



# Resources for Communication and Public Engagement on Climate Change and Adaptation

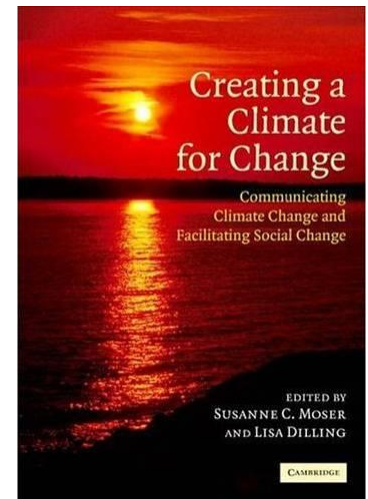
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# Selected Resources: Communication

- Moser et al. – Key Publications (most are available from [www.susannemoser.com](http://www.susannemoser.com))
  - 2004 – “Making Climate Hot” in *Environment* 46(10): 36-46
  - 2006 – “Talk of the City” in *Environmental Research Letters* 1(1) (free online)
  - 2007 – *Creating a Climate for Change* (Cambridge University Press)
  - 2008 – “Toward a Deeper Engagement of the US Public on Climate Change” *Journal of Sustainability Communication* 3 (2008): 119-132
  - 2009 – “Communicating climate change: History, challenges, process and future directions.” *Wiley Interdisciplinary Reviews (WIRE) – Climate Change* 1(1):31-53
  - 2011 – “Individual understandings, perceptions, and engagement with climate change: Insights from in-depth studies across the world.” *Wiley Interdisciplinary Reviews – Climate Change*, 2(4): 547-569
  - 2013 – “There must be more: Communication to close the cultural divide.” Forthcoming in: O’Brien and Selboe (2013) *The Adaptive Challenge of Climate Change*, Cambridge University Press.
- Whitmarsh, L., S. O’Neill, and I. Lorenzoni eds. 2011. *Engaging the Public with Climate Change and Energy Demand Reduction*. London: Earthscan.
- Columbia University Center for Research on Environmental Decisions (CRED): Source: <http://cred.columbia.edu/guide/> and <http://cred.columbia.edu/guide/learn.html>
- IPPR, “Warm Words (1+2): How we are telling the climate story...”: <http://www.ippr.org.uk/>
- Special issue of *International Journal of Sustainability Communication* (June 2008) on climate change communication - <http://www.ijsc-online.org/>
- Special issue, *Science Communication* (2009), on climate change communication <http://www.sagepub.com/journalsProdDesc.nav?prodId=Journal200892>
- *Communicating Climate Change podcasts (interviews with experts in the field):* <http://blogs.oregonstate.edu/communicatingclimatechange/>
- Villar, A. and Krosnick, J. A. 2010. Global warming vs. climate change, taxes vs. prices: Does word choice matter? *Climatic Change*. <http://woods.stanford.edu/docs/surveys/gw-language-choices.pdf>
- Sterman, J. D. (2011). Communicating climate change risks in a skeptical world. *Climatic Change*, 108, 811-826.



# Others' communications strategies

- **United Kingdom**
  - Futerra research on climate change communication  
<http://www.futerra.org/downloads/RulesOfTheGame.pdf>
  - Government's "Tomorrow's climate is today's challenge!" Campaign  
<http://www.climatechallenge.gov.uk/>
  - UKCIP communication and outreach to local decision-makers  
<http://www.ukcip.org.uk/>
  - UKERC/Tyndall Centre 2008 workshop on "Engaging the public on climate change and energy reduction"  
<http://www.ukerc.ac.uk/TheMeetingPlace/Activities/Activities2008/0810CommunicationDemand.aspx>
- **European Union**
  - Environmental Communications Network (climate change and other issues)  
[http://ec.europa.eu/environment/networks/index\\_en.htm](http://ec.europa.eu/environment/networks/index_en.htm)
  - European Commission DG Environment News  
<http://ec.europa.eu/environment/integration/research/newsalert/pdf/58na4.pdf>
- **Australia**
  - Fed. Government: <http://www.greenhouse.gov.au/education/index.html>
  - Victoria State "You have the power" campaign:  
[http://video.vividas.com/media/vicgov\\_save\\_energy/](http://video.vividas.com/media/vicgov_save_energy/)
- **US Efforts**
  - Pike, C., and M. Herr. 2011. *American Climate Attitudes: An Analysis of Public Opinion Trends and Recommendations for Advancing Public Engagement on Global Warming*. Eugene, OR: The Resource Innovation Group's Social Capital Project. [www.socialcapitalproject.org](http://www.socialcapitalproject.org)
  - Center for Research on Environmental Decisions (CRED) (2009). *The Psychology of Climate Change Communication: A Guide for Scientists, Journalists, Educators, Political Aides, and the Interested Public*. New York: Columbia University. <http://cred.columbia.edu/guide>
  - Frameworks Institute research on (climate change) messaging, at: [www.frameworksinstitute.org/](http://www.frameworksinstitute.org/)
  - Breakthrough Institute (2012) *Climate Solutions for a Stronger America*, at: [http://www.breakthroughstrategiesandsolutions.com/Current\\_Promoted\\_Projects.html](http://www.breakthroughstrategiesandsolutions.com/Current_Promoted_Projects.html)
  - Wide range of communication resources, frequently updated, at [www.climateaccess.org](http://www.climateaccess.org)

# Americans' Perceptions & Attitudes on Climate Change

- Gallup Poll surveys (search for climate change/global warming; since late 1980s on global warming, annually)
  - <http://www.gallup.com/poll/1615/environment.aspx>
- “Six Americas” surveys (at least annually, since 2008):
  - Yale Climate Change Project  
<http://environment.yale.edu/climate/>
  - George Mason University Communication of Climate Change Center  
<http://www.climatechangecommunication.org/>
- Stanford University, Jon Krosnik’s opinion research:
  - <http://woods.stanford.edu/research/surveys.html>
- Pew Research Center for the People and the Press (surveys)
  - <http://www.people-press.org/>
- Heberlein, Thomas A. (2012) *Navigating Environmental Attitudes*. Oxford University Press.
- Integrative review: The Strategy Team (2012). *Assessing Survey Evidence Regarding American Public Opinion Data About Climate Change*. Available at:  
[http://cecann.files.wordpress.com/2013/02/surveyevidence\\_strategyteamltd.pdf](http://cecann.files.wordpress.com/2013/02/surveyevidence_strategyteamltd.pdf)

# Communication tools (a tiny sample)

- **Visualization** examples
  - <http://www.yaleclimatemediaforum.org/2010/03/climate-change-web-videosadvocacy-edition/>
- Climate **animations** (incl. ice, sea level...)
  - [http://geography.uoregon.edu/envchange/clim\\_animations/](http://geography.uoregon.edu/envchange/clim_animations/)
  - [http://www.nasa.gov/centers/goddard/earthandsun/climate\\_change.html](http://www.nasa.gov/centers/goddard/earthandsun/climate_change.html)
- Climate **cartoons**
  - <http://www.cartoonistgroup.com/subject/325/The-Climate+Change-Comics-and-Cartoons.php>
  - Or just google....
- New and **social media**
  - <http://www.howto.gov/social-media/social-media-types>
  - [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media) (types of applications, impacts)
  - <http://stonehousesummit.com/sites/default/files/papers/Best%20Practices%20in%20Sustainable%20Social%20Media.pdf>
  - <http://www.thinkup.com/>
- **Dialogue** and dialogic leadership
  - <http://www.dialogos.com/resources/proposal.html>
  - <http://www.dialogos.com/resources/DaTM.html>
  - <http://www.dialogos.com/resources/files/systhink.pdf>
  - <http://www.publicconversations.org/resources/guides>

# Communication – Resources

- **Climate Access** – amazing compilation of resources, ongoing updates [www.climateaccess.org](http://www.climateaccess.org)
- **Earth – The Operators’ Manual:** <http://earththeoperatorsmanual.com/>
  - Three-part PBS show (also available in small clips), teaching materials, tools for dealing with skeptics
- **Susanne Hassol & colleagues’** work on climate science communication:
  - <http://climatecommunication.org/>
- **Importance of values and frames:**
  - [valuesandframes.org](http://valuesandframes.org)
  - Pike, C & M. Herr (n/d/). *Climate Crossroads: Research Based Framing Guide*, at: <http://stonehousesummit.com/sites/default/files/papers/CLIMATE%20CROSSROADS.pdf>
  - Nisbet, M.C. (2013). Rethinking our moral vocabulary on climate change: from <http://ensia.com/>
- **Climate change in the media**
  - [www.yaleclimatemediaforum.org](http://www.yaleclimatemediaforum.org)
  - <http://e360.yale.edu>
- **Recent reviews of the US communication & engagement landscape:**
  - Skoll Global Threats Fund (2013) Taking Stock report, see: [http://ecoamerica.org/wp-content/uploads/2013/02/TakingStock-Feb\\_2013\\_medium-3.pdf](http://ecoamerica.org/wp-content/uploads/2013/02/TakingStock-Feb_2013_medium-3.pdf)
  - The Resource Innovations Group (2012). *Climate Communication and Engagement Efforts: the Landscape of Approaches and Strategies*, available from: [www.climateaccess.org](http://www.climateaccess.org) (Resources Hub)
  - ecoAmerica (2012) *MomentUS, Take Care & Prepare* report, see: <http://ecoamerica.org/momentus/>
  - Erb Institute & UCS (2012). *Increasing Public Understanding of Climate Risks & Choices: Learning from Social Science Research & Practice*, [http://snre.umich.edu/assets/events/UCS\\_ErbWorkshopReport.pdf](http://snre.umich.edu/assets/events/UCS_ErbWorkshopReport.pdf)
  - Resolve (2012), *Climate Science Communications Assessment*, see [www.resolve.org/publications](http://www.resolve.org/publications)
- **Talkingclimate.org** – gateway for research on climate change communication: <http://talkingclimate.org/>
- **Stonehouse Standing Circle** resources: <http://stonehousesummit.com/list/papers/Public%20Engagement>

# Dealing with skepticism and denial

- Union of Concerned Scientists (2007). *Smoke, Mirrors & Hot Air: How ExxonMobil Uses Big Tobacco's Tactics to Manufacture Uncertainty on Climate Science*.  
[http://www.ucsusa.org/assets/documents/global\\_warming/exxon\\_report.pdf](http://www.ucsusa.org/assets/documents/global_warming/exxon_report.pdf)
- Union of Concerned Scientists resources:  
[http://www.ucsusa.org/global\\_warming/science\\_and\\_impacts/global\\_warming\\_contrarians/](http://www.ucsusa.org/global_warming/science_and_impacts/global_warming_contrarians/)
- Oreskes, N. & E. Conway (2010). *Merchants of Doubt*. Bloomsbury US.
- Hogan, J. (2009). *Climate Cover-up*. Greystone Books.
- Berger, John (2013). *Climate Myths: The Campaign Against Climate Science*. Northbrae Books.
- Grist Magazine (2009). How to talk to climate change skeptics.  
<http://www.grist.org/article/series/skeptics/>
- Climate Progress: Rebuttals to 130 common contrarian arguments at  
<http://climateprogress.org/2010/12/28/simple-rebuttals-to-denier-talking-points-with-links-to-the-full-climate-science/>
- [RealClimate Blog: Climate Science from Climate Scientists](#) - updated frequently by respected climate scientists to provide the important facts and true science perspective on science questions. A good resource for rapid updates on emerging skeptic arguments.
- <http://climaterealityproject.org/2013/02/28/reality-drop-a-new-way-to-fight-climate-denial/>
- Climate of Doubt: Frontline documentary: <http://www.pbs.org/wgbh/pages/frontline/climate-of-doubt/> (and see interview with Robert Brulle about the countermovement there)

# Selected Resources: Behavior Change

- Fostering Sustainable Behavior (listserv archive) <http://www.cbsm.com/forums/search.lasso>
- Tools of Change: <http://www.toolsofchange.com./English/firstsplit.asp>
- Jackson, T. (2005). *Motivating Sustainable Consumption: A review of evidence on consumer behaviour and behavioural change*. A report to the Sustainable Development Research Network: <http://www.comunit.com/en/node/219688/36>
- Halpern, D. et al.(2004). *Personal Responsibility and Changing Behaviour: the state of knowledge and its implications for public policy*. Cabinet Office, Prime Minister's Strategy Unit, London, UK:  
[http://www.cabinetoffice.gov.uk/strategy/work\\_areas/personal\\_responsibility.aspx](http://www.cabinetoffice.gov.uk/strategy/work_areas/personal_responsibility.aspx)
- WWF-UK (2008). *Weathercocks & Signposts*: <http://www.wwf.org.uk/>
- Gardner, G.T. and P.C. Stern (2008). The Short List: The Most Effective Actions U.S. Households Can Take to Curb Climate Change. *Environment* 50(5): 12-24.
- Kubeck, Gwenn (2007). *Public Outreach and Behavior Change*. Oregon Sea Grant., Corvallis, OR: <http://seagrant.oregonstate.edu/sgpubs/onlinepubs/l07002.pdf>
- Climate Leadership Institute's Climate Change Communications and Behavior Change Guide for Practitioners: <http://climlead.uoregon.edu/node/156>
- Moser, S.C. (2009). *The Hard Work of Making It Easy: Facilitating Climate-Smart Behavior*. Presentation to the California Air Resources Board. (Overview of behavior change theories and strategies.) Available at: <http://www.arb.ca.gov/research/seminars/moser/moser.pdf>



# Selected Resources:

## Communicating Impacts & Adaptation

- Binder (2009). Community Engagement. Presentation available at: <http://nerrs.noaa.gov/video/p5/index.html>
- Exloco's *Carpe Diem – Western Water and Climate Change Project*. [www.exloco.org](http://www.exloco.org)
- Climate Leadership Institute: <http://climlead.uoregon.edu/> (note: CLI prefers using “preparedness” to talk about adaptation)
- Delaware Survey of Residents on Climate Change, Impacts, Adaptation: [www.responsivemanagement.com](http://www.responsivemanagement.com)
- Maine Sea Grant, Building a Resilient Coast: <http://www.seagrants.umaine.edu/extension/coastal-community-resilience>
- Oregon Sea Grant Survey of Decision Maker Opinions on Climate Change: <http://seagrants.oregonstate.edu/sgpubs/onlinepubs/s09001.pdf>
- Local Voices Campaign: [http://www.proventionconsortium.org/themes/default/pdfs/local\\_voices-case-studies.pdf](http://www.proventionconsortium.org/themes/default/pdfs/local_voices-case-studies.pdf)

# Selected Resources:

## Adaptation Science & Planning

- Moser et al.
  - (2013). *Successful Adaptation to Climate Change: Linking Science and Practice in a Rapidly Changing World*. Routledge, Oxford.
  - (2010). A Framework to Diagnose Barriers to Climate Change Adaptation. *PNAS* 107 (51):22026-22031.
  - (2009). Whether Our Levers Are Long Enough and the Fulcrum Strong? – Exploring the Soft Underbelly of Adaptation Decisions and Actions. In *Adapting to Climate Change: Thresholds, Values, Governance*, eds. W. N. Adger and et al., 313-343. Cambridge, UK: Cambridge Univ. Press.
- Center for Science in the Earth System (The Climate Impacts Group), JISAO (University of Washington), & King County (Washington) (2007). *Preparing for Climate Change: A Guidebook for Local, Regional, and State Governments*. Seattle, WA: JISAO, University of Washington, King County, Washington, and ICLEI-Local Governments for Sustainability. Available at: [www.cses.washington.edu/db/pdf/snoveretalgb574.pdf](http://www.cses.washington.edu/db/pdf/snoveretalgb574.pdf)
- UKCIP. (2010). Identifying Adaptation Options. *UKCIP Technical Report*. Oxford, UK: UKCIP. (and other reports there!)
- Coastal Resources Center–University of Rhode Island (CRC–URI) and International Resources Group (IRG). (2009). *Adapting to Coastal Climate Change: A Guidebook for Development Planners*. Washington, DC: USAID.
- National Research Council (2010). *America's Climate Choices: Adapting to the Impacts of Climate Change*. Available at: [www.americasclimatechoices.org](http://www.americasclimatechoices.org)
- Smith, J., J. Vogel, and J. Iii. (2009). An architecture for government action on adaptation to climate change. *Climatic Change* 95 (1):53-61.
- Lempert, R.J., S.W. Popper, and S.C. Bankes. (2003). *Shaping the Next One Hundred Years: New Methods for Quantitative, Long-term Policy Analysis*. Santa Monica, CA: RAND corporation.
- Ford, J. and L. Berrang-Ford (eds., 2011). *Climate Change Adaptation in Developed Nations*. Springer Advances in Global Change Research #42. Springer Verlag, New York.

