

**Climate Change Communication- A New Approach**

Monday, January 25, 2015 | 8:30 am-12:30 pm

Audubon Society of RI, 12 Sanderson Rd, Smithfield, RI

**AGENDA**

**At the end of the day participants will understand:**

- The shared mission of NNOCCI
- Some basic climate science principles as outlined in the latest US Climate Assessment
- Why we need to change the climate story
- How to frame a story with tone, values, explanatory metaphors, and solutions

**At the end of the day participants will feel:**

- More confident in their ability to overcome barriers to interpreting climate change issues
- That they are part of a larger community of colleagues who share an interest in stimulating dialog about how we can all participate in addressing issues of ocean and climate change

**8:30 am Welcome and Introductions**

**Introduction to NNOCCI**

**What's actually happening?**

**Introduction to Strategic Framing**

**Composing the Story We Need to tell**

**Values**

**Explanatory Metaphors**

**Solutions**

**Ways to Get Involved**

**12:30 pm Adjourn**

*NNOCCI is a collaborative effort led by the New England Aquarium with the Association of Zoos and Aquariums, the FrameWorks Institute, the Woods Hole Oceanographic Institution, the National Aquarium in Baltimore, Monterey Bay Aquarium, the New Knowledge Organization in partnership with Pennsylvania State University and the Ohio's Center for Science and Industry. With support from the NSF Climate Change Education Partnership program, NNOCCI's goal is to establish a national network of professionals who are skilled in communicating climate science to the American public.*