

# MAKING PROGRESS — TOGETHER — ON CHANGING THE CONVERSATION ABOUT OCEAN AND CLIMATE CHANGE

The National Network for Ocean and Climate Change Interpretation is a community of practice that unites informal science educators, climate scientists, and social scientists. Together, we are working to change the national discourse on climate change to be more productive, creative and solutions-focused. Our approach relies on Strategic Frame Analysis®, an evidence-based approach to communications, and is made possible through the support of the National Science Foundation's Climate Change Education Partnership.

## WE'RE MAKING THE SCIENCE OF COMMUNICATION AVAILABLE TO SCIENCE COMMUNICATORS NATIONWIDE

- 🕒 **Regional Study Circles** are dynamic, 6-month long professional learning opportunities for interpreters, focused on effectively framing climate science for the general public. In Spring 2017, pilot programs for this course are starting in the Southeast, Northeast, and Central California; please contact [nnocci@neaq.org](mailto:nnocci@neaq.org) with inquiries.
- 🕒 **Introductory Workshops** orient participants to the strategic framing approach. Partnerships with new organizations will help provide these workshops going forward.
- 🕒 **FrameWorks Academy** offers a free online course that addresses the core content from Study Circles. That course can be accessed free-of-charge at [frameworksacademy.org](http://frameworksacademy.org).
- 🕒 **Climate Interpreter** hosts a virtual resource library for Study Circle alumni, helping them to share lessons with colleagues. If you're an alum and want help to access this space, please email [nnocci@neaq.org](mailto:nnocci@neaq.org).

## MORE AND MORE VOICES ARE JOINING THIS EFFORT



*NNOCCI is engaging informal science education institutions nationwide.*

This map shows the dozens of institutions (in 35 states) that have participated since the project's launch – and the ability they have to amplify the issue by reaching their visitors. In 5 years, we've offered 16 Study Circles, creating an alumni network of over 350 well-trained interpreters, and reached hundreds more interpreters through Introductory Workshops.

**NNOCCI** National Network for Ocean and Climate Change Interpretation



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## WE'RE MAKING A DIFFERENCE

External and internal evaluations show that NNOCCI is having a positive impact on climate interpretation in informal science centers - and on visitors. Here are a few highlighted outcomes:

- 1** *More confident, more knowledgeable, and more active interpreters.* Participants in Study Circles complete their training more knowledgeable about climate science. Six months post training, they remain confident and have a broader array of people they talk to about climate change.
- 2** *Uptake in interpretive practice.* Participants in Study Circles demonstrate effective use of strategic framing recommendations, such as talking about collective solutions rather than individual behaviors.
- 3** *Growing our community.* We are a working collaborative, a grassroots sustainable alumni network where members contribute to an active online conversation, design and lead trainings, publish articles and blogs, and collaborate on new projects. We are stronger together and support each other as we build on a solid base of research.
- 4** *Demand for strategic framing as a key piece of a climate interpreter's toolkit.* Peer networks are spreading the word throughout the informal science education community. NNOCCI continues to receive more strong Study Circle applications than we can accept, and online course enrollment is growing.
- 5** *Social radiation.* Trained interpreters influence those around them. Their friends, family and colleagues report learning, understanding, and doing more about climate change because of their contact with Study Circle participants over the past year.
- 6** *Positive impact on visitors.* Survey data showed that visitors to NNOCCI institutions are hearing more about climate change during their visit, and that exposure to strategically framed interpretation changes visitors' perceptions of the issue. They report more belief that actions matter and are more hopeful about their ability to talk about climate change and take other pro-environmental behaviors.

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## WE'RE INVESTIGATING OUR BROADER PUBLIC IMPACT

National surveys deployed recently by NewKnowledge.org and Penn State explored differences between US residents who visit informal science learning centers, those who visit NNOCCI-affiliated institutions, and those who don't visit at all. The baseline data shows that visitors to NNOCCI institutions (informal science learning centers that have staff who trained with NNOCCI Study Circles) are more likely to be hopeful, confident, and solutions-focused about climate change. Specifically, NNOCCI visitors expressed more confidence about their ability to talk about climate change than visitors to other science centers, and were more hopeful about the issue. Visitors to other science centers expressed more confidence and hope than non-visitors. In addition, the study found a similar pattern for personal and civic behaviors related to climate change. We're looking forward to comparing these baseline data to forthcoming comparison surveys – which will help us understand how informal science centers can serve as a site for building public knowledge and engagement through science communication.

Visit [www.nnocci.org](http://www.nnocci.org) to see about upcoming events, learn about new publications, and more.

Connect with the growing climate interpretation community at [www.ClimateInterpreter.org](http://www.ClimateInterpreter.org)



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