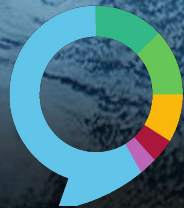


CLIMATE CHANGE IN THE CLASSROOM: USEFUL TOOLS FOR EDUCATORS AND LEARNERS (AND THE REST OF US)

SEPTEMBER 28TH, 2021

Ruthie Gold



YALE PROGRAM ON
Climate Change
Communication



YALE

**Climate
Connections**



Alarmed



Concerned



Cautious



Disengaged



Doubtful



Dismissive



YALE PROGRAM ON
Climate Change
Communication
Yale SCHOOL OF THE ENVIRONMENT

??%

of the U.S.
population



Alarmed

??%

of the U.S.
population



Concerned

??%

of the U.S. population



Cautious

??%

of the U.S.
population



Disengaged

??%

of the U.S.
population



Doubtful

??%

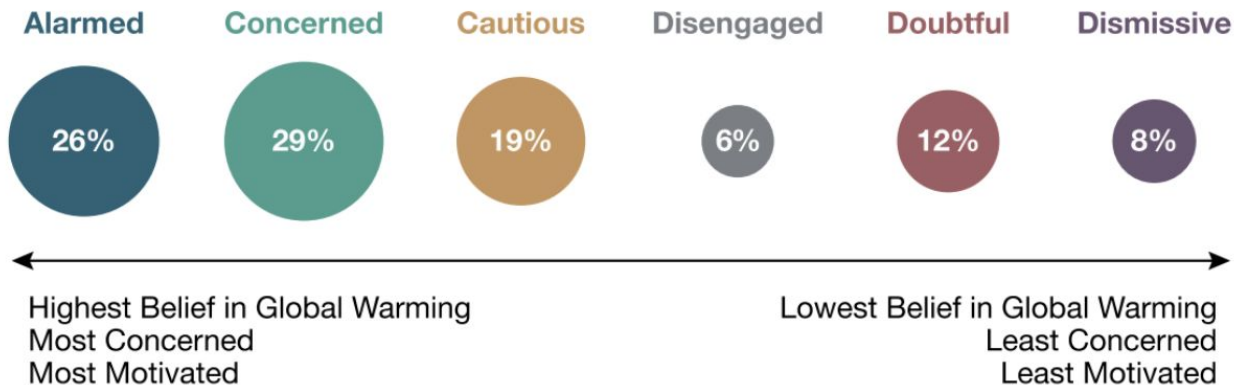
of the U.S.
population



Dismissive

Global Warming's "Six Americas" reveal

Global Warming's Six Americas December 2020



December 2020 (n=1,036)

26%



Alarmed

29%



Concerned

= 55%

Empower & Direct

19%



Cautious

6%

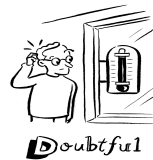


Disengaged

= 25%

Show the harm, explain facts

12%



Doubtful

8%



Dismissive

= 20%

Why we know it's real; shrink air time

What percentage of adults in Connecticut believes that schools should teach about global warming?



BIRDS FLY...
...SO GRAVITY IS
A HOAX!

YOU'RE
JUMPING TO
CONCLUSIONS!





It's
cold...

...global
warming
doesn't
exist!



It's
dark...

...the sun
doesn't
exist!

NO ONE
IS TALKING ABOUT
CLIMATE CHANGE, SO
I WON'T BRING
IT UP...

NO ONE
IS TALKING ABOUT
CLIMATE CHANGE, SO
I WON'T BRING
IT UP...

the
SPIRAL
of
SILENCE

Thank you!