



**ACES**World

Association for Community Empowerment Solutions

ACESWorld.org  
@ACESWorld4All



CLIMATE  
*for* HEALTH™  
*Ambassadors*

Trained and available to speak to  
audiences about the climate and health  
connection and how to take action!

[www.climateforhealth.org](http://www.climateforhealth.org)

Presented by:  
Linda Jackson, CEO  
Association for Community Empowerment Solutions  
Climate for Health Ambassador



**ACES**World

Association for Community Empowerment Solutions

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## RESILIENCE COFFEE HOUR

Tuesday, September 10<sup>th</sup>

11 AM - 11:45 AM

[https://bit.ly/CoffeeHour\\_Sept](https://bit.ly/CoffeeHour_Sept)

ACESWorld

Five Steps to Effective Climate  
Communication: Climate Change Health  
Impacts and Advocacy Strategies

Linda B. Jackson

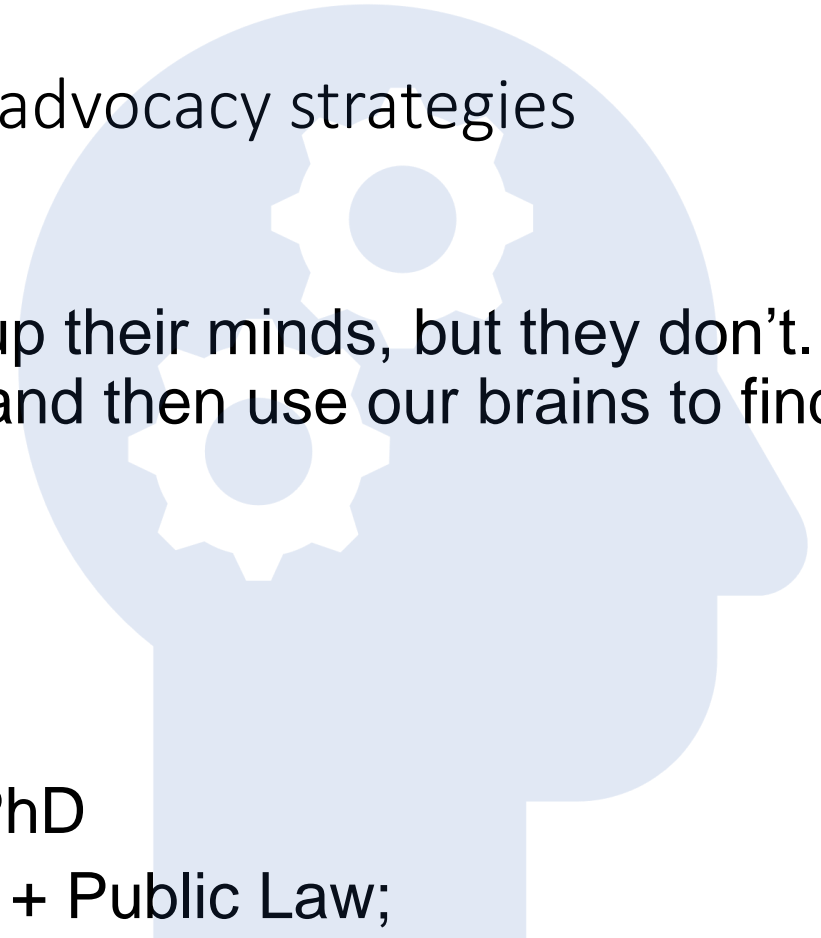


# Five Steps to Effective Climate Communication

climate change health impacts, and advocacy strategies

“We think that people use information to make up their minds, but they don’t. We use moral judgment to make up our minds and then use our brains to find reasons that explain why we’re right.”

Katharine Hayhoe, PhD  
Endowed Chair in Public Policy + Public Law;  
Professor, Texas Tech University



# What you Need to Know

## Yale Climate Opinion Factsheets

### Georgia Climate Change Opinions

### Beliefs, Risks, Policy Support, and Behaviors

\*Public opinion data come from the Yale Climate Opinion Maps (YCOM), which are based on a statistical model that employs nationally representative Climate Change in the American Mind (CCAM) surveys conducted between 2008 and 2023. The model combines geographic, census, socioeconomic, and political data with CCAM survey data collected by the Yale Program on Climate Change Communication and George Mason University Center for Climate Change Communication (combined n > 28,000).

## Public Opinion on Climate Change, 2023

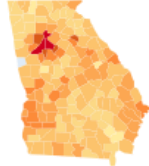
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### Beliefs

#### Global warming is happening



Georgia



Global warming is caused mostly by human activities

54%

Most scientists think global warming is happening

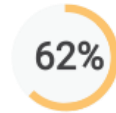
52%

Global warming is affecting the weather

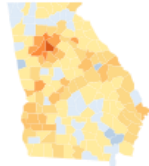
61%

### Risk Perceptions

#### Worried about global warming



Georgia



Global warming will harm future generations

64%

Global warming will harm people in the developing countries

61%

Global warming will harm people in the US

59%

Global warming will harm me personally

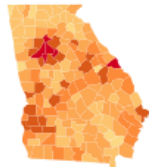
46%

### Policy Support

#### Schools should teach about global warming



Georgia



Fund research into renewable energy sources

79%

Provide tax rebates for energy efficient vehicles or solar panels

72%

Regulate CO<sub>2</sub> as a pollutant

73%

### Behaviors

#### Discuss global warming at least occasionally

33%

#### Hear about global warming in the media at least once a week

29%

### Who should do more about global warming?

The President

53%

Congress

60%

My Governor

56%

My Local Govt. Officials

57%

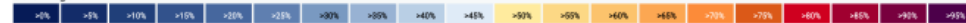
Citizens

61%

Corporations

67%

#### Color Legend



# Coastal Georgia Climate Change Opinions Beliefs, Risks, Policy Support, and Behaviors

	Bryan	Bulloch	Camden	Chatham	Effingham	Glynn	Liberty	Long	McIntosh	Screven
<b>BELIEFS</b>										
Global warming is happening	66%	67%	63%	75%	60%	68%	69%	67%	67%	66%
Global warming is caused mostly by human activities	50%	49%	45%	56%	42%	52%	49%	52%	48%	48%
Global warming is affecting the weather	55%	55%	51%	65%	47%	56%	57%	55%	54%	54%
<b>RISK PERCEPTION</b>										
Global warming is already harming people in the US	56%	53%	50%	62%	53%	54%	56%	54%	55%	55%
Global warming will harm future generations	59%	60%	59%	66%	47%	61%	60%	61%	59%	58%
Global warming will harm people in the US	52%	52%	51%	60%	47%	54%	56%	54%	54%	53%
Global warming will harm me personally	40%	41%	39%	47%	35%	42%	45%	43%	42%	48%
<b>POLICY SUPPORT</b>										
Schools should teach about global warming	68%	69%	66%	78%	63%	71%	74%	71%	72%	71%
Fund research into renewable energy sources	76%	75%	73%	80%	72%	77%	77%	74%	76%	75%
Provide tax rebates for energy efficient vehicles or solar panels	70%	69%	66%	75%	67%	70%	71%	69%	69%	69%
Regulate carbon dioxide as a pollutant	69%	69%	65%	76%	65%	70%	71%	69%	70%	69%





## What you Need to Know

We all care about the same things - our children, health, and communities. We all know that clean air, clean water, and thriving nature around us keep us healthy.

Questions:

Global warming will harm future generations.

Global warming will harm people in the US.

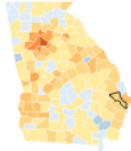
Global warming will harm me personally.

Global warming is already harming people in the US.

# Risk Perceptions

Worried about global warming

56%

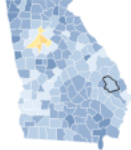


Georgia average (62%)

**Bryan**

Global warming will harm me personally

41%

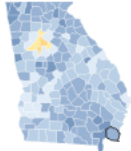


Georgia average (46%)

**Bulloch**

Global warming will harm me personally

39%

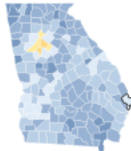


Georgia average (46%)

**Camden**

Global warming will harm me personally

47%

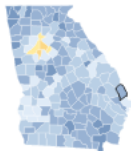


Georgia average (46%)

**Chatham**

Global warming will harm me personally

35%



Georgia average (46%)

**Effingham**

Global warming will harm future generations

59%

Global warming will harm people in the developing countries

56%

Global warming will harm people in the US

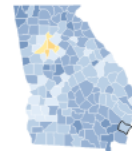
52%

Global warming will harm me personally

40%

Global warming will harm me personally

42%

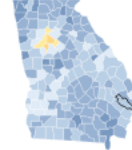


Georgia average (46%)

**Glynn**

Global warming will harm me personally

45%

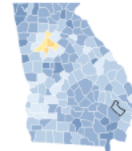


Georgia average (46%)

**Liberty**

Global warming will harm me personally

43%

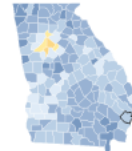


Georgia average (46%)

**Long**

Global warming will harm me personally

42%

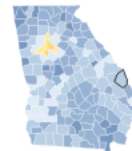


Georgia average (46%)

**McIntosh**

Global warming will harm me personally

42%



Georgia average (46%)

**Screven**

Global warming will harm future generations

61%

Global warming will harm people in the US

54%

Global warming is already harming people in the US

54%

Global warming will harm future generations

60%

Global warming will harm people in the US

56%

Global warming is already harming people in the US

56%

Global warming will harm future generations

61%

Global warming will harm people in the US

54%

Global warming is already harming people in the US

54%

Global warming will harm future generations

59%

Global warming will harm people in the US

54%

Global warming is already harming people in the US

55%

Global warming will harm future generations

58%

Global warming will harm people in the US

53%

Global warming is already harming people in the US

55%

## What you Need to Know

Everyone can see our changing seasonal weather patterns, which are creating more storms, floods, droughts, and wildfires. It's in the news almost daily.

Questions:

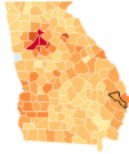
Global warming is happening.

Global warming is affecting our climate .

Global warming is caused mostly by human activities.

# Beliefs

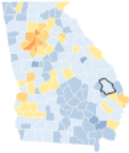
Global warming is happening



Georgia average (71%)

## Bryan

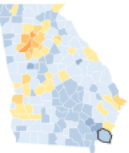
Global warming is caused mostly by human activities



Georgia average (54%)

## Bulloch

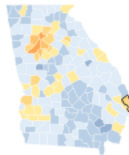
Global warming is caused mostly by human activities



Georgia average (54%)

## Camden

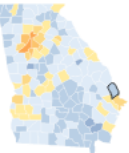
Global warming is caused mostly by human activities



Georgia average (54%)

## Chatham

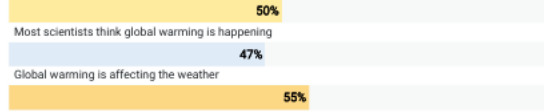
Global warming is caused mostly by human activities



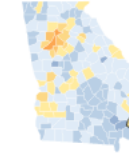
Georgia average (54%)

## Effingham

Global warming is caused mostly by human activities



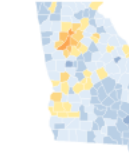
Global warming is caused mostly by human activities



Georgia average (54%)

## Glynn

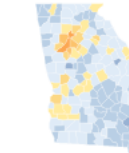
Global warming is caused mostly by human activities



Georgia average (54%)

## Liberty

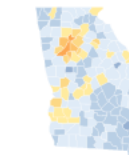
Global warming is caused mostly by human activities



Georgia average (54%)

## Long

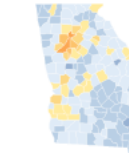
Global warming is caused mostly by human activities



Georgia average (54%)

## McIntosh

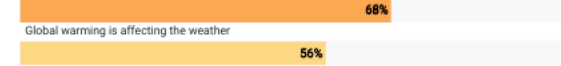
Global warming is caused mostly by human activities



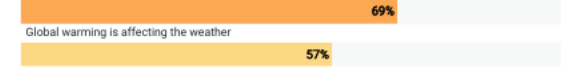
Georgia average (54%)

## Screven

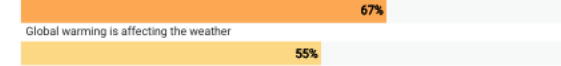
Global warming is happening



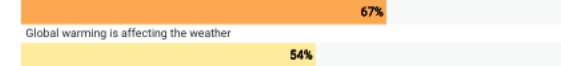
Global warming is happening



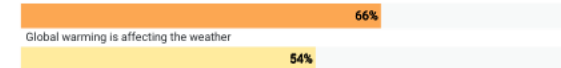
Global warming is happening



Global warming is happening



Global warming is happening



# What you Need to Know

People want to talk about it: 75% are concerned about climate, but only 14% think others around them are very concerned, which leads to needless silence on the topic. Talking about climate change helps people overcome their barriers to action on solutions.

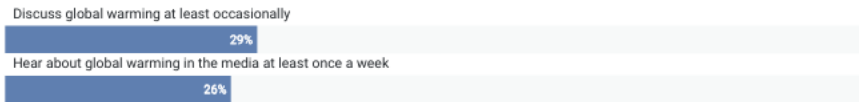
## Questions:

Discuss global warming at least occasionally.

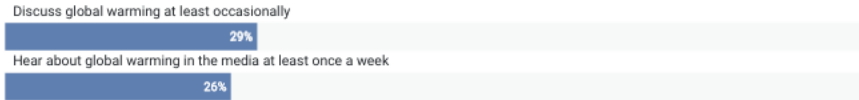
Hear about global warming in the media at least once a week



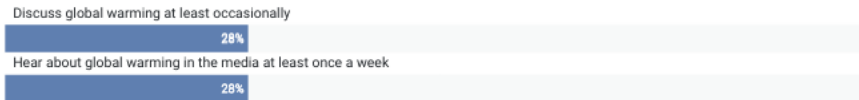
# Behaviors



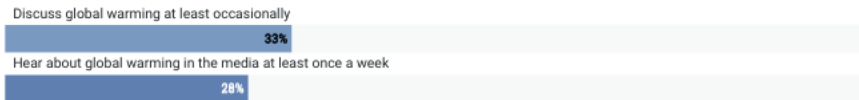
## Bryan



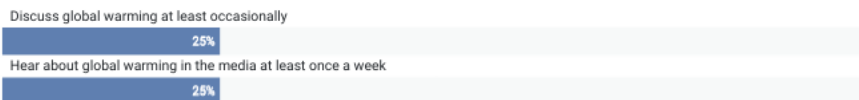
## Bulloch



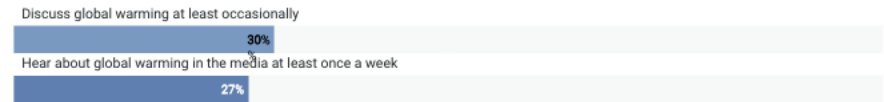
## Camden



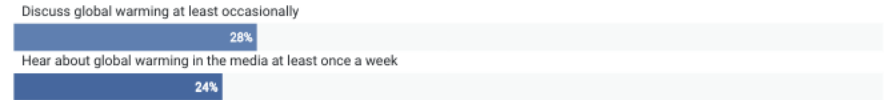
## Chatham



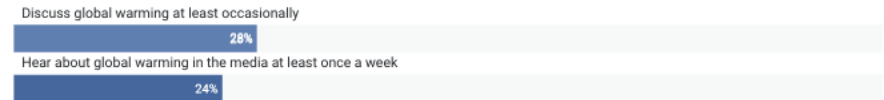
## Effingham



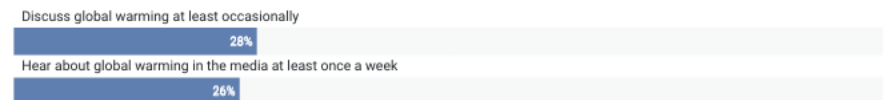
## Glynn



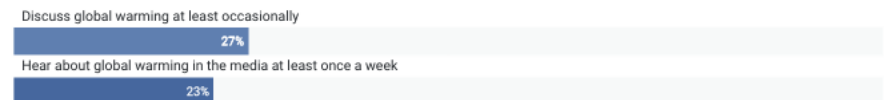
## Liberty



## Long



## McIntosh



## Screven

## What you Need to Know

Connecting with people's values and beliefs is more effective than talking about science. It is human nature to use moral judgment and emotion to make decisions.

Questions:

Who should do more about global warming?

The President

The Congress

My Governor

My Local Government

Citizens

Corporations

## What you Need to Know

Connecting with people's values and beliefs is more effective than talking about science. It is human nature to use moral judgment and emotion to make decisions.

You can inspire and empower your family, friends, colleagues, and public officials to seek the benefits of climate solutions.



# What You Need to Do: The 5 Steps

**5 Steps to crafting emotionally resonant, personalized, and effective messages on climate change.**

**Start with people, stay with people.**

- Start by honoring their concerns and values, such as family, community, health, and fairness.
- Move from people to climate.
- Make room for ambivalence.



# What You Need to Do: The 5 Steps

## **Make it real.**

- Focus on local realities everyone can see with their own eyes, like changing seasons.
- Include a memorable fact or two from a trusted source.
- Bring forward your own climate journey to personalize the issue.



# What You Need to Do: The 5 Steps

## **Focus on solutions and personal benefit.**

- Power plants are shifting from coal to solar, wind, and batteries — and it costs less.
- The best new cars and trucks electric.
- Solutions are here, and they save money, create good jobs, clean our air, and protect our health and communities.



# What You Need to Do: The 5 Steps

## **Inspire and empower.**

- We need to move Americans from concern to action on climate.
- Every day, almost everything you do — driving, eating, talking — can impact the problem and the people around you.
- We can lead on climate solutions.



# What You Need to Do: The 5 Steps

## **Be thoughtful when talking about climate change.**

- Give examples, ideas, and steps they can take that are meaningful, accessible, and relevant.
- Be sure to stay above the fray and don't get caught in the trap of arguing to refute false information.
- Keep it simple, big picture, and on what is important.
- End with your “ask,” encouraging your audience to act on climate.





**ASK**

## COMMUNITY CAMPAIGN ENGAGEMENT

- Sign your house of worship up for **One Home, One Future (OHOF)**.
- Request a ClimateRx badge** if you are a health professional.
- Recruit a nearby congregation to join **One Home One Future**.
- Give your doctor a **ClimateRx badge**.
- Host a **ClimateRx badge distribution event**.

## LEAD CLIMATE CONVERSATIONS

- Host a lunch and learn at your workplace, present at a conference session for your professional association.
- Lead a book club or a screening and discussion on a climate-related book or movie.
- Speak to your PTA, neighborhood association, rotary club, or other community group about climate.

## MEDIA ADVOCACY (OP-ED, LTE, BLOG)

- Publish an op-ed or article on climate and a topic you are passionate about.
- Submit a **letter to the editor** about what your community should know about climate change.
- Write a blog post for ecoAmerica. Email **sydney@ecoamerica.org** for guidance.
- Contribute to your workplace or house of worship newsletter with climate tips.

## LOCAL ADVOCACY

- Contact your elected officials and candidates to support climate solutions.
- Attend a climate rally in your area or other local climate advocacy events.
- Participate in **Get Out the Vote** efforts to get out the climate vote.
- Vote in local, state, and national elections if you are able.



**ASK**

# Climate for Health Ambassador Presentation

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Climate for Health Ambassadors are trained on the connections between climate and health and how to engage health professionals and others on solutions.

I am available to give a brief presentation on climate and health to (your audience) and how they can be involved in climate solutions that protect [patient, community, public] health.

This would be about 30-45 minutes with time for discussion at the end. (State specific slides available)



**ASK**

# One Home, One Future

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Engage the Faith Communities to join One Home, One Future, a community of congregations, organizations, and people of faith across the country caring for creation. One Home One Future is a campaign that educates, activates, and supports clergy, congregants, youth, and all spiritual people in meaningful and just solutions locally, regionally, and nationally in ways that are accessible and positive.





**Mental Health & Climate Change**  
[VIEW RESOURCES](#)



**Mobilize Support for Just Policies**  
[VIEW RESOURCES](#)



**Organize a Community Event**  
[VIEW RESOURCES](#)



**Plan Worship**  
[VIEW RESOURCES](#)



**Be Visible & Vocal**  
[VIEW RESOURCES](#)



**Build Knowledge & Share**  
[VIEW RESOURCES](#)



**Care for Our Water**  
[VIEW RESOURCES](#)



**Create a Community Garden**  
[VIEW RESOURCES](#)



**Preach**  
[VIEW RESOURCES](#)



**Start a Book Club**  
[VIEW RESOURCES](#)



**Start a Conversation**  
[VIEW RESOURCES](#)



**Study Sacred Texts**  
[VIEW RESOURCES](#)



**Creation Care Trainings**  
[VIEW RESOURCES](#)



**Denominational Programs**  
[VIEW RESOURCES](#)



**Engage & Support Youth**  
[VIEW RESOURCES](#)



**Green Current Practices**  
[VIEW RESOURCES](#)



**Green Finances**  
[VIEW RESOURCES](#)




**Faith & Food**  
[VIEW RESOURCES](#)



**Funding Opportunities**  
[VIEW RESOURCES](#)



**Measure Impact**  
[VIEW RESOURCES](#)



**Preach**  
[VIEW RESOURCES](#)



**Start a Book Club**  
[VIEW RESOURCES](#)



**Start a Conversation**  
[VIEW RESOURCES](#)



**Study Sacred Texts**  
[VIEW RESOURCES](#)



**Mental Health & Climate Change**  
[VIEW RESOURCES](#)



**Mobilize Support for Just Policies**  
[VIEW RESOURCES](#)



**Organize a Community Event**  
[VIEW RESOURCES](#)




**Plan Worship**  
[VIEW RESOURCES](#)



**Success Stories & Inspiration**  
[VIEW RESOURCES](#)



**Transition to Clean Energy**  
[VIEW RESOURCES](#)



**Youth Voices**  
[VIEW RESOURCES](#)



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t-a-book-club

# Create a Community Garden

Deepen your connection with creation and the natural world by starting a community garden. Tending a garden provides spiritual renewal and nourishes one's community. By getting your hands in the soil, people of all backgrounds can come together to honor the sacred gift of land.



English

Español

Home Join Act Share Connect Resource Hub Merch About

## Materials & Resources

- (Multi-Faith) [Climate, Food, and Faith](#) by Blessed Tomorrow
- (Jewish) [The Adamah Farm](#) by Adamah
- (Jewish) [Fit to Eat](#) by Alli Rosen and Liz Traison



## Videos

- (Multi-Faith) [Eating Our Way Toward Climate and Racial Justice](#) by Blessed Tomorrow
- (Baha'i) [The Power of a Community Garden](#) by Naysan Naraq
- (Lutheran) [How Church Soil Can Feed the Community](#) by Lutherans Restoring Creation



**ASK**

# ClimateRx



ClimateRx was launched to provide peer-reviewed and vetted education, training, guidance and opportunities for action to help health professionals and their patients to care for their health and our climate, ways to protect their health in a changing climate, and how to get more involved.

As a public health professional, you have an important opportunity to help families protect their health in a changing climate. You are a trusted leader who can help your colleagues and elected officials to be part of the solution, too.

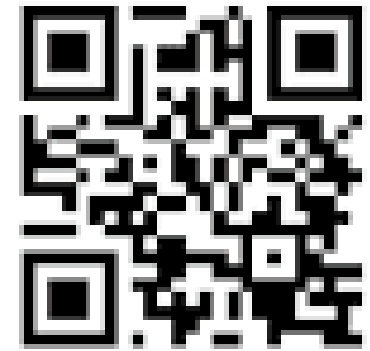


**ASK**

ClimateRx



Point Camera Here



*Care for your health in a  
changing climate*

**ASK ME HOW**

<https://www.climaterx.org/for-health-professionals>

Care for Your Health and Our Climate

# *Mental Health and Our Changing Climate Children and Youth Report American Psychological Association, 2023*

The impacts of climate change intersect with and compound other factors that threaten youth mental health, including child development, parental health, increasing rates of depression and suicide, racism, poverty, housing security, adequate nutrition, and access to medical care, as well as major societal issues like, gun violence, and social media.

The acute impacts of climate change, such as weather disasters, can cause trauma and post-traumatic stress disorder (PTSD) in the short term, and many longer-term mental health challenges in the absence of proper interventions.

Climate change deepens the existing unequal burdens faced by some children from communities that have been marginalized.

Adolescents and young people are undergoing significant neural and cognitive development and learning skills that will shape their life trajectory. They are susceptible to the mental health effects of extreme weather, high temperatures, and the chronic and indirect impacts of climate change.



**Association for Community Empowerment Solutions**

**WEATHERING  
THE STORM**

**A Climate Change Makers Youth  
Workshop**

Association for Community Empowerment Solutions



## WEATHERING THE STORM

A Climate Change Makers Workshop  
for youth ages 10-14



**August 17, 2024**

Extreme heat, hurricanes, and other weather events are affecting our youth. Our Weathering the Storm Workshop helps youth manage stress and prepare for these events and the aftermath.

### Youth Learn About:

- Extreme Weather
- Heat Safety
- Disaster Preparedness
- Stress Management

**\*\*Register is free and suggested\*\***  
Space is limited

<https://form.jotform.com/242112669256154>

August 17, 2024, 11:00 AM  
Bull Street Library Auditorium  
2002 Bull St  
Savannah, GA 31401



   @ACESWorld4All



inside _____	older _____	sugar _____	younger _____	water _____
heat exhaustion _____	heat cramps _____	outside workers _____	shade _____	heat alerts _____
911 _____	light _____	<b>FREE</b>	disabilities _____	Is the youngest sibling _____
illness _____	heat stroke _____	trees _____	hottest _____	15 degrees _____
breaks _____	cool place _____	extreme heat _____	heat rash _____	can be prevented _____



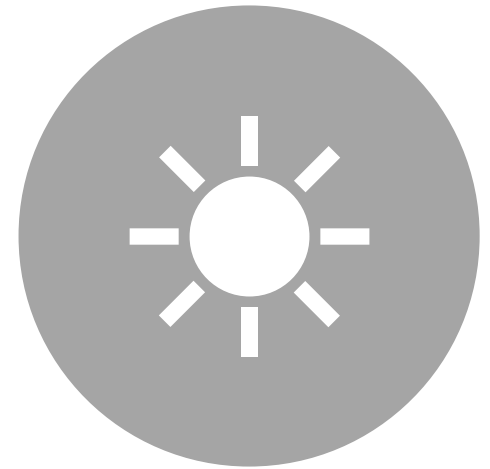


**ACES**World

Association for Community Empowerment Solutions



EACH OF US CAN TAKE STEPS TO  
PROTECT PUBLIC HEALTH EVERY DAY.



AS OUR CLIMATE CHANGES,  
PROTECTING OUR HEALTH BECOMES  
EVEN MORE IMPORTANT.



# Questions

# Resources

- [Climate Conversation Card Game](https://climateconversationslex.weebly.com/card-game.html)  
https://climateconversationslex.weebly.com/card-game.html
- [ACESWorld Climate Change Makers Gallery](https://www.acesworld.org/climate-change-maker-gallery)  
https://www.acesworld.org/climate-change-maker-gallery
- [Climate for Health Ambassador training](https://climateforhealth.org/ambassadors-training/)  
https://climateforhealth.org/ambassadors-training/
- [Blessed Tomorrow](https://blessedtommorrow.org/)  
https://blessedtommorrow.org/
- [Climate Change Makers App](https://app.jotform.com/240402621006135)  
https://app.jotform.com/240402621006135