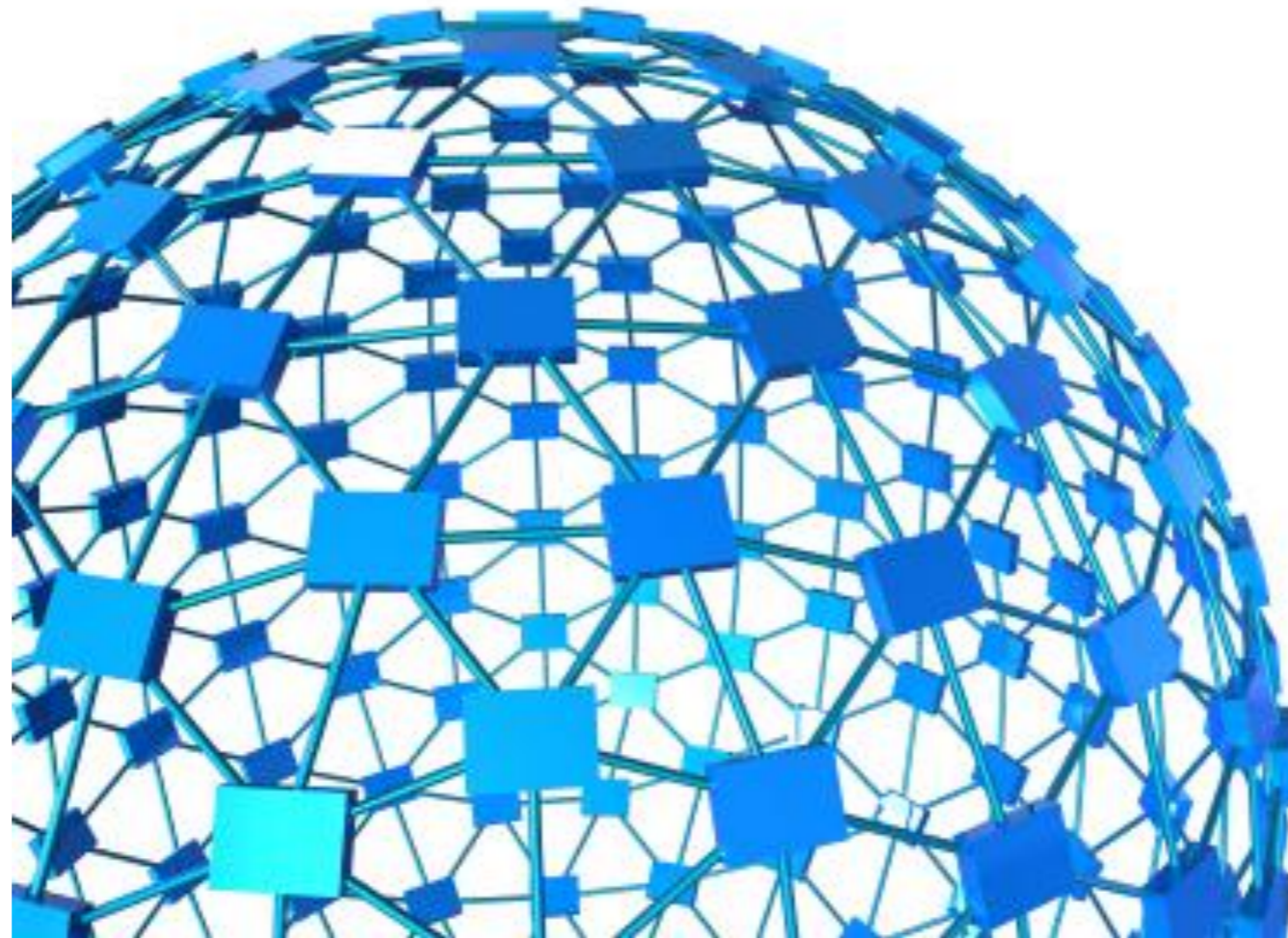


Communicating Climate Change (C3)



This project is supported by the National Science Foundation. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

Association of Science-Technology Centers



Local is Global: Regional Indicators



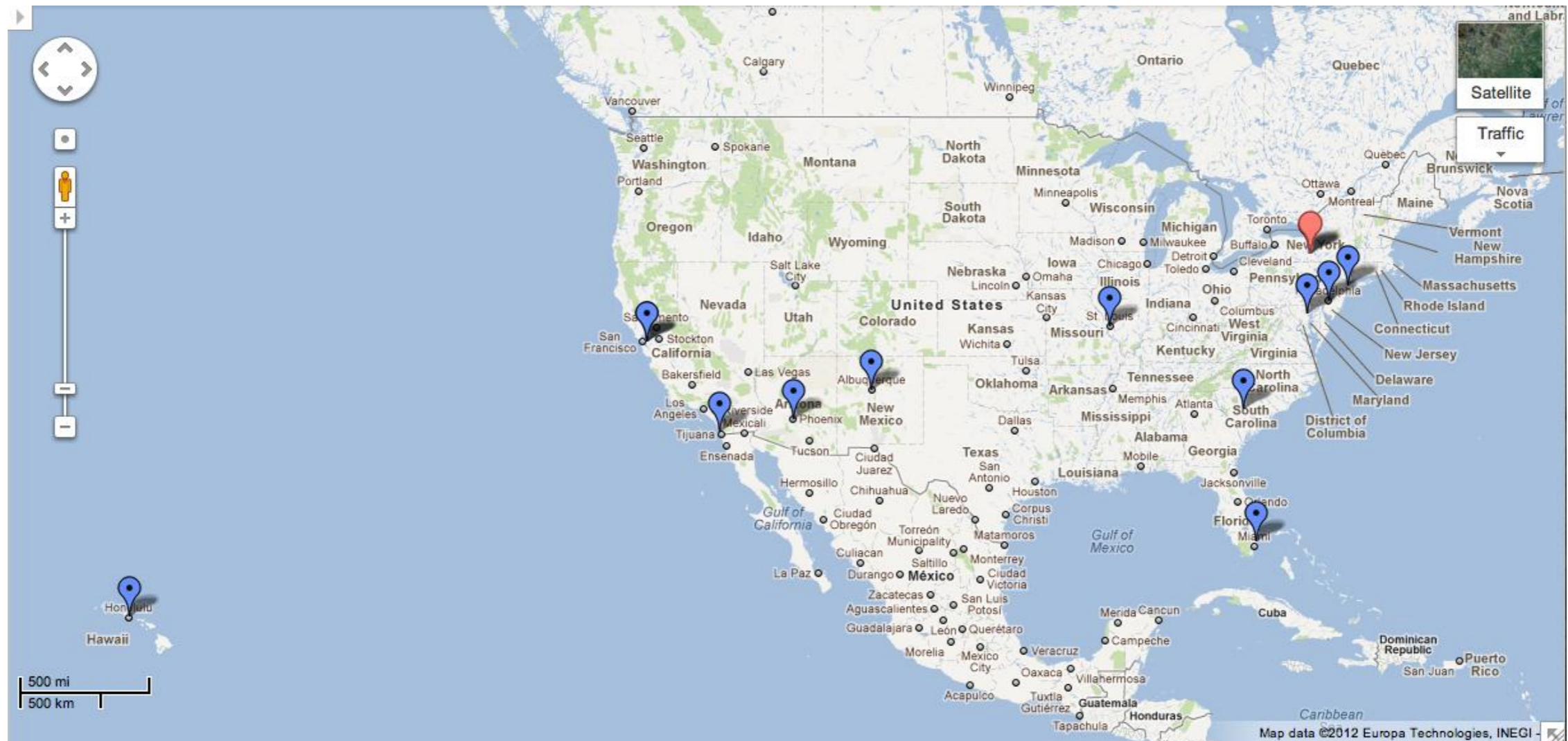
Innovative Programming



Science Partnerships



C3 Team: Science Centers & Research Partners



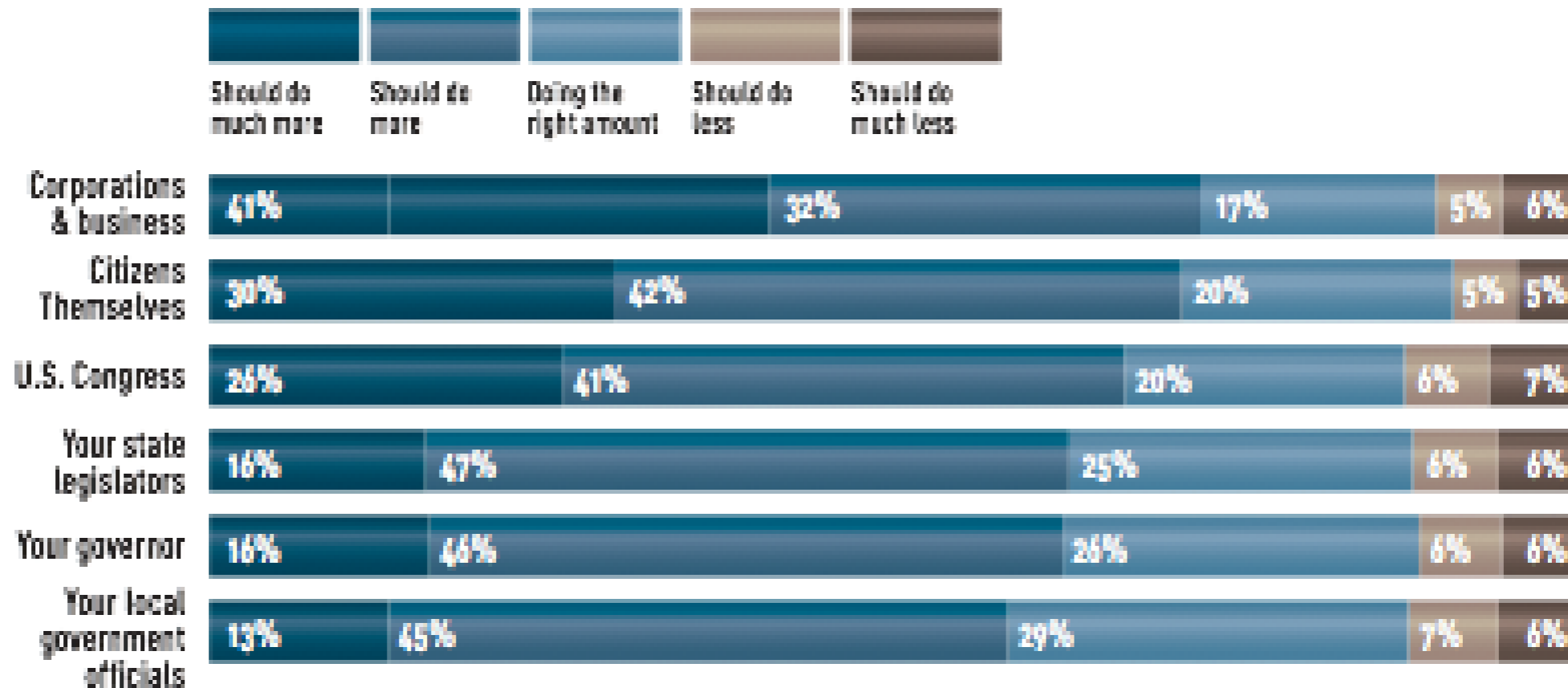
C3 Team: Cornell Lab of Ornithology



C3 Team: Yale Project on Climate Change Communication

Figure 4: Who Should Act to Address Global Warming?

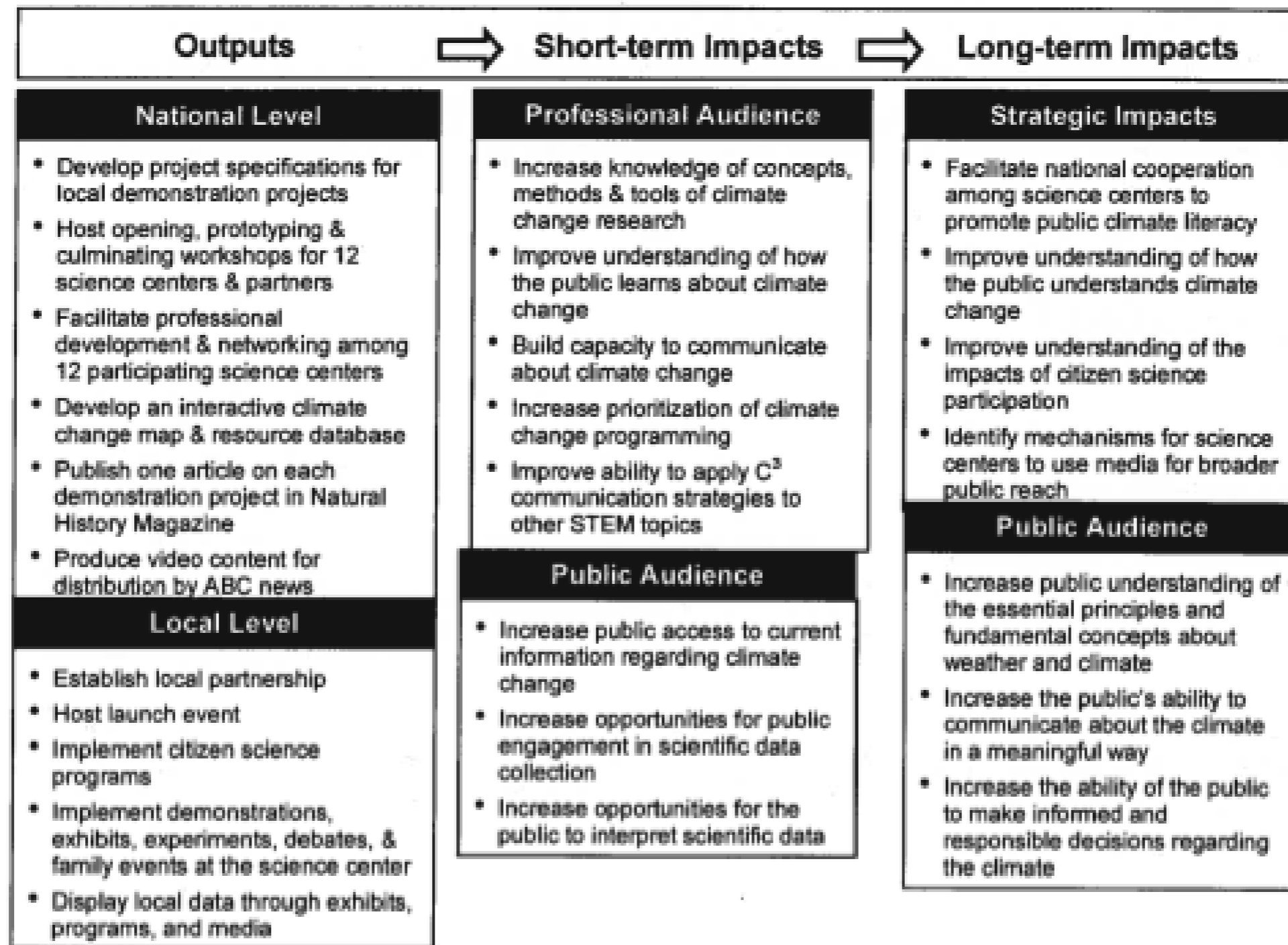
Do you think the following should be doing more or less to address global warming?



N=2,164

Impacts & Evaluation

Figure 1. Logic Model



Hallmarks of Successful Programs

- Relevant local indicator
- Strong citizen science program
- Mutually beneficial partnership

Challenges: Public Audiences

- Joining an existing citizen science project vs. launching a new program



Challenges: Public Audiences

- Finding indicators that were meaningful to audiences but also supported age-appropriate programming



Challenges: Public Audiences

- Controversy over how to communicate scientific nuance



Challenges: Professional Audiences

- Research partner unable to honor commitment
- Personnel changes at research institutions
- Concerns about data use

Sustainability



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