

Abstract #: 438

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**Abstract Title: What's the Best Way to Talk About Climate Solutions? Findings From a Large Scale Messaging Research Project**

Abstract Text:

Despite the sustained efforts of a host of groups, public support for climate solutions in the United States remains low. Climate change continues to be an abstract, distant issue for most Americans. And while climate impacts have increased in frequency and severity, most Americans have yet to link the changes they're seeing to the larger issue of climate change and the need for solutions. Part of the reason for this stems from a simple, yet profound gap: a lack of powerful, emotionally resonant language that gives Americans personally relevant reasons to support and call for climate solutions. In 2015, ecoAmerica sought to fill this gap by conducting a large-scale, multi-modal research project to identify the most powerful messages to talk about climate change in general and in relation to five sectors in the United States: health, faith, higher education, business, and local government. This session will share the results of this research, with an emphasis on the narratives, words, and phrases that successfully engaged Americans across political and demographic groups. Participants will leave the session with a clearer understanding of the key do's and don'ts in communicating about climate solutions, especially in a local government and community context.