



WWW.NMCLIMATECHANGE.US

CROSS CUTTING ISSUES TECHNICAL WORKING GROUP EDUCATION OPTIONS MATRIX

APRIL 6, 2006

GOALS OF PUBLIC EDUCATION & OUTREACH:

1. OVERARCHING GOAL: PROMOTE AWARENESS AMONG CITIZENS ABOUT THE IMPACTS OF CLIMATE CHANGE, SOLUTIONS, AND CO-BENEFITS OF ACTION
2. EDUCATION PROVIDES A FOUNDATION ESSENTIAL FOR ALL CLIMATE ACTION.
3. OTHERS?

	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
1.	STATE GOVERNMENT ACTIONS GET OUR OWN HOUSE IN ORDER; WALK THE TALK.			
1.1	INCLUDE STATE PUBLIC EDUCATION AND HIGHER EDUCATION OFFICIALS IN THE MANAGEMENT OF ONGOING CLIMATE EFFORTS BY THE STATE	•	•	•
1.2	ESTABLISH A CLIMATE CHANGE EDUCATION COMMITTEE TO IMPLEMENT EDUCATION & OUTREACH MEASURES PROPOSED IN THE CCAG RECOMMENDATIONS AND EDUCATE AUDIENCES REGARDING OTHER MEASURES	<ul style="list-style-type: none"> • LEAD IMPLEMENTATION OF CCAG EDUCATION & OUTREACH MEASURES • IDENTIFY EXISTING RESOURCES & PROGRAMS • COORDINATE AGENCIES AND ORGANIZATIONS • IDENTIFY ADDITIONAL NEEDS AND POTENTIAL FUNDING SOURCES 	•	•
1.3	ESTABLISH & MAINTAIN A WEB-BASED CLEARINGHOUSE FOR CLIMATE CHANGE INFORMATION AND EDUCATION RESOURCES.	•	•	•
2.	TARGET AUDIENCE: POLICYMAKERS (LEGISLATORS, REGULATORS, EXECUTIVE BRANCH, AGENCIES) IMPLEMENTATION OF CLIMATE ACTIONS HINGES ON POLICYMAKERS' APPROVAL.			
2.1	EDUCATE POLICY MAKERS ON CLIMATE CHANGE AND CCAG MEASURES TO PROMOTE ACCEPTANCE & IMPLEMENTATION	•	•	•

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	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
2.2	PROVIDE CONTINUING OUTREACH & ASSISTANCE TO GOVERNORS OFFICE, LEGISLATURE, AND IMPLEMENTING AGENCIES	<ul style="list-style-type: none"> • EDUCATE PRESS LIAISONS FROM AGENCIES, ETC. • PROVIDE REGULAR PRESS RELEASES OR UPDATES ON REDUCTIONS, EVENTS, ETC. 	•	•
2.3	PREPARE AND POST AN ANNUAL PROGRESS REPORT ON IMPLEMENTING THE CCAG'S RECOMMENDATIONS	<ul style="list-style-type: none"> • (THOSE ACCEPTED BY THE GOVERNOR, AT LEAST.) 	<ul style="list-style-type: none"> • SAME REPORT SHOULD BE MADE AVAILABLE TO THE GENERAL PUBLIC TOO. 	•
2.4	USE INPUT FROM POLICY MAKERS TO DEVELOP NEW MITIGATION MEASURES GOING FORWARD	•	•	•
3.	TARGET AUDIENCE: COMMUNITY LEADERS (BUSINESSES, INSTITUTIONS, MUNICIPALITIES, ETC.) RECOGNIZE LEADERSHIP, SHARE SUCCESS STORIES, AND BUILD TOWARD CRITICAL MASS WITHIN CIVIC SECTORS.			
3.1	IDENTIFY COMMUNITY LEADERS ACTING EFFECTIVELY ON CLIMATE CHANGE; SHOWCASE AND SHARE THEIR SUCCESSES	<ul style="list-style-type: none"> • SPEAKERS' BUREAU • DISCUSSION FORUMS • 	<ul style="list-style-type: none"> • INCLUDE EXAMPLES, GUIDANCE, LINKS, CONTACTS, ETC. ON THE WEB CLEARINGHOUSE (1.3) 	•
3.2	ENGAGE ASSOCIATIONS AND PARTICIPATE IN THEIR MEETINGS PERIODICALLY TO EDUCATE THEM ABOUT CLIMATE CHANGE AND SECTOR-SPECIFIC MITIGATION ACTIONS	•	•	•
3.3	DEVELOP STATEWIDE RECOGNITION PROGRAM(S) FOR COMMUNITY LEADERS AND ENTITIES	•	•	•

	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
3-4	ORGANIZE & HOST OUTREACH EVENTS THAT FOCUS ON LEADING BY EXAMPLE, SHARING HOW-TO, CO-BENEFITS, ILLUMINATING FINANCIAL RISKS AND OPPORTUNITIES, ETC.	•	•	•
4. TARGET AUDIENCE: FUTURE GENERATIONS INTEGRATE CLIMATE CHANGE INTO EDUCATIONAL CURRICULA, POST-SECONDARY DEGREE PROGRAMS, AND PROFESSIONAL LICENSING.				
4.1	ORGANIZE GROUPS OF EDUCATORS TO IDENTIFY, ASSEMBLE, AND EMPLOY CLIMATE CHANGE CURRICULA APPROPRIATE TO AGE GROUPS	•	•	•
4.2	PUBLIC EDUCATION DEPARTMENT: INTEGRATE CLIMATE CHANGE INTO SCIENCE CURRICULA; IDENTIFY GAPS IN CLIMATE CHANGE EDUCATION AND PROVIDE EDUCATIONAL RESOURCES TO FILL THEM	•	•	•
4.3	INTEGRATE “BEST PRACTICES” INTO PUBLIC SCHOOL DESIGN & CONSTRUCTION TO EDUCATE STUDENT (AND PARENT’S) FIRST-HAND IN THEIR COMMUNITIES & COLLEGES (I.E., WALK THE TALK)	•	•	•

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4.4	PROMOTE RESEARCH INTO CLIMATE CHANGE AND SOLUTIONS AT STATE UNIVERSITIES.	•	•	•
4.5	INTEGRATE CLIMATE CHANGE INTO EXISTING AND/OR NEW EDUCATIONAL COMPETITION PROGRAMS (E.G., ENVIROTHON, SCIENCE FAIRS, ETC.)	•	•	•
4.6	WORK WITH EXISTING SCIENCE CENTERS AND MUSEUMS TO INCLUDE A CLIMATE SCIENCE FOCUS APPROPRIATE TO THEIR CORE MISSION	•	•	•
4.7	INTRODUCE CORE COMPETENCIES ON CLIMATE CHANGE INTO PROFESSIONAL LICENSING PROGRAMS (E.G., ENERGY EFFICIENCY IN BUILDING DESIGN AND CONSTRUCTION, USE OF RECYCLED MATERIALS, ETC.)	•	•	•

	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
5.	TARGET AUDIENCE: COMMUNITY-BASED ORGANIZATIONS			
	IDENTIFY, ASSIST, AND EXPAND INVOLVEMENT AND PARTICIPATION ACROSS CIVIC SECTORS.			
5.1	IDENTIFY, ASSIST, AND LEVERAGE COMMUNITY-BASED ORGANIZATIONS WITH EXPERTISE OR INTEREST IN CLIMATE-RELATED ISSUES	<ul style="list-style-type: none"> • FAITH COMMUNITY • SERVICE CLUBS; SPORTSMEN; RECREATIONAL/HOBBYIST GROUPS • METROPOLITAN PLANNING ORGANIZATIONS • ENVIRONMENTAL, SOCIAL, & CIVIC ADVOCACY ORGANIZATIONS 	•	•
5.2	WORK WITH COMMUNITY-BASED ORGANIZATIONS TO IDENTIFY & BUILD ON CLIMATE ISSUES RELATED TO THEIR CORE MISSION	•	•	•
5.3	SUPPORT AND FACILITATE OUTREACH AND EDUCATION WITHIN COMMUNITY-BASED ORGANIZATION REGARDING CLIMATE CHANGE ISSUES AND ACTIONS	<ul style="list-style-type: none"> • PROVIDE CONTENT FOR WEBSITES, NEWSLETTERS, LIST SERVS? • COMMUNITY OUTREACH COORDINATORS? 	•	•
5.4	DEVELOP & COORDINATE A NETWORK OF COMMUNITY-BASED ORGANIZATIONS ACTING ON CLIMATE CHANGE SO THEY CAN LINK UP, ORGANIZE JOINT EVENTS, ETC.	<ul style="list-style-type: none"> • COMMUNITY OUTREACH COORDINATORS? • ASSISTANCE IN ORGANIZING 	•	•

	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
6.	TARGET AUDIENCE: GENERAL PUBLIC			
	INCREASE AWARENESS AND ENGAGE IN CLIMATE ACTIONS IN PERSONAL AND PROFESSIONAL LIVES.			
6.1	WORK WITH STATE BROADCASTERS AND PRINT MEDIA ASSOCIATIONS TO DEVELOP & RUN CLIMATE CHANGE PUBLIC SERVICE ANNOUNCEMENTS	•	•	•
6.2	CONDUCT PUBLIC POLLING TO BENCHMARK STRENGTH AND DEPTH OF CLIMATE UNDERSTANDING; TRACK OVER TIME TO MEASURE PROGRESS AND BETTER TAILOR OUTREACH EFFORTS	•	•	•
6.3	KEEP A HIGH PROFILE ON CLIMATE CHANGE ISSUES AND ACTIONS THROUGH REGULAR PUBLIC MENTION BY GOVERNOR AND OTHER PUBLIC LEADERS	•	•	•
6.4	DEVELOP AND USE A STATE-BASED “BRAND” ON CLIMATE AWARENESS AND ACTION	•	•	•
6.5	DEVELOP & MAINTAIN A STATE CLIMATE CHANGE WEBSITE FOR THE PUBLIC	• LINK TO SCIENTIFIC DEVELOPMENTS, WHAT YOU CAN DO, HOW YOU CAN HELP, WHAT THE STATE IS DOING, ETC.	• POST ANNUAL PROGRESS REPORTS ON COMMITMENTS, PLAN IMPLEMENTATION, ETC.	•

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	MEASURES & STRATEGIES	OPTIONS	DESIGN CONSIDERATIONS	PRELIMINARY RECOMMENDATION
6.6	WORK WITH EXISTING COMPANY OUTREACH EFFORTS TO CUSTOMERS (E.G., UTILITIES) TO ENHANCE AWARENESS OF CLIMATE CHANGE ISSUES & ACTIONS	<ul style="list-style-type: none"> • RETAIL ADVERTISING AND/OR “BILL STUFFERS” • ENVIRONMENTAL DISCLOSURE OF ELECTRICITY FUEL MIX/EMISSIONS; RECYCLED CONTENT, ETC. • PRODUCT MESSAGES (E.G., YOGURT LABELS) 	•	•
6.7	DEVELOP AND PROVIDE CONCRETE INFORMATION ON CO-BENEFITS TO ENTITIES TO USE IN BOOSTING THEIR CLIMATE EFFORTS	•	•	•
6.8	PROMOTE LOCALLY GROWN PRODUCE	•	•	•
6.9	UNDERTAKE A CONCERTED PLANNING EFFORT TO IDENTIFY AND ADDRESS CLIMATE ADAPTATION ISSUES & NEEDS IN THE STATE	<ul style="list-style-type: none"> • NMED LEAD? • MULTI-STAKEHOLDERS? 	•	•