Talking About Climate Change

A Workshop on How to Communicate About Health & Environment

Event Details

June 9, 2015

4:30pm-7:00pm

Dornsife Center

School Building,

Room S210

Refreshments will be served.

Learn:

*About climate change & its impact on Philadelphia
*How climate change impacts community health
*How to evaluate media messages
*How to use media to talk about climate change

This "Talking About Climate Change" Workshop is part of an education and research project led by the Clean Air Council, Drexel University, the National Nursing Centers Consortium, and the GreenTreks Network.

The project teaches community members about climate change and its impact on community health. It also teaches citizens how to talk to others about climate change using social media, word of mouth, and image messaging.

Participants will receive media support in the month following the workshop and will provide feedback on the curriculum in a post-workshop interview (mid-July).

Participants will also receive a $25 gift card as a thank you.

For more information or to register, please contact: Rachael Greenberg at rgreenberg@nncc.us or 215-731-2474

TABLE OF CONTENTS

AGENDA

1. Introductions (5 mins)
2. Curriculum Presentation (30 mins)
3. Climate Change Video Discussion (10 mins)
4. Breakout Sessions (45 mins)
    a. Photo Voice
    b. Word Of Mouth
    c. Social Media
5. Regroup and Q&A (20 mins)
6. Conclusion (10 mins)

Pre-Workshop Survey (May 21, 2015)

1. List some examples of climate change:

2. List some ways that climate change could impact your health:

3. Circle all indoor air quality hazards.
    a. mold
    b. ozone
    c. dust
    d. mice
    e. food
    f. Other: _____

4. Circle all possible remedies for improving indoor air quality.
    a. Using bleach-free cleaning agents
    b. Regularly cleaning beddings and linens
    c. Purchasing potted plants
    d. Replacing AC/HVAC filters
    e. Opening windows
    f. Other: _____

5. Climate change could impact your neighborhood in what ways? Circle all that apply:
    a. More pests like mosquitoes
    b. Flooding
    c. More pollen in the spring and summer
    d. Travel difficulty surrounding extreme weather
    e. Shorter winters and longer summers
    f. Other: _____

6. Where have you learned about climate change? Circle all that apply:
    a. Work
    b. School or my child's school
    c. Local or national news programs
    d. Newspapers
    e. Social Media
    f. Handouts from local organizations
    g. My church or religious organization
    h. Other: _____

7. What are the three most important concerns you have about climate change? Rank them 1, 2, and 3.

___That my house will be damaged or destroyed
___That my or my family's health will be effected
___That my neighborhood will have worse weather
___That it will make food more expensive
___That the government will not be able to respond effectively
___That my taxes will be raised
___Other: _____

8. If you needed to get information about climate change, where would you go for information? Circle all that apply:

a. City of Philadelphia
b. Environmental Protection Agency
c. Centers for Disease Control
d. Air Now
e. EnviroHealthSense
f. Centers for Disease Control
g. NASA
f. Other: _____

9. What forms of communication do you use on a weekly basis? Circle all that apply:

a. Email
b. Facebook
c. Twitter
d. Instagram
e. Newspaper
f. Radio
g. Phone
h. Talking to neighbors
i. Other: _____

10. What kinds of content do you communicate on these platforms? Circle all that apply:

a. Personal updates about what I'm doing or how I'm feeling
b. News stories
c. Opinions on current issues and debates
d. Concerns about neighborhood/community
e. Recreational activities
f. Other: _____

11. What would you like to learn about at this workshop?

12. Why did you register for this workshop?

BE AIR AWARE

A HEALTHIER HOME IN A **CHANGING** ENVIRONMENT

How does climate change impact your health? Keep your family and home healthy with these tips:

ENVIRONMENTAL ISSUE	POSSIBLE HEALTH EFFECTS	WHAT YOU CAN DO
It's getting hotter – because of urban heat dome and climate change	Heat exhaustion, stroke, cramps, fainting	Use dark curtains, use fans, go to public air conditioned places
When it's hot, air doesn't circulate well, which can lead to breathing in unhealthy toxins	Breathing problems, such as asthma	Regularly clean linens, use a bleach alternative, replace AC and heating filters
It's getting more humid and humidity causes mold growth	Breathing in mold can cause breathing problems and skin irritation	Open windows for air circulation at least 10 minutes a day, keep homes moisture free by fixing leaks quickly

www.CUSPproject.org

http://www.envirohealthsense.org/project/climate-change-indoor-environments-health/

CUSP Climate & Urban Systems Partnership PHILADELPHIA

Drexel UNIVERSITY

Clean Air Council

NATIONAL NURSING CENTERS CONSORTIUM a PHMC affiliate

Climate Change Vocabulary

Atmosphere The mixture of gases and aerosols – the air – that surrounds the Earth in layers protecting us from the sun's powerful ultraviolet (UV) radiation, and even from meteors. The atmosphere extends up to 20 miles above the Earth.

Carbon Dioxide (CO2) A heavy, colorless atmospheric gas. It is emitted during respiration by plants and by all animals, fungi, and microorganisms that depend either directly or indirectly on plants for food. CO2 is also generated as a byproduct of the burning of fossil fuels or vegetable matter. CO2 is absorbed from the air by plants during their growth process. It is one of the greenhouse gases.

Climate The average weather for a particular region over an extended time period. In other words, climate is the weather you would expect to have in a particular region.

Climate Change Major changes in temperature, rainfall, snow, or wind patterns lasting for decades or longer. Climate change may result from both natural processes and/or human activities.

Emissions The act or instance of discharging (emitting) something into the air, such as exhaust that comes out of the tail pipe of a car or a smokestack.

Fossil Fuels Fossil fuels are natural substances made deep within the Earth from the remains of ancient plants and animals. Over time, heat and pressure turned the decomposing remains into substances that act as fuel to release energy when burned. Coal, oil, and natural gas are the three main fossil fuels.

Global Warming An increase in the Earth's average temperature, which in turn causes changes in climate. This increase in temperature is caused mainly by an increase in greenhouse gases like carbon dioxide and methane in the atmosphere.

Greenhouse Effect The effect produced by greenhouse gases allowing incoming solar energy to pass through the Earth's atmosphere, but preventing most of the outgoing heat from escaping into space. The natural greenhouse effect is necessary to maintain life on earth, as it keeps the Earth 60ºF warmer than it would be without the presence of these gases.

Greenhouse Gases Gases such as water vapor, carbon dioxide, methane, and nitrous oxide that allow incoming solar radiation to pass through the Earth's atmosphere, but prevent most of the outgoing infrared (heat) radiation from the surface and lower atmosphere from escaping into outer space. Greenhouse gases are present in the atmosphere from both natural processes and human activities such as burning fossil fuels and driving cars.

Solar Radiation The energy emitted by the sun. This energy can be seen and felt as heat in the sun's rays.

Weather The specific condition of the atmosphere at a particular place and time. It is measured in terms of such things as wind, temperature, humidity, atmospheric pressure, cloudiness, and precipitation. In most places, weather can change from hour-to-hour, day-to-day, and season-to-season.

MAKING A FEW SMALL CHANGES IN YOUR HOME AND YARD CAN REDUCE GREENHOUSE GASES AND SAVE YOU MONEY

WHAT YOU CAN DO AT HOME

1. CHANGE FIVE LIGHTS

Replace your five most frequently used light fixtures or the lightbulbs in them with ENERGY STAR® qualified products and you will help the environment while saving $70 a year on energy bills. Always remember to turn off lights when you leave a room or when they are not needed.

2. HEAT AND COOL SMARTLY

Simple steps like changing air filters regularly, properly using a programmable thermostat, and having your heating and cooling equipment maintained annually can save energy and increase comfort, while helping to protect the environment.

3. SEAL AND INSULATE YOUR HOME

Reduce air leaks and stop drafts by using caulk, weather stripping, and insulation to seal your home's envelope and add more insulation to your attic to block out heat and cold.

4. USE WATER EFFICIENTLY

Pursue simple water-saving actions such as not letting the water run while shaving or brushing teeth. Repair all toilet and faucet leaks right away.

5. SPREAD THE WORD

Tell family and friends that energy efficiency is good for their homes and good for the environment because it lowers greenhouse gas emissions and air pollution. Tell five people and together we can help our homes help us all.

GreenTreks Network, Inc. is an environmental education agency that produces videos about environmental issues and provides outreach to communities and schools. One of the projects of GreenTreks is the website EcoExpress (www.ecoexpress.org), a searchable educational tool with a variety of videos and lesson plans for teachers. We recently teamed up with the Franklin Institute's CUSP (Climate Urban Sytems Program) to produce an new portal on EcoExpress devoted entirely to issues of energy use and the effects on the environment, especially the links to climate change.

The two videos we will watch will introduce you to energy and then offer some solutions to the problems associated with energy consumption.

ENERGY THINKING: INTRODUCTION

http://www.ecoexpress.org/video_detail.php?videoId=113&notes=0,1,1,1
We take electricity for granted, but how often do we think about where it comes from, about its environmental costs, or what we can do differently? We do have a choice...

WIRED: CONSERVING KILOWATTS
http://www.ecoexpress.org/video_detail.php?videoId=109&notes=0,1,1,1
A homeowner with a solar array can actually produce more electricity than he uses and get paid for the excess, but a key part of the equation is eliminating power "waste". Examining where and when our electricity is used can lead us to use less--keeping pollution out of the air and saving some green.

The new portal will be up and running by the end of June and will be located at: www.ecoexpress.org/energy

Energy sources can be nonrenewable, or renewable. Non-renewable resources are sources like coal, oil and natural gas. These resources, once we use them up, cannot be replaced. They also generate pollution that is harmful to humans, create long-term pollution problems and are costly. They also are a major source of climate change. Renewable resources are sources such as wind, solar power or geothermal. These resources are clean, unlimited, and do not contribute to climate change.

PHOTOVOICE

Photovoice is a process in which people use photo images to capture aspects of their environment and experiences and share them with others. The pictures can then be used, usually with captions composed by the photographers, to bring the realities of the photographers' lives home to the public and policy makers and to spur change.

"On the very corner of my block they just opened up a corner store. And I was very disappointed because there's nothing of value in there. You know, there are cigarettes, there's a bunch of junk, but there's no fresh fruit...We don't need another store like that."

Photovoice has three main goals

1

To help those who are often unheard gain a voice, enabling them to record and reflect on their experiences and their communities' conditions, both positive and negative.

2

To encourage a clearer understanding of their circumstances and the forces that shape them.

3

To bring about change that will improve conditions and enhance lives by reaching and influencing policymakers.

Social Media Tools: Social media tools are a useful communication technology that is right at our fingertips, and already part of many people's daily lives. Because it's user friendly and appeals to a wide range of people, social media networking can help spread awareness about climate change by the click of a button. Instead of relying only on mainstream media, you can use social media to share news relevant and upcoming in your neighborhood.

Facebook

Pros

- Many different options to choose from
- Most common and used among various age groups

Cons

- Varying levels of activity and commitment
- Have to compete with personal news and updates

Twitter

Pros

- One-on-one interactions
- Trending topics help to raise awareness
- Short and easy messages

Cons

- Limited to 140 characters and links
- Hardest to manage as it needs constant upkeep

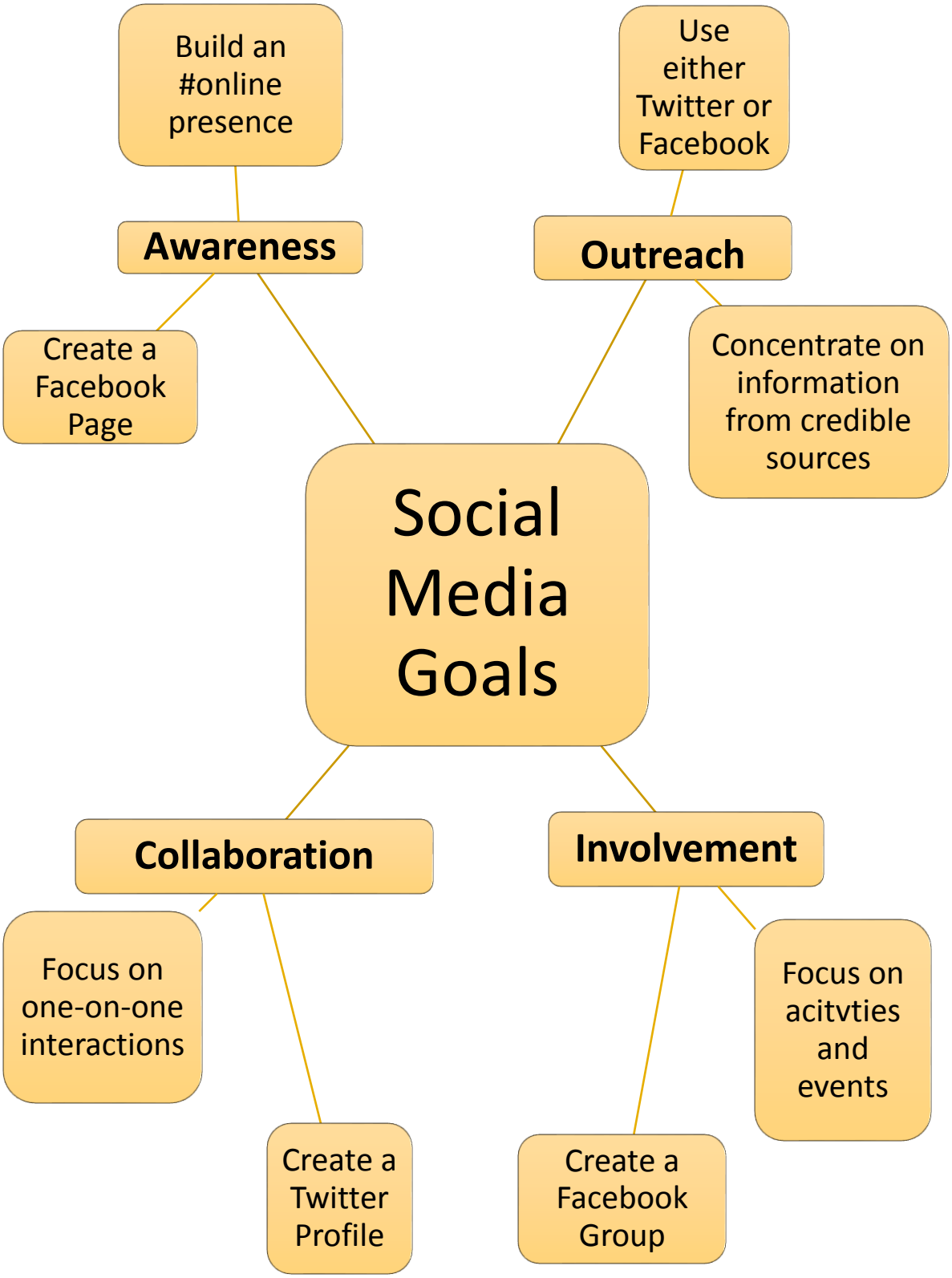
Instagram

Pros

- Attention grabbing and easy to focus
- Great for local news and updates about climate change

Cons

- Can't convey complete messages through pictures
- Use as a supplement to other tools


Social Media Goals
Awareness
Build an #online presence
Create a Facebook Page
Outreach
Use either Twitter or Facebook
Concentrate on information from credible sources
Collaboration
Focus on one-on-one interactions
Create a Twitter Profile
Involvement
Focus on acitvties and events
Create a Facebook Group

Post-Workshop Survey (May 21, 2015)

1. List some examples of climate change:

2. List some ways that climate change could impact your health:

3. Circle all indoor air quality hazards.
    a. mold
    b. ozone
    c. dust
    d. mice
    e. food
    f. Other _____

4. Circle all possible remedies for improving indoor air quality. (Circle all that apply)
    a. Using bleach-free cleaning agents
    b. Regularly cleaning beddings and linens
    c. Purchasing potted plants
    d. Replacing AC/HVAC filters
    e. Opening windows
    f. Other _____

5. Climate change could impact your neighborhood in the following ways: (Circle all that apply)
    a. More pests like mosquitoes
    b. Flooding
    c. More pollen in the spring and summer
    d. Travel difficulty surrounding extreme weather
    e. Other _____

6. Which video do you feel was most effective and why?

7. What is needed for you to start using alternative energy sources?

a. More information about alternative energy sources and how to use them
b. Information about the cost and maintenance required for alternative energy sources
c. Help from the government and the city.
d. Help with installation and maintenance
e. Representation of people like me using alternative energy sources
e. Other _____

8. What communication strategies would you use to raise awareness about climate change in your neighborhood? (Circle all that apply)

a. PhotoVoice
b. Word of mouth
c. Facebook
d. Twitter
e. Instagram

9. How useful was this workshop?

a. Very useful
b. Somewhat useful
c. Neutral
d. Somewhat not useful
e. Not useful

Why?

_____

10. Would you recommend this workshop to your friends and family? Yes / No

Sources of Climate Change Information

Climate & Urban Systems Partnership- http://www.cuspproject.org/

EnviroHealthSense- http://www.envirohealthsense.org/

Clean Air Council- http://www.cleanair.org/

GreenTreks Network- http://www.greentreks.tv/

NASA Global Climate Change- http://climate.nasa.gov/

AAAS What We Know Initiative- http://whatweknow.aaas.org/

US Global Change Research Program- http://nca2014.globalchange.gov/highlights/regions/northeast

Consortium For Climate Risk in The Urban Northeast- http://ccrun.org/node/25

US National Academies of Science- http://nas-sites.org/americasclimatechoices/events/a-discussion-on-climate-change-evidence-and-causes/

United States Environmental Protection Agency- http://www.epa.gov/climatechange/

Reuters- http://planetark.org/enviro-news/

Scientific American- http://www.scientificamerican.com/climate/

Inside Climate News- http://insideclimatenews.org/

ClimateWire- http://www.eenews.net/cw/

The Daily Climate- http://www.dailyclimate.org/

USA Today- http://www.usatoday.com/topic/5e28ddaf-145d-4eb7-9f85-abda05e32ffc/climate-change/

New York Times- http://www.nytimes.com/pages/business/energy-environment/index.html

The Guardian- http://www.theguardian.com/environment/climate-change

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