Climate Change Communication: Learning Lessons and Reflective Practice
Opportunities to Talk About Climate Change

- Exhibits
- Gallery interactives
  - Ocean acidification cart
  - Jelly Roll
Opportunities to Talk About Climate Change

- Use of technology
- Biofact interpretation
Opportunities to Talk About Climate Change

- Festivals
- Teacher Workshops
- Scientist Workshops
Supporting Climate Change Communication

Staff Professional Development:

1. Value-based messaging

2. Reflective Practice
   - Learning pedagogical principles
   - Videotaping lessons, on the floor interp
   - Building a community of practice
Value-Based Messaging
Value-Based Messaging
Examples of Value-Based Frames

- Responsibility Management
- Innovation and Ingenuity
- Stewardship
- Interconnectedness
- Precautionary Principle
- Aesthetics
- Crisis Frame
One Example of Framing (Value-Based Messaging)

Coal River Mountain Watch

http://www.youtube.com/watch?v=P3YwnN9WArk&feature=player_embedded
One Example of Framing
(Value-Based Messaging)

CRISIS FRAME
One Example of Framing
(Value-Based Messaging)
How does this frame compare? (Value-Based Messaging)

Team Earth (Conservation International)
http://www.youtube.com/watch?v=p5APwBNzqHc

Repo(we)r America
http://www.youtube.com/watch?v=1fMgTD92nYk&feature=channel_page
One Example of Framing
(Value-Based Messaging)
Value-Based Messaging

Understanding your frame and the audience’s frames **MATTERS**

**How** you say something is just as important as **what** you say!
Value-Based Messaging

Understanding your frame and the audience’s frames MATTERS

How you say something is just as important as what you say!

... what did I say? How did I say it?
Reflecting on Practice

- Six-month PD curriculum (developed by Lawrence Hall of Science)
- Focused on pedagogical theory and reflective practice
- Staff filmed themselves teaching or interpreting
- Developed a community of practice
Reflecting on Practice

Professional Development helped us to:

- Break the “auto pilot” habit
- Develop a common vocabulary about learning and teaching
- Share our practice with our colleagues within our institution and beyond

... it hasn’t been easy, but we’ve made a lot of progress and we’re learning a lot!
Reflective Practice: Shelley
Reflecting on Practice

We’re still learning a lot:
Create opportunities to talk about climate.
Watch yourself teach, watch with a critical friend!
Talk to each other about new ways to talk about climate change.
Climate Change and Kids

Photo: Scott R. Benson, NMFS Southwest Fisheries Science Center