Path to Positive North Carolina
Climate Ambassador Training
Day 2
North Carolina
March 24, 2022
Your Presenters Today

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Communications
Your Leadership Matters
Overview
Personal Relevance

• Salience, Climate Impact
  With your own eyes. Link to daily lives

• Unambiguous Solutions
  Proven solutions that solve climate, benefit the economy, health, security

• Empowerment
  You can act

• Moral Imperative:
  Responsibility for children, families, community
<table>
<thead>
<tr>
<th>Replace</th>
<th>Embrace</th>
<th>Because</th>
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</thead>
<tbody>
<tr>
<td>Global warming, climate crisis, climate change, climate risk</td>
<td>Damage to the climate</td>
<td>“damage” implies human causation, which can be prevented/protected against</td>
</tr>
<tr>
<td>Scientists agree</td>
<td>[a trusted messenger]</td>
<td>“science” is debatable but Americans trust the American Lung (or Heart) Association</td>
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<tr>
<td>Threats to the environment/air</td>
<td>Air we breathe</td>
<td>Visual language connects more closely with primary health needs</td>
</tr>
<tr>
<td>Walk and bike (alone)</td>
<td>Walking and biking improves fitness and reduces air pollution</td>
<td>Fitness is more compelling, links to health</td>
</tr>
<tr>
<td>Stop/mitigate climate change</td>
<td>Create healthy and safe communities, protect our families’/children’s health</td>
<td>Focus on positive outcomes motivates people to act</td>
</tr>
</tbody>
</table>

“reduce Earth-warming air pollution”
MARY ELLIS STEVENS  @_Mary_Ellis · Sep 6, 2019

Week 22!!
📍 Charlotte, NC

I’m so happy that @AlexandriaV2005 and @GretaThunberg have had so many strikers join them in New York! We could use the same boost in numbers down south! @GretaThunberg I’d love to have you in Charlotte on your way to Chile!

#FridaysforFuture
## Communication Steps

### Build Rapport
1. Start with people, stay with people
2. Connect on common values
3. Acknowledge ambivalence
4. Make it real

### Inspire & Empower
5. Emphasize solutions
6. Inspire and empower
7. Focus on personal benefit
8. End with your "ask"
9. Sequence matters

### Strengthen
- Describe don’t label
- One powerful fact from a trusted messenger
- Use reality effectively
- Use stories to strengthen
- Stay above the fray
- Message discipline is critical
## Communication Steps

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Step 1

Start with People
Stay with People

• Show your audience you care about them
• Start from their perspective
• Cite tangible, relevant health concerns
• Remember to thread them into the entirety of your message
Step 2

Connect on Common Values

• Understand your audience’s priorities, concerns
• Demonstrate you share their values
• Common values = powerful motivators
• Family, health, security
• American ethos/we-can-do-itism, compassion
• Personal rights
• Responsibility
Step 3
Acknowledge Ambivalence

- People have different levels of climate concern
- Verbally recognize and respect for different perspectives
- Validate other views
Step 4
Make it Real

- Realities people see and feel
- One or two health related or cost related impacts
- Pivot quickly to solutions
Make it Real

Sources:
Communication Steps

**Build Rapport**
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Step 5

*Emphasize Solutions*

- Point to local solutions that protect our families’ health
- Emphasize scale, efficiency
- Avoid asking for sacrifice
A Meat War Is Waged Across State Lines

In a ceremonial effort to discourage meat consumption, the Colorado governor declared March 20 “MeatOut Day.” Then Nebraska’s governor announced “Meat on the Menu Day,” seeking to do just the opposite.
Step 6

Inspire & Empower

- Focus on opportunity
- Show the breadth of solutions available, and those that are closest
- We can make a difference
- America, and you personally, can lead on climate
Step 7
Focus on Personal Benefit

• Always emphasize the benefits of solutions, including for health
• Personally-relevant benefits
• Benefits, benefits, benefits, benefits
Step 8
End with your Ask

- Turn awareness into action
- Make the ask accessible, aligned with audience goals
- Provide one or two ideas
- Plan to follow up
Step 9

Sequence Matters

1. Start with people, stay with people
2. Connect on common values
3. Acknowledge ambivalence
4. Make it real
5. Emphasize solutions
6. Inspire and empower
7. Focus on personal benefit
8. End with your ask

9. Sequence matters!
We All Care About A Healthy Future

Our families’ health matters. When the American Lung Association tells us that toxic pollution in the air we breathe is affecting the health of nearly half of all Americans, we need new solutions. Kids seem to carry inhalers almost as often as lunch boxes. Seniors are stuck inside when weather shifts dramatically to extreme heat or freezing cold. Thankfully, we have a plan for a healthier future. We can use safe, clean energy, like wind and solar, that helps make every breath we take a healthy one. We can walk or bike more often to improve our fitness while cutting down on pollution. And we can make North Carolina more sustainable so that we can live our best lives. We can care for our climate to care for our health. Join me in emailing your city council (county commission) members to thank them for voting for clean energy.
## Communication Steps

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<pre><code>                                                                          |                                                        | • Message discipline is critical                                          |
</code></pre>
Strengthen

- Describe, don’t label
- Use a trusted messenger
- Ditch doom and gloom
- Use stories to visualize
- Stay above the fray
- Employ message discipline
Communication Beyond
The message
NON-VERBAL CUES
Social Media as a tool

Allows everyone to be a publisher
Amplifies your voice
Gathers your supporters in a common cause
Strengthens your message with new stories, new perspectives
Elections matter: everyone votes; policy makers should listen
Amplifying Your Message

Share, **invite friends** to like and share
Tag friends or policy makers
Use humor, **avoid blaming** or shaming
Give credit and **thanks**
Tell **stories**, be positive and personal
**Follow** and ask to follow back
Use **hashtags** # to be searchable
Be persistent, clear with policy makers
**Appropriate language**
Stay above the fray – ignore trolls
Advocacy and Public Engagement
Why Engagement Matters
Recommendations on Community Voice

1. Engage local voices and invite the most impacted communities to drive the narrative about their resilience

2. Engage new types of partners in resilience work, such as institutions that are frequent points of contact in the lives of socially vulnerable people, e.g., schools, medical clinics, retail outlets, houses of worship, and transit services

3. Prioritize community agency and social infrastructure as critical components of resilience in state resilience programs
Spectrum of Climate Advocacy

- Become climate and health literate
- Share individual and community impacts
- Engage your profession
- Engage your community
- Advocate with policymakers
Spectrum of Climate Advocacy

Become climate and health literate
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66% of Americans believe that if the U.S. took steps to prevent climate change, it would improve their health.

HEALTH IMPACTS OF CLIMATE CHANGE: EXTREME HEAT

Heat is one of the leading weather-related killers. Major heatwaves in the southern United States have increased in severity and frequency. Extreme heat leads to greater levels of mortality and morbidity. Heatwaves cause nearly 20% of heat-related deaths. Extreme heat can also amplify the risk of cardiovascular, respiratory, and infectious diseases. Heat is a significant contributing factor in creating ground-level ozone, a respiratory health hazard. Ground-level ozone reduces lung function and lowers the health of our lungs.

Approximately 300,000 people living in North Carolina are especially vulnerable to extreme heat.

Though urban areas are traditionally considered more susceptible to extreme heat events, rural areas in North Carolina are most common in rural areas, with higher concentrations of residents working in agriculture and construction than in urban locations. Rural residents cannot afford proper air conditioning. Rural locations experience greater overall social vulnerability, putting them at higher risk for social hazards such as extreme heat.

MENTAL HEALTH AND OUR CHANGING CLIMATE: IMPACTS, IMPLICATIONS, AND GUIDANCE

Mental health and our changing climate: impacts, implications, and guidance.

HEALTH IMPACTS OF CLIMATE CHANGE: VECTORY-BORNE INFECTIOUS DISEASES

Vector-borne diseases are transmitted by insects such as mosquitoes, ticks, and flies. These vectors can damage human health, causing illnesses ranging from mild to severe. A changing climate is increasing the range of vectors and changing when and where diseases occur. Climate change is impacting the transmission and spread of vector-borne diseases.

DURHAM & RALEIGH

DURHAM & RALEIGH

The annual average temperature has risen by 40°F.

CHATHAM COUNTY

950

West Nile Virus & Zika

West Nile virus and Zika are both carried by mosquitoes. West Nile virus can cause serious illness in certain people, and Zika can cause birth defects. West Nile virus is spread by mosquitoes, and Zika is spread through mosquito bites.

In 2017, North Carolina reported 950 cases of Lyme disease.

In Chatham County, there are 950 recorded cases of Lyme disease.
Spectrum of Climate Advocacy

- Become climate and health literate
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NC should act fast on greenhouse gases without harming low-income communities

BY WILLIAM J. BARBER III AND ETHAN BLUMENTHAL
UPDATED OCTOBER 21, 2021 2:14 PM

The Amazon rain forest is on fire, and millions are aghast. Yet, so are the trees in North Carolina. We just can’t see the flames because they aren’t

OPINION: Insurance actuaries see climate change as major threat, cost

December 16, 2020 by William Barber III & Ethan Blumenthal

Clean energy can also power racial equity in North Carolina

By William Barber III & Ethan Blumenthal

As the state’s economy looks to recover from COVID-19, the clean energy industry provides an opportunity to both hasten our recovery and address other urgent challenges North Carolinians face, including racial inequity, job growth, job quality and climate change.

That’s a lot to ask of a single industry. Fortunately, two years ago the state released its Clean Energy Plan, which shows how to maximize clean energy’s myriad benefits as we build a low-carbon, high-growth, and more equitable future.

Letter to the Editor
Jun 3, 2019

You can do something about climate change

In response to the record flooding in Arkansas — and as a former college student whose apartment flooded, resulting in two weeks of couch-surfing during the height of classes — I beg: Take climate change seriously.

With all of the reports that have been published about how much time we have left before we enter “the point of no return,” these same scientists also have published good news: There are ways to slow this damage.
Climate Justice

“Climate justice” is a term, and more than that a movement, that acknowledges climate change can have differing social, economic, public health, and other adverse impacts on underprivileged populations.

SOURCE: Yale Climate Connections

NC Climate Change Interagency Council:

Climate change does not affect everyone equally

Climate justice:
An analysis of the deep inequities posed by climate change impacts
A social and political movement to address the needs of disadvantaged populations in greenhouse gas mitigation and climate change adaptation efforts
Cop26 will be whitest and most privileged ever, warn campaigners

Thousands from frontline communities in global south have been excluded, activists claim

**Articles on Racial Justice and Climate Change**

June 10, 2020 — Leave a Comment

We believe we cannot address climate change without also addressing racial injustice.

To learn more about their intersection and why addressing both is needed read:

https://ncipl.org/racial-justice-climate-articles/
“Environmental Justice” is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.

- US Environmental Protection Agency

• “The only way to undo racism is to consistently identify and describe it — and then dismantle it”

  - Ibram X. Kendi

Advancing Climate & Environmental Justice

Rev. Lennox Yearwood Jr.

68% of POC live within 30 miles of a coal fire power plant. Eric Garner yelled as he was being choked by the NYPD, “I can’t breathe.” He was also dying from asthma caused by the toxic air within his community.

- HIP HOP CAUCUS
'They chose us because we were rural and poor’ - Aleiena Myles, one of the protesters

The Warren County protests of 1982 are considered one of the earliest examples of the environmental justice movement. A manufacturer of electrical transformers dumped tons of cancer-causing PCB waste along 240 miles of North Carolina’s highways. When it came time for the clean up, the North Carolina government chose Warren – a small, predominantly African American town – for the toxic waste facility.
Climate Justice made visible

- Seawalls and other resilience protect wealthy property owners
- Hog waste located in poor counties
Polluting industries seek out low income BIPOC areas

1987 Study by United Church of Christ:

Demographic Characteristics of Communities with Commercial Hazardous Waste Facilities

- Race proved to be the most significant among variables tested in association with the location of commercial hazardous waste facilities. This represented a consistent national pattern.

- Communities with the greatest number of commercial hazardous waste facilities had the highest composition of racial and ethnic residents. In communities with two or more facilities or one of the nation’s five largest landfills, the average minority percentage of the population was more than three times that of communities without facilities (38 percent vs. 12 percent).
Local areas threatened by climate change

1935 Redlining Disinvestment Map

Segregation by Poverty

Charlotte

Winston-Salem
Only 38% of white adults aware of EJ/redlining
"I challenge [the Environmental Justice and Equity] board, and all of you, to stand shoulder to shoulder with us and acknowledge that we all are responsible. You too must pledge to work for inclusion, demand equity and celebrate the diversity of the people of our great state. With that simple acknowledgment, together we will protect our natural resources, our economic interests, and our communities so that ALL North Carolinians will have clean air and clean water for today, tomorrow and future generations to come."

- Secretary Michael S. Regan, May 2, 2018

United States Environmental Protection Agency
Administrator, Michael S. Regan

Climate justice spotlight issues

Energy burden – vulnerable industries – minority ownership – insurance
Spectrum of Climate Advocacy

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Diversify the Green Workforce & Champion A Just Transition

**Problems!**
- Representation Gaps
- Barriers for Women of Color
- Leadership Challenges
- Opportunities for Employers

**Solutions!**
- Preferences for local companies and local labor drawn from communities of color.
- Use Set Asides or Community Workforce Agreements to train and place those most underserved and underrepresented
- Track Metrics on Employee Diversity
Local Efforts to Diversify the Green Workforce – Solar Sistas Serve

► Workforce development for communities most disproportionately and negatively impacted by environmental conditions- to include soft skills, job training and financial management

► Interdisciplinary teaching and learning model that provides vertical alignment for elementary, middle and high school scholars to gain skills aligned with careers in clean energy and environmental stewardship

► Reinvestment of talent and funds into local economy through development of green workforce pathways and partnerships with local industry businesses to promote hiring
**Health Professionals Collaborations**

Alliance of Nurses for Healthy Environments

*气候改变与健康*

气候改变是一个健康危机！

www.ClimateforHealth.org
Investors in fossil fuels announce plans to divest $39.2 trillion

About 1,500 investment institutions overseeing a combined $39.2 trillion of assets are now committed to divesting from fossil fuels

Topics
Fossil fuel | Fuel Pricing | fuel companies

Alastair Marsh | Bloomberg
Last Updated at October 26, 2021 13:32 IST
Spectrum of Climate Advocacy

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- Engage your community
- Advocate with policymakers
Community Work

• Join like-minded groups
• Focus on health, justice and inclusion
• Engage friends, residents, neighborhoods, businesses and organizations, educational facilities, etc. in recycling, tree planting, local gardens, water quality and preservation, solar schools…
Local groups & resources
NC Cities Climate Action

Moving to 100 Percent: Renewable Energy Transition Pathways Analysis for Buncombe County and the City of Asheville

September 30, 2019

Community Climate Action Plan

Overview

In 2009, the Carrboro Board of Aldermen passed a resolution committing the Town to take steps to reduce emissions of greenhouse gases. In doing so, and through work both before and after the resolution, the Town has joined a group of more than 1000 cities, towns, and municipalities around the world who are taking part in the Cities for Climate Protection Campaign.
Spectrum of Climate Advocacy

Become climate and health literate
Share individual and community impacts
Engage your profession
Engage your community
Advocate with policymakers
### Have a Plan to Vote

- Federal, state, and local elections; ballot referendums
- Consider candidates’ platforms, statements, records, and plans
- Talk about the importance of voting for climate champions
- NEW MAPS

### GOTV

- Voter registration
- Campaign volunteering
- Candidate forums
- Canvassing
- Phone banking

### Voter Support

- Poll monitors
- Getting people to the polls
- Vote.org
- Vote411.org
- Voteriders.org
# Elected Officials: General Assembly

## House Standing Committee: Environment

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<thead>
<tr>
<th>Chairs</th>
<th>Members</th>
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<tr>
<th>Vice Chairs</th>
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[https://www.ncleg.gov/Committees/CommitteeInfo/HouseStanding/22](https://www.ncleg.gov/Committees/CommitteeInfo/HouseStanding/22)
Elected Officials: General Assembly

Senate Standing Committee: Agriculture/Environment/Natural Resources

Members


https://www.ncleg.gov/Committees/CommitteeInfo/SenateStanding/135
State and Local Officials involved with climate issues

Cities / Counties
Schools
Judiciary
Soil and Water Conservation Districts
Marine Commissioners
Councils of Government (COGs)
NC Utilities Commission, DEQ
Environmental Management Commission
MPOs and RPOs
Advisory Boards (volunteer):
- Bicycle Advisory Committee
- Charlotte Tree Advisory Commission
- Citizens’ Transit Advisory Group
- Planning Commissions
- Wilmington Port Waterway and Beach Commission
- Air Quality Commissions (3 counties)
- Storm Water Advisory Committee
- Waste Management Advisory Boards
- Workforce Development Boards
- SEAP External Working Groups
- Housing Authority Boards
- Zoning Boards
- Parks and Rec Commissions
- Economic Development
- Tourism and Hospitality
- Local Business Advisory
S.O.S.

Necesitamos Agua/Comida!!

Bienvenidos

#COVERTHEPROGRESS

No es justo

Es la gente

Todos unidos
Next Steps
Next Steps: Become an Ambassador; LITMOS online

North Carolina Climate Ambassador Agreement

As a North Carolina Climate Ambassador I will help people to understand the links between climate and impacts in their community, the spectrum and benefits of climate solutions, and opportunities to act and advocate. I am empowered to inspire my colleagues, associations, the public, and policymakers on climate solutions that help protect the health and prosperity of our families and communities now, and ensure a prosperous, just, and secure future.

Hi Jennifer,

You have 2 new updates that you've missed today on Climate Ambassadors group:

Sydney Otis wrote a new post
Climate for Health • Health • Virginia, USA

How to Connect With Other Ambassadors in Your Area

The Mobilize platform makes it easy to connect with other ambassadors in your sector or by location. Watch this tutorial to see how to use... Read more

You have 1 more update from the group

Visit the group
Next Steps

• Follow environmental news – sign up for newsletters
• Make personal changes
• Seek climate leadership within your profession
• Share your learning and knowledge
• Connect with other ambassadors (we will share emails)
Hundreds join Triangle Climate Strike to call for tougher action against climate change

Tags: Triangle Climate Strike, climate change, protest, education, UNC, Duke

Posted September 20, 2019 5:43 a.m. EDT
Updated September 20, 2019 6:55 p.m. EDT

- Sign an advocacy letter
- Submit an Op-Ed or LTE
- Call or visit elected representatives
- Attend candidate forums
- Join a local committee or advisory
Many Options to Move Forward!

- Sign Ambassador Agreement
- Orientation April 4, 4 pm ET
- Charlotte Mecklenburg Climate Leaders
- American Climate Leadership Summit
- Seek out speaking/engagement opportunities
- Be active on social media
- Engage your neighborhood or business
- Follow local and state legislation – RGGI
- BREATHE Conference April 7, 2022 Catawba College
- Charlotte Earth Day April 23, 2022
- USCAN national conference June 22 – 24
Thank You!

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