of the challenges and options for communicating adaptation specifically
- Practice developing and refining audience-specific communication strategies
- Understanding of the importance of differences in Americans' climate risk perceptions and attitudes toward responses
- Practice in dealing with climate skepticism
- Better knowledge of the value of different communications media and approaches to engaging the public in the adaptation process

8:30–9:00AM REGISTRATION

9:00-9:10AM WELCOME

Kristen Goodrich, Coastal Training Program Coordinator

9:10-9:40AM INTRODUCTIONS AND OVERVIEW OF DAY

Dr. Susi Moser, Trainer

Dr. Emily Young, The San Diego Foundation

9:40-10:30AM GROUP EXERCISE 1: DEVELOPING COMMUNICATIONS STRATEGIES

10:30-11:15AM CONVEYING THE ISSUES OF CLIMATE CHANGE TO THE PUBLIC – LECTURE AND Q&A

11:15-11:30AM BREAK

11:30AM-12:30PM COMMUNICATING IMPACTS AND ADAPTATION – INTERACTIVE LECTURE

12:30-1:30PM LUNCH

1:30-2:15PM CONTINUATION OF GROUP EXERCISE 1: REPORT OUT AND DISCUSSION

2:15-2:45PM **MEETING PARTICIPANTS' SPECIFIC COMMUNICATION NEEDS**

2:45-3:15PM **GROUP EXERCISE 2: DEALING WITH SKEPTICS**

3:15-3:30PM **BREAK**

3:30-4:10PM **GROUP DISCUSSION: UTILITY OF DIFFERENT MEDIA AND ENGAGEMENT TECHNIQUES FOR REACHING OUTREACH GOALS**

4:10-4:30PM **FEEDBACK AND CLOSURE**

4:30PM **ADJOURN**

"PLANNING FOR CLIMATE CHANGE" was developed by the National Estuarine Research Reserve (NERR) System through its Coastal Training Program (CTP). The workshop was piloted in two locations in March 2009 in Washington State. It was geared primarily toward shoreline planners, and was developed so that Reserves around the country could customize the workshop and use it as part of their educational efforts regarding climate change. While the workshop lays a foundation in science, it primarily focuses on actions that can be taken to prepare and adapt to the anticipated impacts of climate change. This workshop is the 2nd in the "Planning for Climate Change" series at TRNERR to use lessons learned to bring outcome-based results. It was developed largely on communication needs highlighted at the 1st training "Planning for Climate Change: Coastal Adaptation in the San Diego Region" held on May 14th, 2010.

SAN DIEGO is uniquely poised to be a leader in climate change adaptation in Southern California. In response to the need for enhanced collaboration, information, tools, and resources in this area, "Planning for Climate Change" was localized in partnership with the San Diego Foundation, ICLEI, and NOAA's Coastal Services Center. Local training workshops are informed by The San Diego Foundation's Regional Focus 2050 Study, which is intended to provide key decision-makers science-based assessments of climate change impacts, and by ICLEI's national expertise in adaptation planning.

2050 Study: www.sdfoundation.org/communityimpact/environment/Initiative-focus2050.html

ICLEI Adaptation: www.iclei.org/programs/climate/Climate_Adaptation/adaptation

The **TIJUANA ESTUARY** sets the backdrop of a fragile, yet resilient ecosystem that faces the ecological consequences of climate change in our region. CA State Parks, recognizing this, launched their Climate Change Initiative "Cool Parks" which focuses on modification of resource management and restoration policies and practices to help ensure that the species and habitats we protect can successfully adapt. Visit us at: www.tijuanaestuary.org

The Tijuana River National Estuarine Research Reserve (TRNERR) is a partnership between the National Oceanic and Atmospheric Administration, California State Parks, U.S. Fish and Wildlife Service, and the Southwest Wetlands Interpretive Association.

