

## Let's Talk Climate Change within Your Community

Dan Barry, Director of Path to Positive Communities, [ecoAmerica](#)

Sunday, October 15

1:00 pm – 4:30 pm | \$65 (includes 1 break)

<b>Workshop format:</b>	Lecture	Discussion	Case studies	Hands-on exercises	Readings
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### What to expect:

This workshop will deliver research-based communication guidance, tested language, and a step-by-step process to better equip participants to effectively create and deliver compelling climate messages that motivate a broad diversity of Americans. Through hands-on training and practice crafting climate messages, participants will build skills, knowledge, and confidence to influence their peers, communities, the public, and policymakers on climate change and solutions. Participants will also gain a deeper understanding of how climate impacts communities, solutions that are practical and accessible, and how to best to spark engagement within their own audiences.

### Takeaways:

1. Learn how to create a powerful and personalized climate message.
2. Acquire the knowledge and skills to decipher what makes a climate message successful and salient, and common mistakes to avoid.
3. Learn which words, phrases, and messages motivate Americans to action on climate
4. Receive and discuss the latest research on climate change awareness, attitudes, behaviors, and messaging.
5. Find out how to increase the resonance and importance of your efforts to engage Americans on climate, and how to build support for solutions.

### Workshop outline:

1. Overview of the latest opinion and values-based research that informs effective climate communications, including the evolution of climate messaging. Share rigorously-tested effective words, phrases and messages that motivate support for climate action amongst a diversity of Americans not currently engaged on climate. Walk through a step-by-step guide to craft a personalized and powerful climate message, inclusive of guidance for verbal cues, messengers, and images.

Group Activity: Individuals edit a message, then create their own message using the 15 steps and other communication guidance. Participants will work in small groups to collaborate and give feedback, and will share learnings, observations, and results with the room.

2. Introduction to advocacy and engagement for oneself, peers, professional colleagues, community, and nationally.

Q&A session

### About the workshop leader:



Prior to joining ecoAmerica as the Path to Positive Communities Program Director, Dan served as the Senior Climate Policy Analyst for the District of Columbia Department of the Environment's Office of Policy and Sustainability, where he advanced climate mitigation and preparedness plans for the nation's capital and created sector-based sustainability pledges.

Prior to DDOE, Dan worked for 25 years with local, state, national and international environmental advocacy organizations, including VPIRG, Rural Vermont, Environmental Working Group, CLEAR, Americans for the Environment, Friends of the Earth, Environmental Defense Fund, and Save Our Environment.

Dan grew up on a dairy farm in Vermont and lived in Saudi Arabia as a teenager. He earned BA degrees in Philosophy and Sociology from the University of Vermont, and an MS in Environmental Policy and Communications from Green Mountain College. Dan, his wife Maria, and son Ethan live in Washington, where they are active in local parks advocacy, and promoting underground music events. On weekends, Dan coaches sports he never played to other peoples' children.