
Give Examples of Climate Change-accepting Role Models



Some people fear that if they accept climate change, they're no longer a Republican. Try **citing conservative leaders who support climate change.** Jerry Taylor is a great example of a conservative who switched sides. So are Bob Inglis, Lynn Scarlett, and Hank Paulson. Ask what they think of their initiatives or their stance as conservatives.



Dish Out Neutral Sources

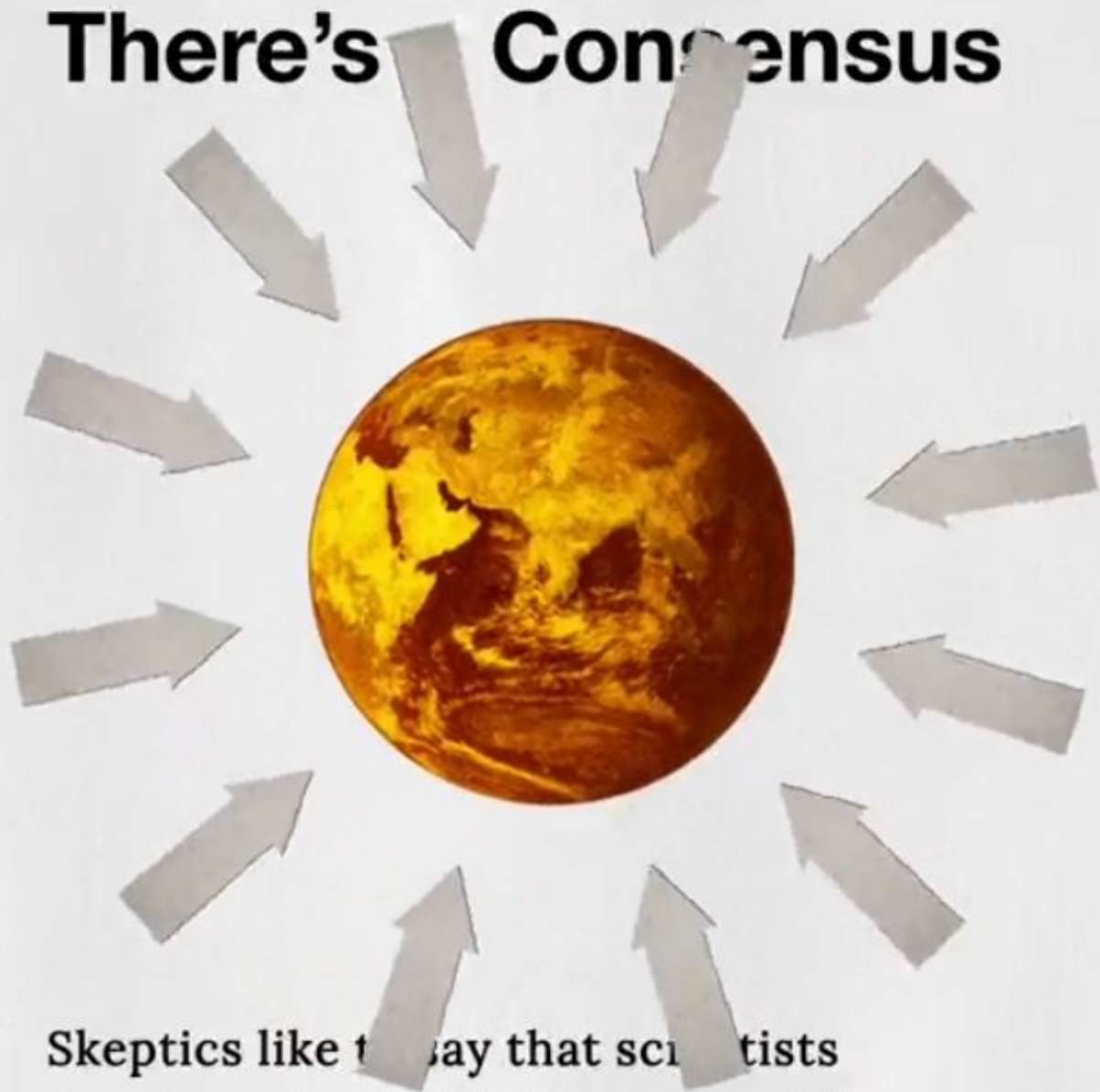
We tend to seek out sources that support our already established views so forwarding links to left-leaning sites might be a challenge. **Point them to more neutral sources**, such as the National Climate Change Assessment, National Academy of Sciences, and American Association for the Advancement of Sciences websites.

Focus on What's Happened & Keep It Local



Climate projections aren't terribly effective. Meteorologists often get the weather wrong. Why can't scientists? Instead, offer data from the past and keep it local. Chat about the increased coastal flooding or data about the stronger heat waves that have occurred in the last 10 years.

Let Them Know There's Consensus



Skeptics like to say that scientists disagree about global warming. Why should we believe in climate change, if even the experts can't agree on it? But **there's really no disagreement.** Around 97 percent of climate scientists believe that climate change is happening, that it's human-caused and worrisome.



Start with Trust, Not Facts

Don't just unload data and facts on someone. People don't like being the target of persuasion. They're more receptive to evidence when there's a **sense of trust**. Ask about how their views came to be. What influences their current ideas about climate science? What makes them uncertain that climate change is happening?

Appeal to the Other Person's Values

Liberals and conservatives have different values. Liberals tend to place a higher value on compassion and fairness, while conservatives favor purity, obeying authority and loyalty.



So don't target conservatives with liberal tropes - talking about caring or compassion will most likely be ineffective.

A Strategy to Persuade Climate Change Deniers



If you're a climate change believer, is it possible to change a skeptic's mind? The answer is yes, **but it's not easy**. We asked climate science communication experts about how to approach the dissenters.

By Maggie Puniewska

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