

Member Meeting – 11/4/21 – Zoom Recording Chat

- 00:33:48 Sabrina Drill: Dr. Merenlender's book - at a 30% discount!
https://calnat.ucanr.edu/cs/Climate_Stewardship/
- 00:35:23 Victor Villegas: many times it has to do with who does the telling and how
- 00:39:14 Jennison Kipp (UF/IFAS): @Victor: Thank you for sharing that SCICOMM 2021 event.
- 00:42:00 Victor Villegas: I applied as a creative and looking forward to collaborating with academic and researchers to use the arts for climate education. Make sure to follow the #SciCommMake hashtags to see all the creative projects that will come out from all the collaborations.
- 00:49:19 Sabrina Drill: The San Gabriel Valley is home to a predominantly Latino and Asian community in Los Angeles County, CA
- 00:51:38 Jennison Kipp (UF/IFAS): Very inspiring community - so great to see models of community climate action like this!
- 00:51:50 Sabrina Drill: <http://www.mercedavegreenway.org/>
- 00:55:17 Nathan Scott: Website for Green SLO?
- 00:57:33 Jennison Kipp (UF/IFAS): Please post any questions for Dr. Merenlender in the chat or raise your hand using the 'Reactions' button. Thank you!
- 00:58:35 Victor Villegas: <https://www.slocity.org/government/department-directory/city-administration/sustainability/climate-action-plan>
- 00:59:30 Victor Villegas: <https://greengroundswell.com/tag/san-luis-obispo/>
- 01:00:07 Victor Villegas: <https://www.ecoslo.org/>
- 01:00:40 Adina Merenlender: I would be very interested in working lands examples... got any?
- 01:02:13 Jennison Kipp (UF/IFAS): GREAT question, Ros.
- 01:06:59 D'Ann Williams (she/her) JHSPH-CLF: Can you talk about some of the strategies that communities have used to gain buy in, movement and action?
- 01:12:38 Jennison Kipp (UF/IFAS): Wow, that's fantastic progress, Sarah-Mae!
- 01:13:14 Adina Merenlender: Sarah-Mae just finished a series of instructor trainings so glad she is still standing :)
- 01:15:05 Sarah-Mae Nelson (she/her): thanks all! it's been a whirlwind but very worth it
- 01:15:42 Nathan Scott: Sarah Mae, could you share your contact info please?
- 01:18:08 Sarah-Mae Nelson (she/her): Regarding some of the more controversial places to communicate, this is a great paper to read! Kubin et al, 2021, Personal experiences bridge moral and

political divides better than facts - Short version, "Political opponents respect moral beliefs more when they are supported by personal experiences, not facts... The personal experiences most likely to encourage respect from opponents are issue-relevant and involve harm."

01:18:14 Sarah-Mae Nelson (she/her): smanelson@ucanr.edu

01:19:11 Sabrina Drill: <https://www.pnas.org/content/118/6/e2008389118>

01:19:23 Jennison Kipp (UF/IFAS): And to all, related to Calvin's request to Sarah-Mae, please create or update your NECI participant profile on the *newly re-organized* NECI website: <https://nationalexensionclimateinitiative.net/participants/>

01:19:32 Nathan Scott: Thanks

01:20:08 Calvin L Norman: The Cube???

01:21:27 Alex Kosmider: Are there any changes to the communication strategies when there is fear within your Extension office of losing funding/angering funders as a result of taking climate action/speaking out about climate INaction? Many of those afraid of acting are my superiors and essentially invite me not to rock any boats. I would imagine that, as Dr. Merenlender mentioned, we would need to get underneath the worldviews and identities/values truly motivating those funders' resistance to climate action, or the framing of climate action as such (as opposed to economic action).

01:22:11 D'Ann Williams (she/her) JHSPH-CLF: +1 Alex

01:22:21 Rachel Zevin (she/her): I find that often, when it comes to climate action, there is more than 1 benefit. By focusing on the other benefits sometimes we can get skeptics on board

01:22:25 Scott Laursen (PI-CASC, Hawai'i Island): Exactly Sabrina. Thank you for sharing that point! To connect with what the community needs, a holistic relational approach is potent beyond intellectual approaches in isolations.

01:23:18 Jennison Kipp (UF/IFAS): Cornell has a fantastic Systems Thinking curriculum: <https://ecornell.cornell.edu/certificates/project-leadership-and-systems-design/systems-thinking/>

01:23:35 Sarah-Mae Nelson (she/her): 🙌 Rick... personal experiences are key

01:24:35 Adina Merenlender: I love the "familiar" technique! Thanks for sharing.

01:24:57 Victor Villegas: You need to make a human, emotional, personal connection, and personal stories a excellent for that.

01:25:33 Sabrina Drill: Alex - curious where you are joining us from?

01:26:21 Sarah-Mae Nelson (she/her): yessss! seriously, folks should read the Kubin paper :) Sabrina linked it above too - <https://www.pnas.org/content/118/6/e2008389118>

01:28:20 Victor Villegas: Relationship building, empathy and representation.

01:28:54 D'Ann Williams (she/her) JHSPH-CLF: That is a really tough situation Alex, you've got this. Its a continuous process!

01:30:03 Victor Villegas: I use “conservation” and “sustainability” a lot

01:30:03 Sarah-Mae Nelson (she/her): Sometimes it's talking about community resilience and the events that are part of climate disruption instead of the "c" word itself

01:32:22 Jennison Kipp (UF/IFAS): And here is the link again to sign up and nominate others to the Extension Foundation 'Climate Taskforce Volunteer' group:
https://docs.google.com/forms/d/e/1FAIpQLSedRDqwtgV1uNgsLOoU-VI-tfs0NYnNHvC_4JcfkC40a6R_fA/viewform

01:33:20 Alex Kosmider: Thank you, D'Ann and Sarah-Mae for your encouragement and suggestions.

01:33:40 Calvin L Norman: You can always make it about money. Carbon markets are coming for us all. haha

01:37:02 Rachel Zevin (she/her): Thanks so much for the presentation Adina! It was really interesting hearing about CA's Climate Stewards.

01:37:25 Victor Villegas: Nice to meet everyone. Off to my next meeting! Hasta la vista. :)

01:37:27 D'Ann Williams (she/her) JHSPH-CLF: A program from U Penn and Bethany Wiggin

01:37:28 D'Ann Williams (she/her) JHSPH-CLF: <https://ppeh.sas.upenn.edu/experiments/my-climate-story>

01:38:27 Sabrina Drill: A link again to Adina's book -
https://calnat.ucanr.edu/cs/Climate_Stewardship/

01:39:24 Jennison Kipp (UF/IFAS): And a BIG thank you and round of applause for Adina's fantastic presentation today. I can't wait to read your book!

01:39:49 Alex Kosmider: Tracy, that definitely seems to play into the theme of personal stories trumping data in terms of persuading!.

01:39:58 Adina Merenlender: Thanks for sharing and great to be with you all today.

01:41:20 Sabrina Drill: <https://www.iseechange.org/>

01:41:56 D'Ann Williams (she/her) JHSPH-CLF: Cool

01:42:08 Adina Merenlender: And <https://my-climate-story.org/>

01:42:45 D'Ann Williams (she/her) JHSPH-CLF: Thanks Jennison, Sabrina, Adina and Sarah-Mae

01:43:40 D'Ann Williams (she/her) JHSPH-CLF: Thank you again!

01:43:44 Alex Kosmider: Thank you, all!

01:44:05 Adina Merenlender: Thank you Jennison, Sabrina, Paul et al...