

Global Warming

Climate Change

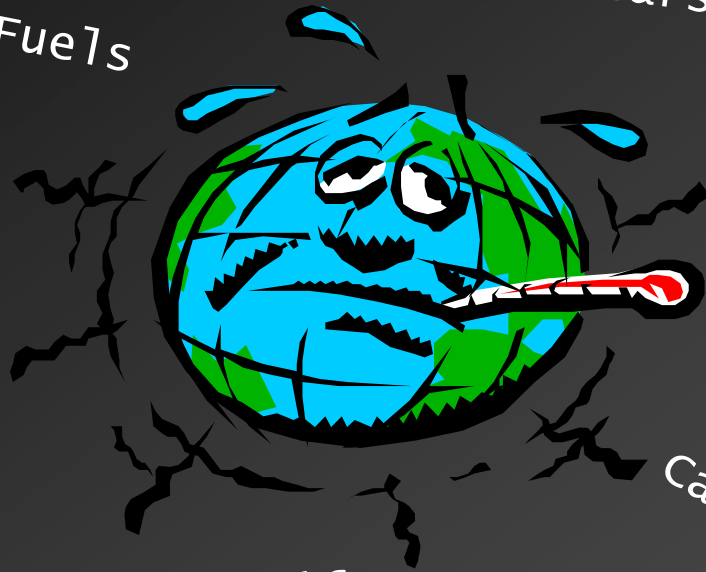
Fossil Fuels

Polar Bears

Glaciers

Denialists

Political



Carbon Dioxide

Alarmists

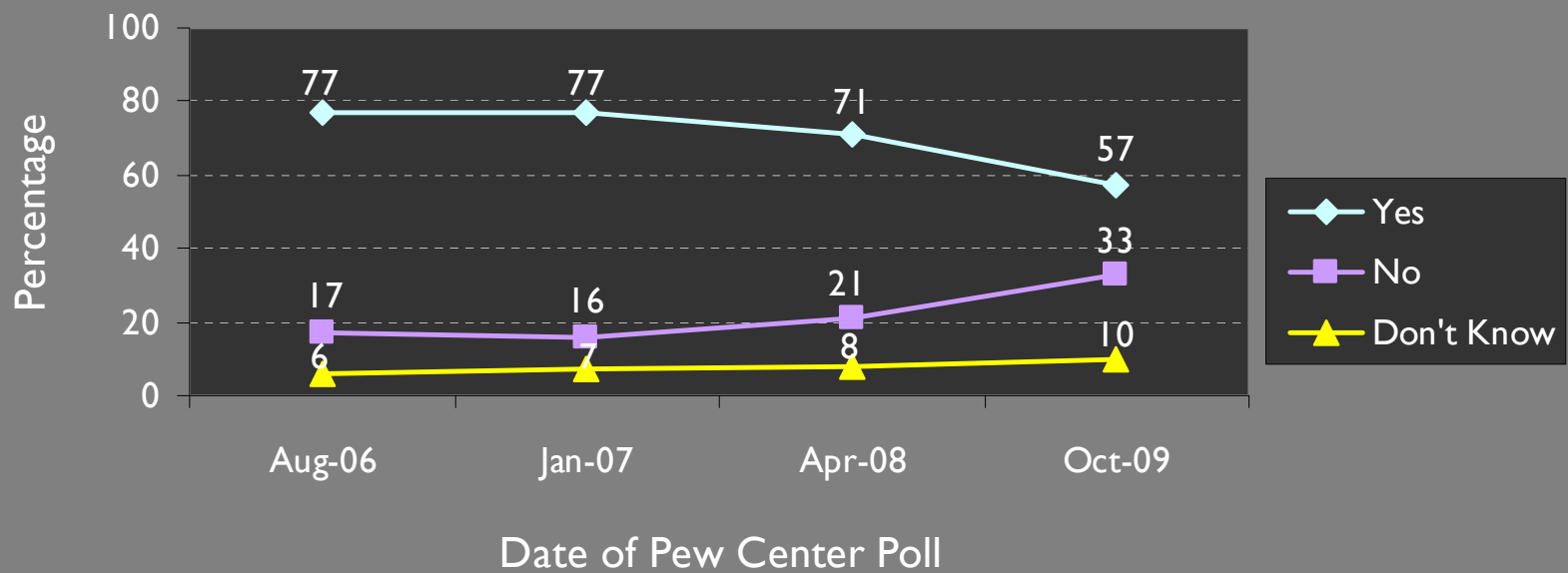
Global Climate Disruption



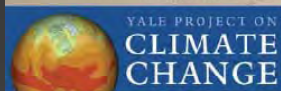
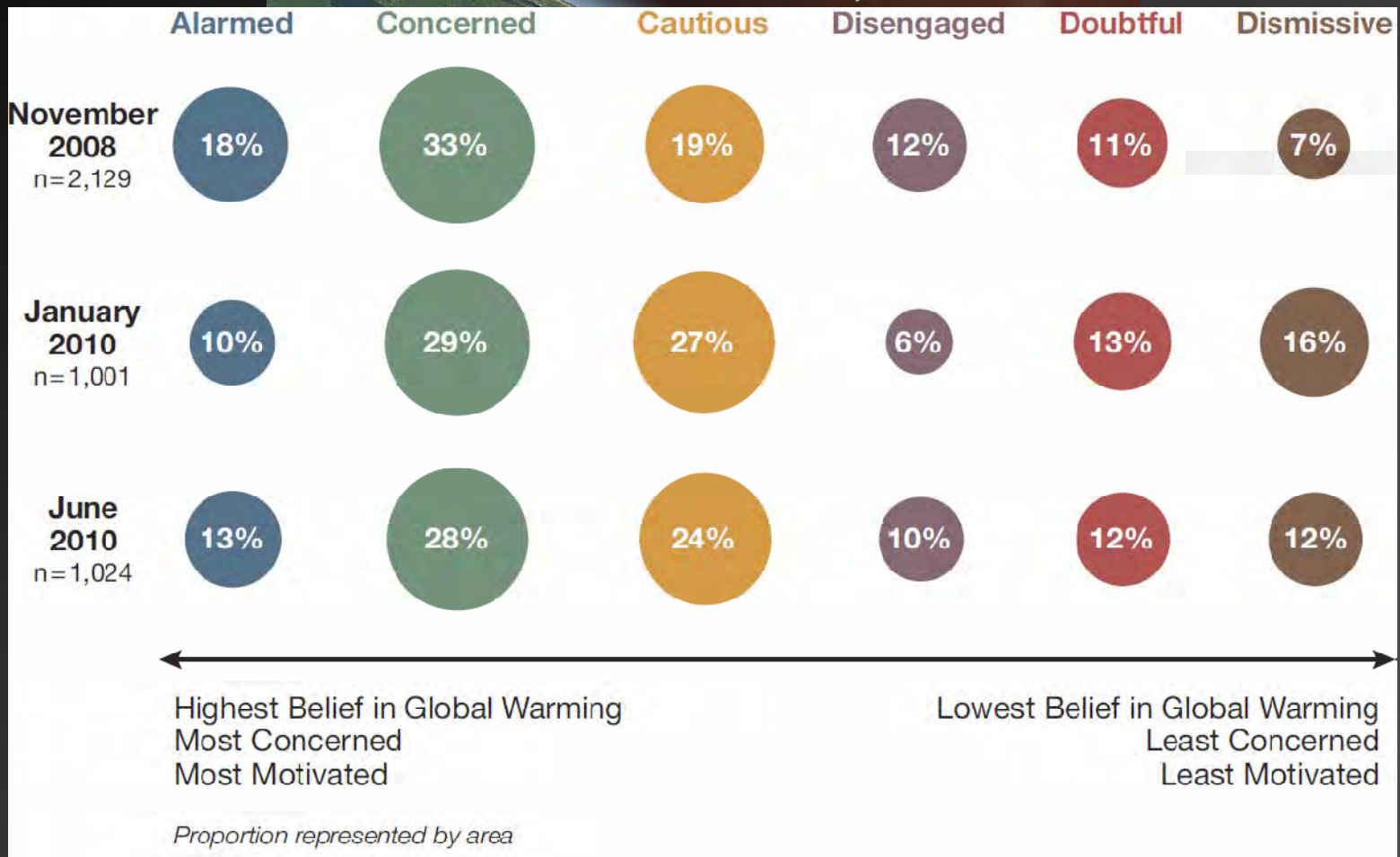
New Mexico Museum of Natural History and Science

What does the American public think about climate change?

Is there solid evidence the earth is warming?



GLOBAL WARMING'S SIX AMERICAS 2009:

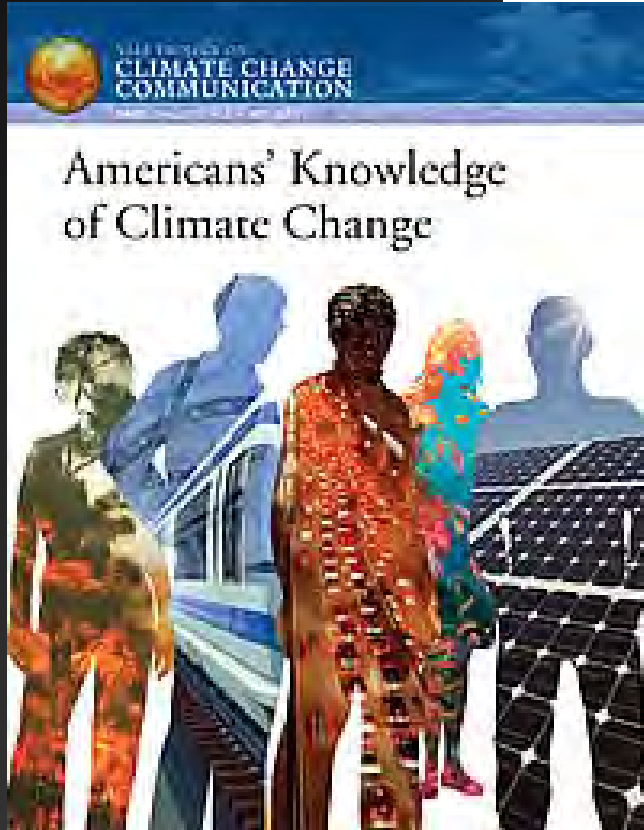
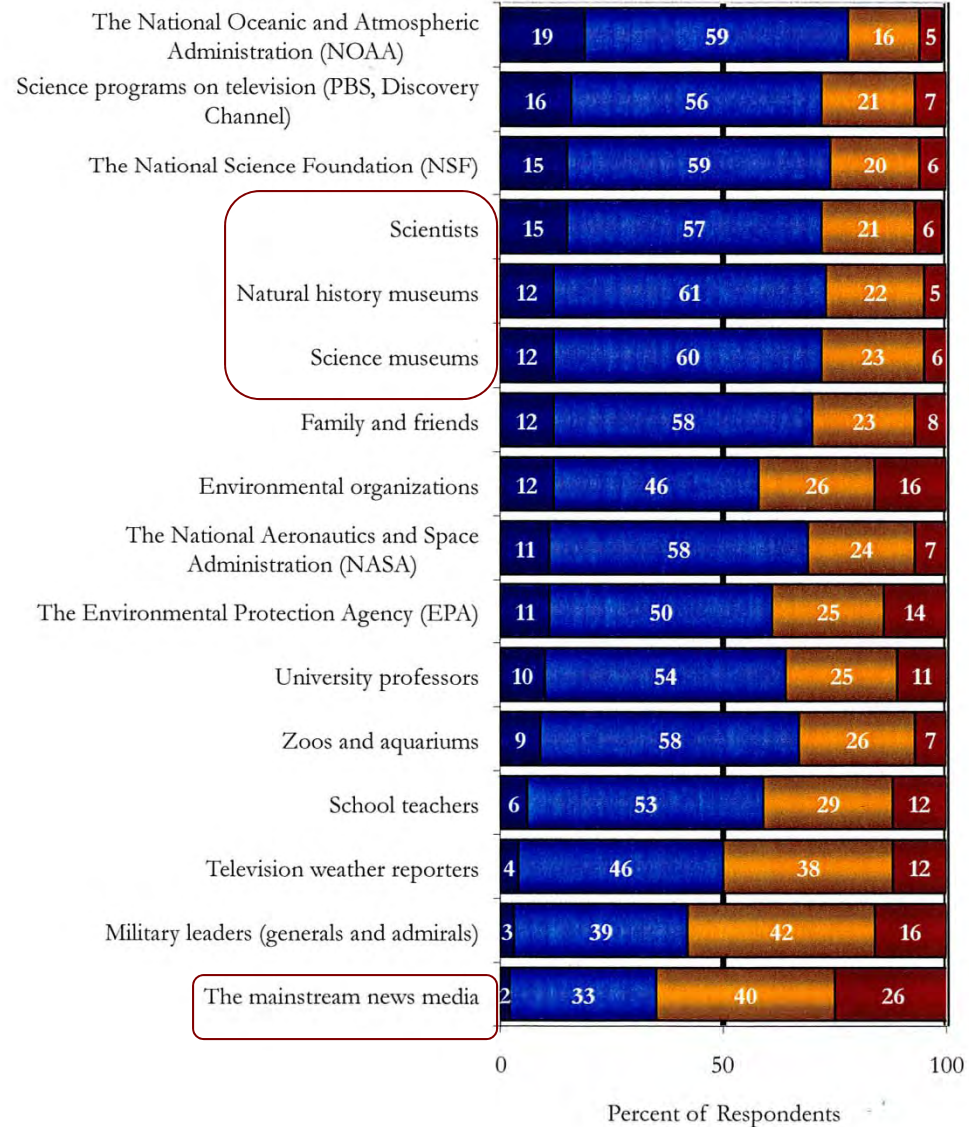


George Mason University
Center for Climate Change Communication

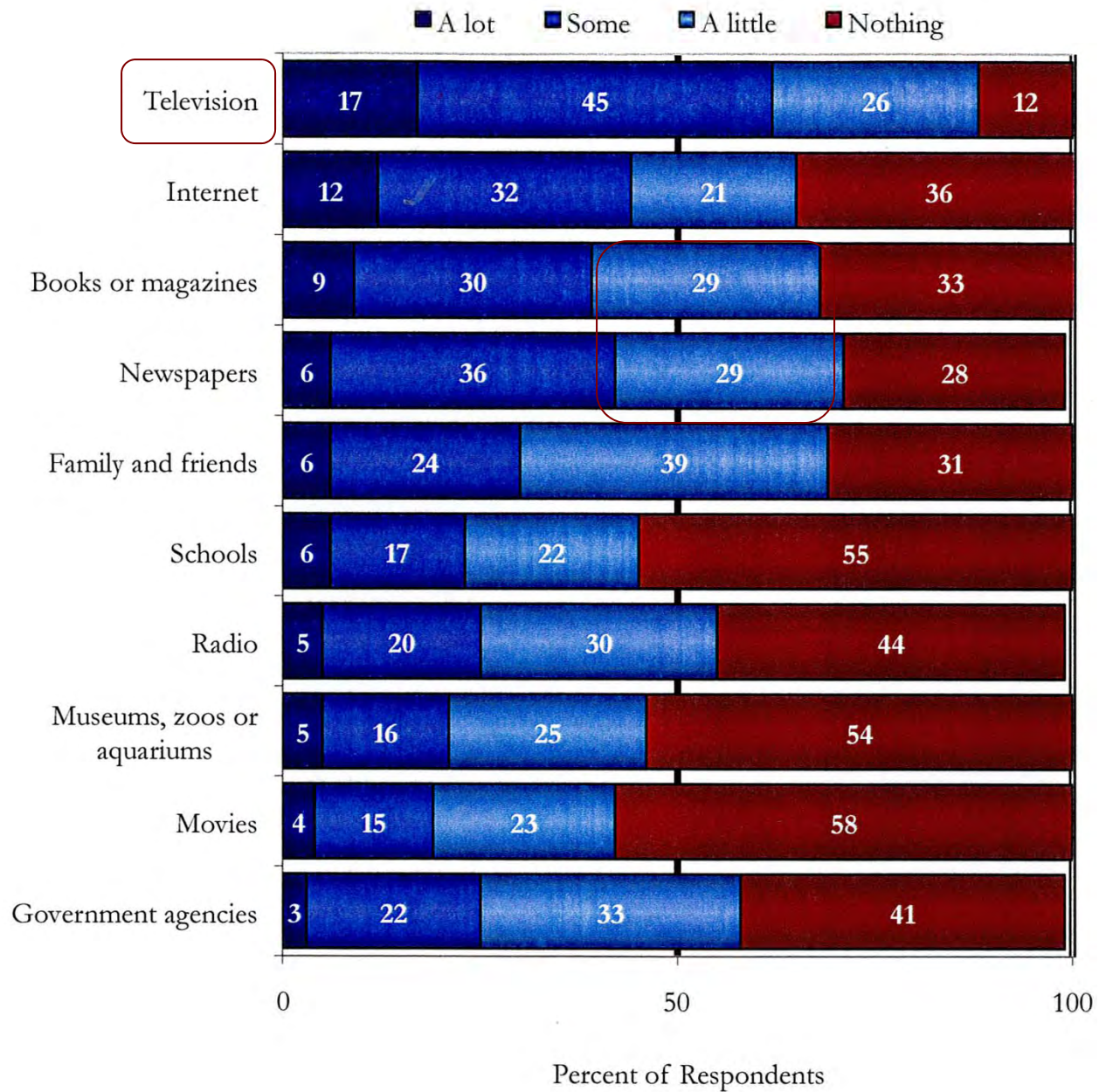
<http://environment.yale.edu/climate>

Q44. How much do you trust or distrust the following as a source of information about global warming? (order of items randomized)

■ Strongly trust ■ Somewhat trust ■ Somewhat distrust ■ Strongly distrust



Q47. How much have you learned about global warming from each of the following sources?



What does the scientific community think about climate change?

- A Survey of over 3,000 Earth scientists found that 90% agree that mean global temperatures have risen and 82% say that human activity has made a significant contribution to this rise. Of the climate scientists surveyed, the responses were 96.2% and 97.4%. (January 2009, EOS 90(3):22-23)
- Over 97% of climate scientists surveyed said average global temperatures have increased, 84% agree in human-induced warming, and 74% believes currently available scientific evidence substantiates these thoughts. (April 2008. George Mason University, STATS)

What's in a name?

- Polar Palooza!-Stories from a Changing Planet
- The Impact of Fossil Fuel Addiction on Plants and Animals
- Hot Topic: Dialoging About Climate Change
- Earth Hour Family Extravaganza
- Roaring Oceans and Singing Icebergs: Taking Earth's Pulse
- BioBlitz: Discover Your Bosque

Designing a program

- Other considerations for New Mexico
 - 45.6% of the population are persons of Hispanic or Latino origin (compared to 15.8% nationally)
 - 9.7% of the population are American Indian
 - New Mexico ranks as the 43rd “poorest” state



A Program for Alarmed/Concerned

- NM Environment Department's Climate Masters
- Modeled after Master Gardeners
 - Participants complete community outreach
- Audience consists mostly of Alarmed and Concerned
- Message spreads into the community and all 6 Americas post-program



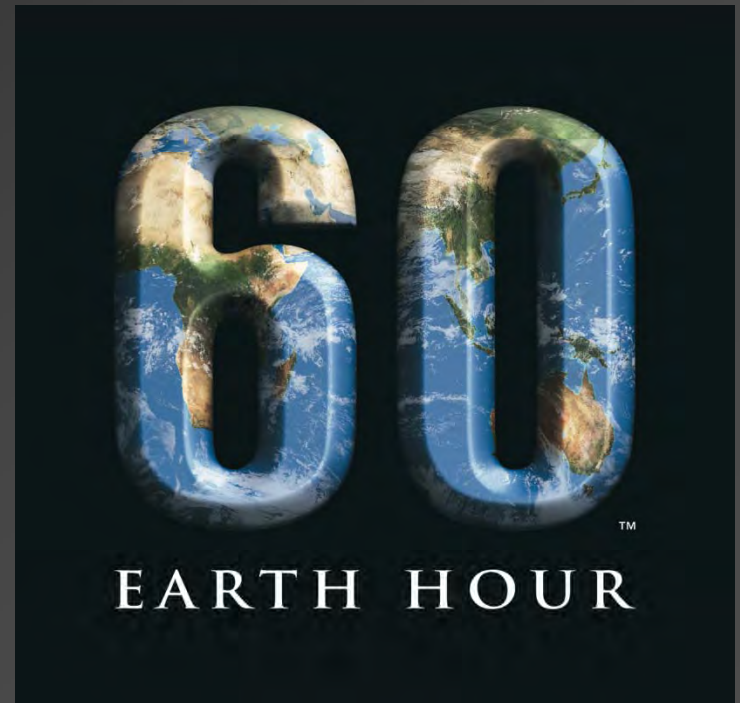
A program for all

- BioBlitzes are used to bring together scientists and the public to establish baseline data about biodiversity of an area.
- Increase awareness of of the Middle Rio Grande Bosque
- Scientists share climate change impacts on local ecosystems



Reaching out to multiple communities

- Earth Hour Extravaganza
 - Those who already participate in Earth Hour
 - Hispanic and Latino communities
- FREE event
- Activities for all ages
- Accessible to everyone





Lessons Learned

- Stick with the science
- Don't speak like a scientist
- Communication is as much about listening as speaking
- Think about which of the 6 Americas you want to reach
- Final lesson learned: people love gelato

