Welcome To CCL Training!

- Thanks for joining, we'll get started at the top of the hour.

- In the meantime…

  - **Share in the chat:** where you're calling in from and what brought you here!

  - Turn your video on, if you're able and willing!

  - Follow us online (FB, Twitter, or Insta) @citizensclimate.

  - Tonight's Slides: http://cclusa.org/social-psychological-slides

  - Q&A link: http://pollev.com/ccl123

Citizens' Climate Lobby

www.citizensclimatelobby.org

Housekeeping

1 Training being recorded, available after in CCL Community

2 Format: Presentation and then time for Q&A & Interaction

3 Ask your questions in PollEV: www.pollev.com/ccl123

4 All lines are muted - we'd love to hear from you in the 'Chat'

5 If you need tech help call: 1-888-799-9666

About Our Speakers

David Sherman, PhD
University of California,
Santa Barbara

Leaf Van Boven, PhD
University of Colorado
Boulder

Three Learning Goals

Deepen your understanding of the psychological framework underlying CCL's organizational practices.

1

Learn about unexpected patterns to incorporate as more effective strategies.

2

Reflect on strategies as a climate advocate to improve our approach.

3

Our Agenda

1 Theoretical Background

2 Framework For Overcoming Barriers

3 Data & Findings

4 Implications for Advocacy & Training

5 Q&A Discussion

Theoretical Background

Climate Change Impacts Worldwide

Climate change made European heatwave at least five times likelier

Searing heat shows crisis is 'here and now', say scientists, and worse than predicted

▲ A plane drops water over a wildfire on the edge of Cenicientos, central Spain, in June. Photograph: Pierre-Philippe Marcou/AFP/Getty Images

The record-breaking heatwave that struck France and other European nations in June was made at least five – and possibly 100 - times more likely by climate change, scientists have calculated.

Such heatwaves are also about 4C hotter than a century ago, the researchers say. Furthermore, the heatwaves hitting Europe are more frequent and more severe than climate models have predicted.

Last month was the hottest June since 1880, both in Europe and around the world, according to separate data released on Tuesday by the EU's Copernicus Climate Change Service. In Europe the temperature was 3C above the June average a century ago, and globally it was more than 1C higher.

News > World > Americas

Climate change: Arctic permafrost now melting at levels not expected until 2090

Series of 'anomalously warm summers' caused ground to thaw, researchers say

Alessio Perrone | 6 hours ago | 10 comments

Melting permafrost in Alaska caused by rising global temperatures. (Andrew Burton/Getty Images)

Permafrost hs begun thawing in the Canadian Arctic more than 70 years early because of climate change, according to new research.

Sunday
Los Angeles Times

California's climate apocalypse

Fires, heat, air pollution: The calamity is no longer in the future — it's here, now

Oregon residents standing ground

Previous Psychological Research

Psychological Barriers to Bipartisan Public Support for Climate Policy

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ASSOCIATION FOR
PSYCHOLOGICAL SCIENCE

Leaf Van Boven[1], Phillip J. Ehret[2], and David K. Sherman[2]
[1]Department of Psychology and Neuroscience, University of Colorado Boulder, and [2]Department
of Psychological and Brain Sciences, University of California, Santa Barbara

Abstract

Psychological scientists have the expertise—and arguably an obligation—to help understand the political polarization that impedes enactment of climate policy. Many explanations emphasize Republican skepticism about climate change. Yet results from national panel studies in 2014 and 2016 indicate that most Republicans believe in climate change, if not as strongly as Democrats. Political polarization over climate policy does not simply reflect that Democrats and Republicans disagree about climate change but that Democrats and Republicans disagree with each other. The results of a national panel experiment and of in-depth interviews with four former members of Congress suggest that Democrats and Republicans—both ordinary citizens and policymakers—support policies from their own party and reactively devalue policies from the opposing party. These partisan evaluations occur both for policies historically associated with liberal principles and politicians (cap-and-trade) and for policies associated with conservative principles and politicians (revenue-neutral carbon tax). People also exaggerate how much other Democrats and Republicans are swayed by partisanship. This foments false norms of partisan opposition that, in turn, influence people's personal policy support. Correcting misperceived norms of opposition and decoupling policy evaluation from identity concerns would help overcome these seemingly insurmountable barriers to bipartisan support for climate policy.

Previous Psychological Research

The New York Times

Opinion

GRAY MATTER

Actually, Republicans Do Believe in Climate Change

By Leaf Van Boven and David Sherman
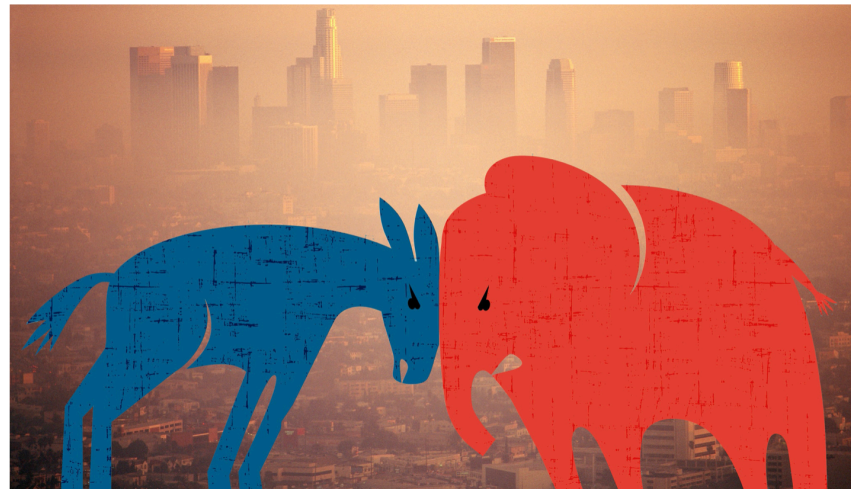Dr. Van Boven and Dr. Sherman are social psychologists.

July 28, 2018

674

Illustration by Jeffrey Henson Scales and teddyandmia/iStock, via Getty Images Plus, photograph by Robert Landau/Corbis, via Getty Images

It is widely believed that most Republicans are skeptical about human-caused climate change. But is this belief correct?

Previous CCL Monthly Call (Sept '18)

Social psychologists explore partisanship in environmental policy

Posted on September 12, 2018 in Guest Speakers

Dr. David Sherman of University of California, Santa Barbara, and Dr. Leaf Van Boven of University of Colorado joined our September 2018 call.

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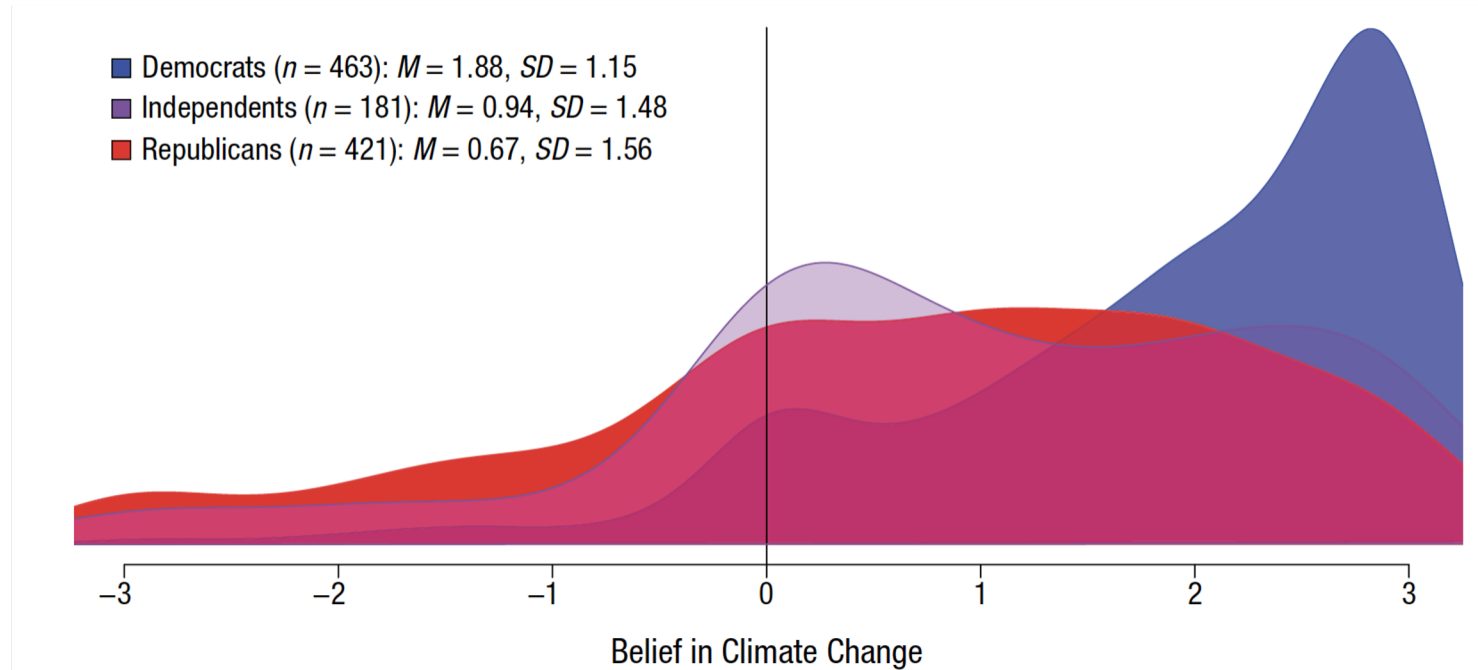Citizens' Climate University >

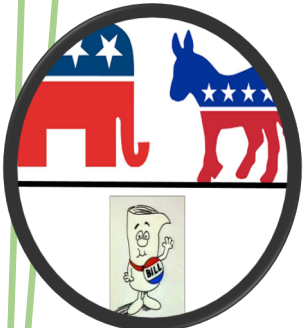Guest Speakers >

National Panel Surveys (2014, 2016)

- Climate change is happening
- Climate change poses a risk to human health, safety, and prosperity
- Human activity is largely responsible for recent climate change
- Reducing greenhouse gas emissions will reduce global warming

–3 = strongly disagree; 0 = neutral; +3 = strongly agree

Proportion of People within Party who Believe in Climate Change

- **As of Nov 2016:**
- **Republicans (63%)**
- **Democrats (89%)**
- **Independents (70%)**

- **Pattern replicated in July 2020**

Democrats ($n = 463$): $M = 1.88$, $SD = 1.15$
Independents ($n = 181$): $M = 0.94$, $SD = 1.48$
Republicans ($n = 421$): $M = 0.67$, $SD = 1.56$

Belief in Climate Change

Psychological Barriers

1. Emphasizing party over policy

2. Exaggerating partisanship

Previous Psychological Research

Psychological Barriers to Bipartisan Public Support for Climate Policy

Leaf Van Boven[1] , Phillip J. Ehret[2], and David K. Sherman[2]
[1]Department of Psychology and Neuroscience, University of Colorado Boulder, and [2]Department
of Psychological and Brain Sciences, University of California, Santa Barbara

Strategies for overcoming barriers:
• Create an **affirming context** to reduce the pressure to protect the self by engaging in defensive responses
(Sherman & Cohen, 2006)

The Washington Post
Democracy Dies in Darkness

Monkey Cage

How to reduce partisan gridlock

In this file photo, Senate Majority Leader Harry Reid of Nevada stands next to a sign stating the number of days since the Senate passed immigration reform legislation, Thursday, Nov. 20, 2014, during a news conference on Capitol Hill in Washington. (AP Photo/Susan Walsh)

By **David Sherman** and **Leaf Van Boven**

Dec. 7, 2014 at 5:00 a.m. PST

+ Add to list

The following is a guest post by social psychologists David Sherman (University of California, Santa Barbara) and Leaf Van Boven (University of Colorado, Boulder).

*****

"Just because you have divided government, doesn't mean you don't accomplish anything." "The resounding message, not just of this election, but basically the last several, is get stuff done. Don't worry about the next election. Don't worry about party affiliation." Many citizens read these quotes as interchangeable and strongly endorse their sentiment. The first is from Sen. Mitch McConnell, the second from President Obama. The quotes' interchangeability illustrates that there is both consensus and awareness that citizens want change from the most polarized and least productive Congress in

Previous Psychological Research

Psychological Barriers to Bipartisan Public Support for Climate Policy

Leaf Van Boven[1] (iD), Phillip J. Ehret[2], and David K. Sherman[2]
[1]Department of Psychology and Neuroscience, University of Colorado Boulder, and [2]Department of Psychological and Brain Sciences, University of California, Santa Barbara

The Citizens Climate Lobby took an affirming approach when meeting with a Republican congressional representative (Bornstein, 2017, NYT). They expressed to the representative their "appreciation for his service in Iraq and in the State Senate before mentioning anything about climate change." In response, the Republican congressman said, "I just have to say, you guys are not normal. You're smiling, you're saying nice things about me. That's not what people like you do when you come into my office." The congressman's reaction—he signed on to the group—demonstrates the importance of affirming common goodwill and establishing personal connection.
          (Van Boven, Ehret, & Sherman, 2018)

Previous Psychological Research

Psychological Barriers to Bipartisan Public Support for Climate Policy

$⑩$SAGE

Leaf Van Boven[1] ⑩, Phillip J. Ehret[2], and David K. Sherman[2]
[1]Department of Psychology and Neuroscience, University of Colorado Boulder, and [2]Department
of Psychological and Brain Sciences, University of California, Santa Barbara

Strategies for overcoming barriers:
• Make salient actual **norms** that most people believe that climate change is happening, human caused, and that government policy should address it
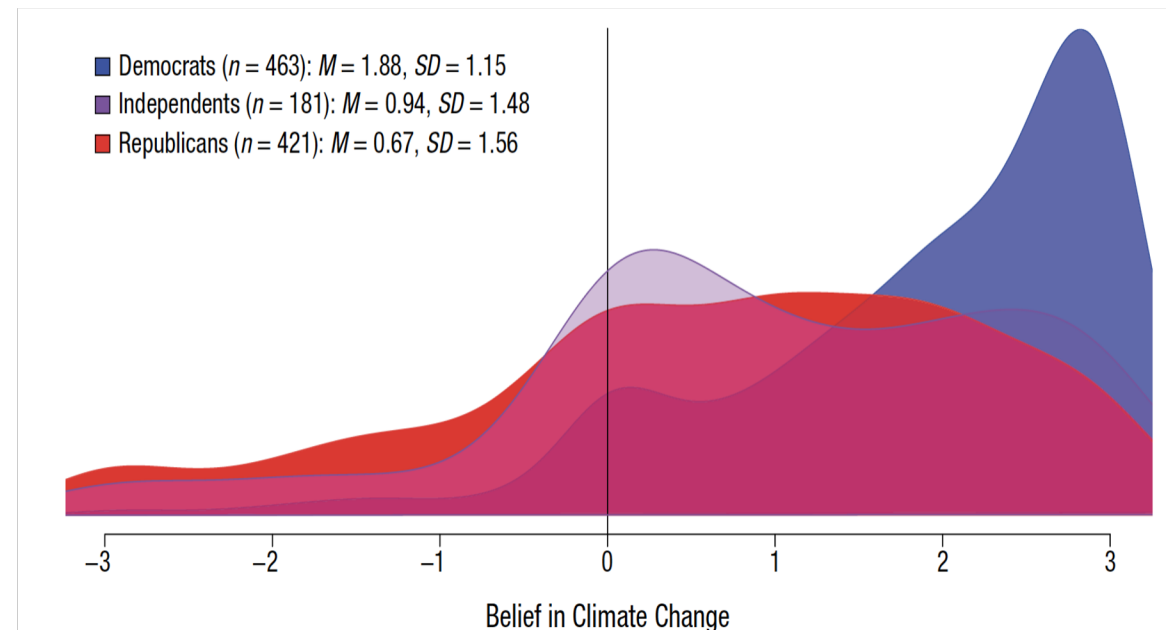
- Democrats ($n = 463$): $M = 1.88$, $SD = 1.15$
- Independents ($n = 181$): $M = 0.94$, $SD = 1.48$
- Republicans ($n = 421$): $M = 0.67$, $SD = 1.56$

Belief in Climate Change

Current Research

Michelle Shteyn
UCSB PhD Student

The exchange between citizens and elected officials: a social psychological framework for citizen climate activists

DAVID K. SHERMAN (iD)*
University of California, Santa Barbara, CA, USA
MICHELLE F. SHTEYN (iD)
University of California, Santa Barbara, CA, USA
HAHRIE HAN (iD)
Johns Hopkins University, Baltimore, MD, USA
LEAF VAN BOVEN (iD)
University of Colorado Boulder, CO, USA

Abstract: Citizen activists play a role in translating public concern about the climate crisis to policymakers and elevating it on the political agenda. We consider the dynamic between citizen activists and the decision-makers they seek to influence and we review psychological research relevant to advocating for climate legislation. We conducted a study with citizen activists who lobby the US Congress for a carbon pricing policy to address climate change. The study assessed how activists think about four social psychological approaches: affirmation, social norms, legacy and immediacy. The findings provide a window into activists' intuitions about which strategies to use, whom to use them with and their perceived effectiveness. A strategy of establishing shared values and common ground (affirmation) was used most frequently overall. A strategy emphasizing the long-term costs and benefits of addressing climate change (legacy) was employed less frequently than affirmation and seen as less effective by activists but it was the only strategy that was associated with perceived increases in Congressional Representatives' support of the policy. Citizen activists and their interactions with elected officials provide an opportunity for social-behavioral scientists to understand and potentially overcome barriers to enacting climate policy.

Professor Hahrie Han
Johns Hopkins University
CCL Advisory Board Member

The Exchange Between Citizens and Elected Officials: A Social Psychological Framework

- Citizen activists translate public concern about climate to decision makers and policy makers and elevate climate on the political agenda

Greta Thunberg of Sweden

There is a revolutionary importance in the relationship between us citizens and our local leaders. Whether members of Congress, mayors or city council members, people in positions of power hold the key to inducing change. By creating relationships with these leaders, we are granted the opportunity to voice our opinion and push towards the solutions necessary to put an end to climate change.

– *Daily Camera*, Letter to the Editor, Alyssia Chinda (2019)

Framework For Overcoming Barriers

Overview of Four Main Strategies

- **Affirmation** of shared values can reduce defensiveness to promote open-mindedness and dialogue.
- Providing accurate information about **descriptive norms** related to carbon pricing policies can dispel misinformation.
- Making **legacy** salient can lead to long-term perspective that motivates action for future generations.
- Increasing **immediacy** can instigate immediate focus on pragmatics and decrease ideological focus.

Participants

- ## 352 Citizen Activists (part of national organization)
    - 264 completed pre-test before November 9, 2018
    - 292 completed post-test after election and lobbying efforts in Washington DC
    - 204 completed both pre-test and post-test

- **Method**: Present activists with psychological grounded strategies (derived both from theory and from study of organizational practices)

CCL's Lobby Training

Lobbying at its core is about building relationships with individuals or groups with decision-making power. Doing it well requires cross-functional skills, including listening, effective communication, and organized meeting management.

Recommended training, resources, and more

Preparing For CCL's Online June Conference & Lobby Day

Walk through the final details and process of preparing for your time in DC and meetings with your member(s) of Congress. **Learn now!**

Key Resources & Links
- June 13: June Conference (online-only)
- June 14: Sunday Seminars (online-only)
- June 16/17: Lobby Days (online-only)
- June 18: Post Lobby Days Party (online only)

Lobbying 101: Transformative Power of Citizen Advocacy

Learn about citizen advocacy and the constituent advantage and how citizens can build meaningful, long-term relationships. **Learn now!**

Key Resources & Links
- Congressional Management Foundation Resources
- Initial Lobby Meeting Agenda and Roles

Becoming A CCL Liaison

Learn an overview of Citizens' Climate Lobby's Congressional Liaison Program and what the responsibilities are for the role. **Learn now!**

Key Resources & Links
- Liaison Application & Update Form

Scheduling a Meeting with Congress

Walk through the process of scheduling a meeting step-by-step. **Learn now!**

Key Resources & Links
- Meeting Request Email Template
- Calendar for 2019 House of Representatives
- More...

Primary & Supporting Asks

This training with Dr. Danny Richter will review CCL's primary and supporting asks and guidance for lobby teams as they plan their virtual June 2020 meetings. **Learn now!**

Key Resources & Links
- Primary Ask (Leave Behind)
- Making Primary & Supporting Asks
- Lobby Meeting Outline (Initial Meeting)
- More...

How to Take Great Notes

Learn the keys to taking great notes that will help us take effective actions and give CCL an understanding of the national picture. **Learn now!**

Key Resources & Links
- Meeting Minutes Tool
- Meeting Minutes Form
- Good Meeting Notes Example

Lobbying 201: Practicing Effective Lobbying

Learn the most important considerations in preparing for our lobby meetings and see a demonstration of what these meetings really look like. **Learn now!**

Key Resources & Links
- Lobby Meeting Outline and Roles
- Primary Ask (Leave-Behind)
- Making Primary & Supporting Asks

Lobbying 301: Handling Difficult Lobbying Scenarios

Learn how to overcome objections and handle difficult situations with a proven process that keeps your meetings and conversations on topic and leads to more effective and meaningful relationships. **Learn now!**

Key Resources & Links
- Effective Communications Action Team

Lobbying 401: Leading a Lobby Team

Review the role of a lobby leader, how they assign team roles, coordinating practice times and how to handle other special situations. **Learn now!**

Key Resources & Links
- Meeting Plan Template
- Lobby Team Roles

Affirmation

Establishing **Shared Values** (Optimism, Relationships, Integrity, Being Non-Partisan) in a context to highlight that staff and volunteers share common ground and can work together towards public support for policy solutions grounded in these values that manage the risks of climate change.

- Optimism – believing in people and democracy, and working towards solutions
- Relationships – being generous and respectful in order to build consensus
- Integrity – do plenty of research to achieve information, not opinions
- Being Nonpartisan – welcoming everyone, working with different officials on different ends of political spectrum to make allies out of everyone

The purpose of establishing **Shared Values** is to demonstrate that CCL volunteers want to work with the member and their office to arrive at solutions grounded in their valid concerns towards addressing climate change.

Norms

Being a **Trusted Messenger**, or sharing local leader and constituent letters that communicate information about Americans who support a carbon fee and dividend policy, via highlighting:

- The data from their legislative district on the actual support for carbon pricing policies of their constituents.
- The impressive list of "notable US businesses organizations" who do support carbon fee and dividend.
- The newspaper editorials calling for carbon fee and dividend.
- The local governments and individuals from the member's community who also support carbon fee and dividend.

The purpose of being a **Trusted Messenger,** or sharing local leader and constituent letters, is to dispel misinformation about support for carbon pricing policy by showing the actual support.

Legacy

To establish the **Long Term** costs of climate change, volunteers tell personal stories about how the climate has already changed in their personal experience and discuss what the long term costs will be to future generations. Also, by highlighting national studies like the REMI (Regional Economic Models, Inc.) Report (that studied the effect of a revenue-neutral carbon price on the American economy) and the economic benefits that many studies find when putting a price on carbon, volunteers will illustrate the long-term economic benefits of climate change prevention, focusing on a positive vision of the future that includes new, well-paying jobs.

The purpose of presenting **Long Term** costs and benefits is to encourage thinking about the harms that climate change is presenting to future generations.
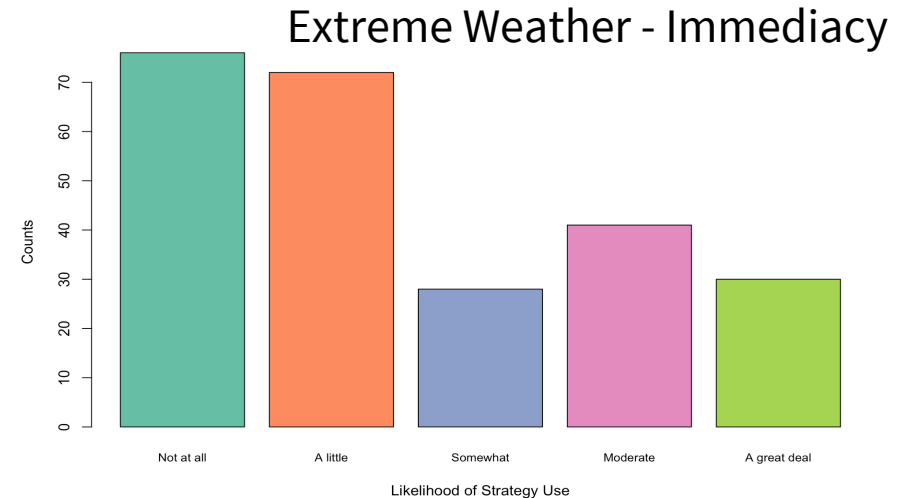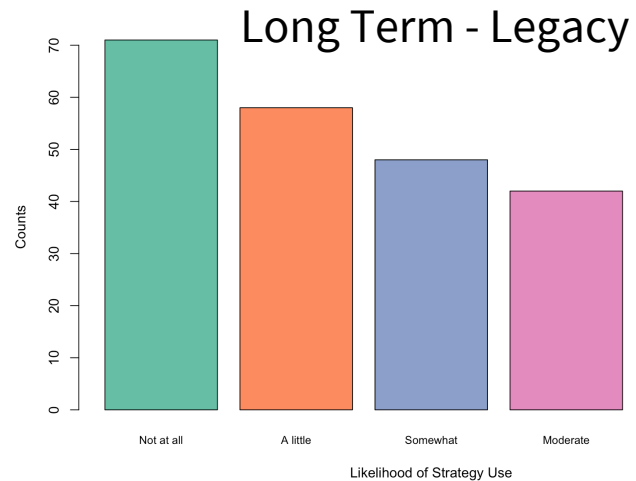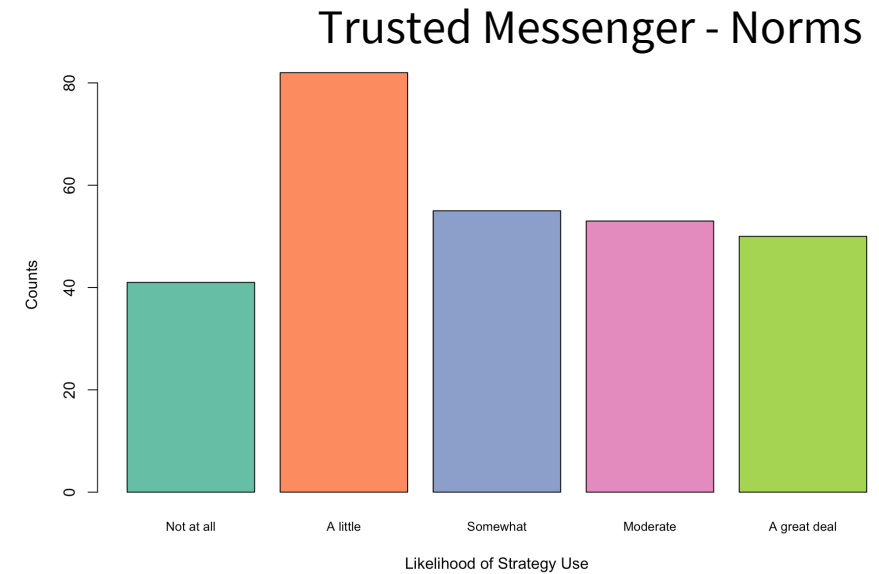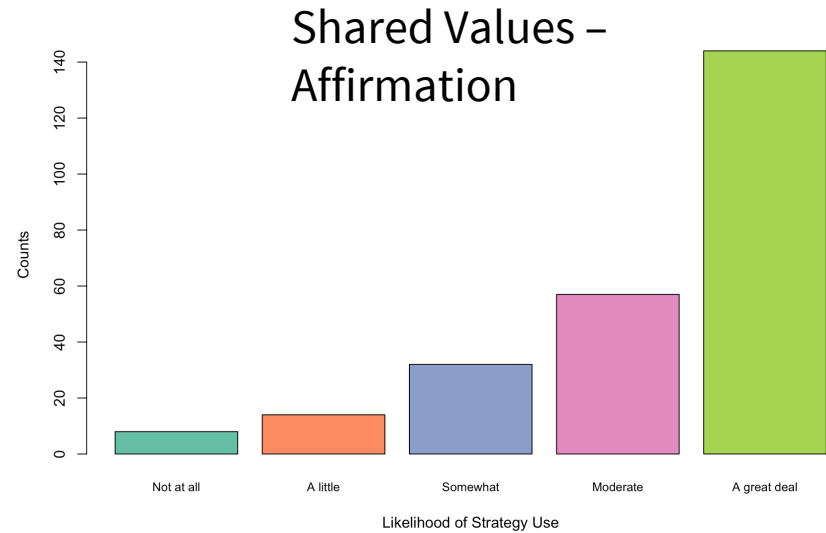
Immediacy

Discussing the connection between **Extreme Weather and Climate** to stress the immediacy of climate change and its negative impacts:

- Climate change increases the likelihood of flooding, drought, and wildfires while increasing their intensity and duration
- Current data show that each of these trends has been increasing over time
    - The problem is very current and is hurting the US economy

The purpose of discussing the connection between **Extreme Weather and Climate** is to highlight the alarming trends and immediate costs that leaving climate change unaddressed continues to impose.

Data & Findings

How much did participants report using strategies?

Perceived Policy Support of CR

Same Support: 57.4%
Increased Support: 30.4%
Decreased Support: 12.1%
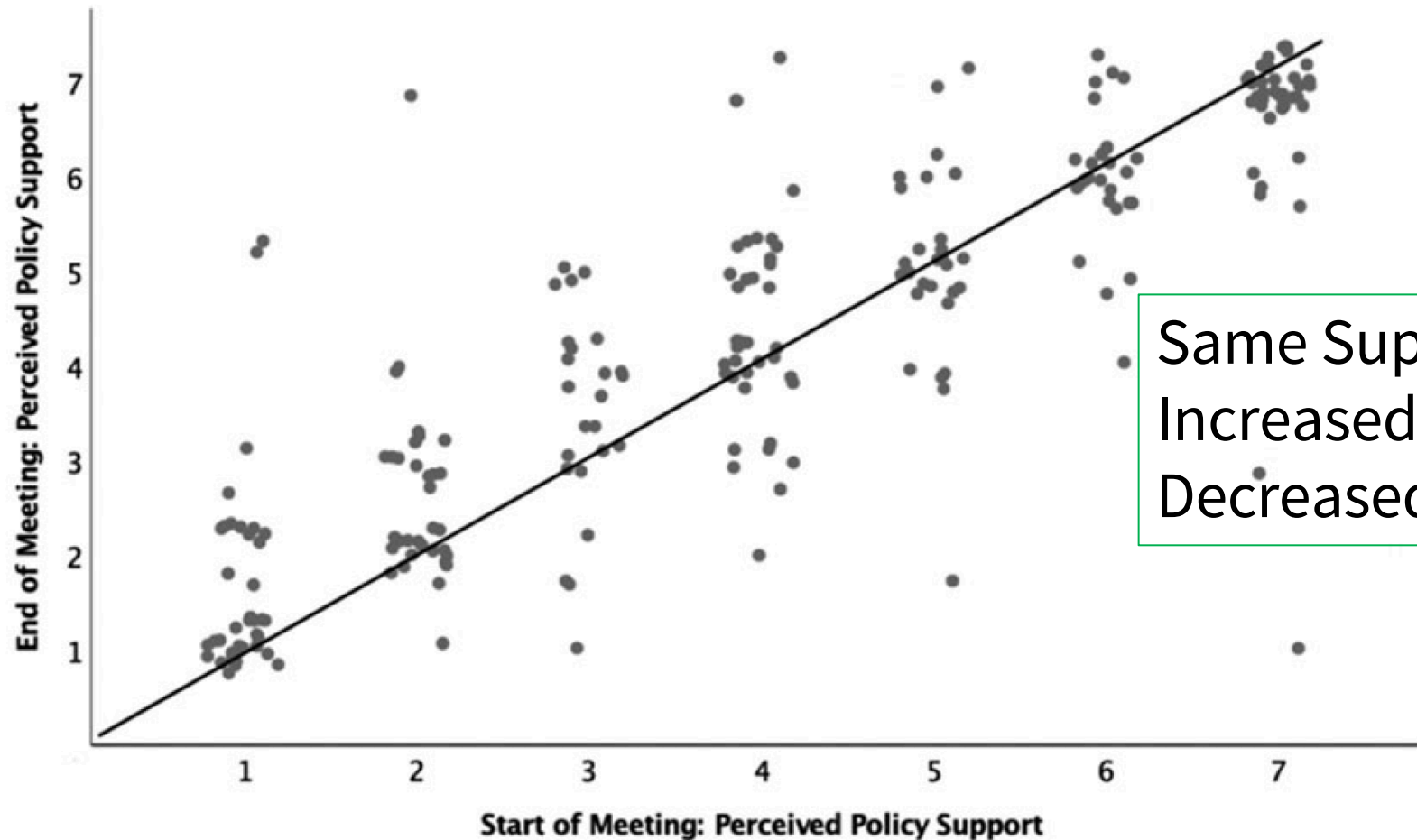
Did the use of strategy vary as a function of perceived initial support?

Use of Strategy as a Function of Initial Support
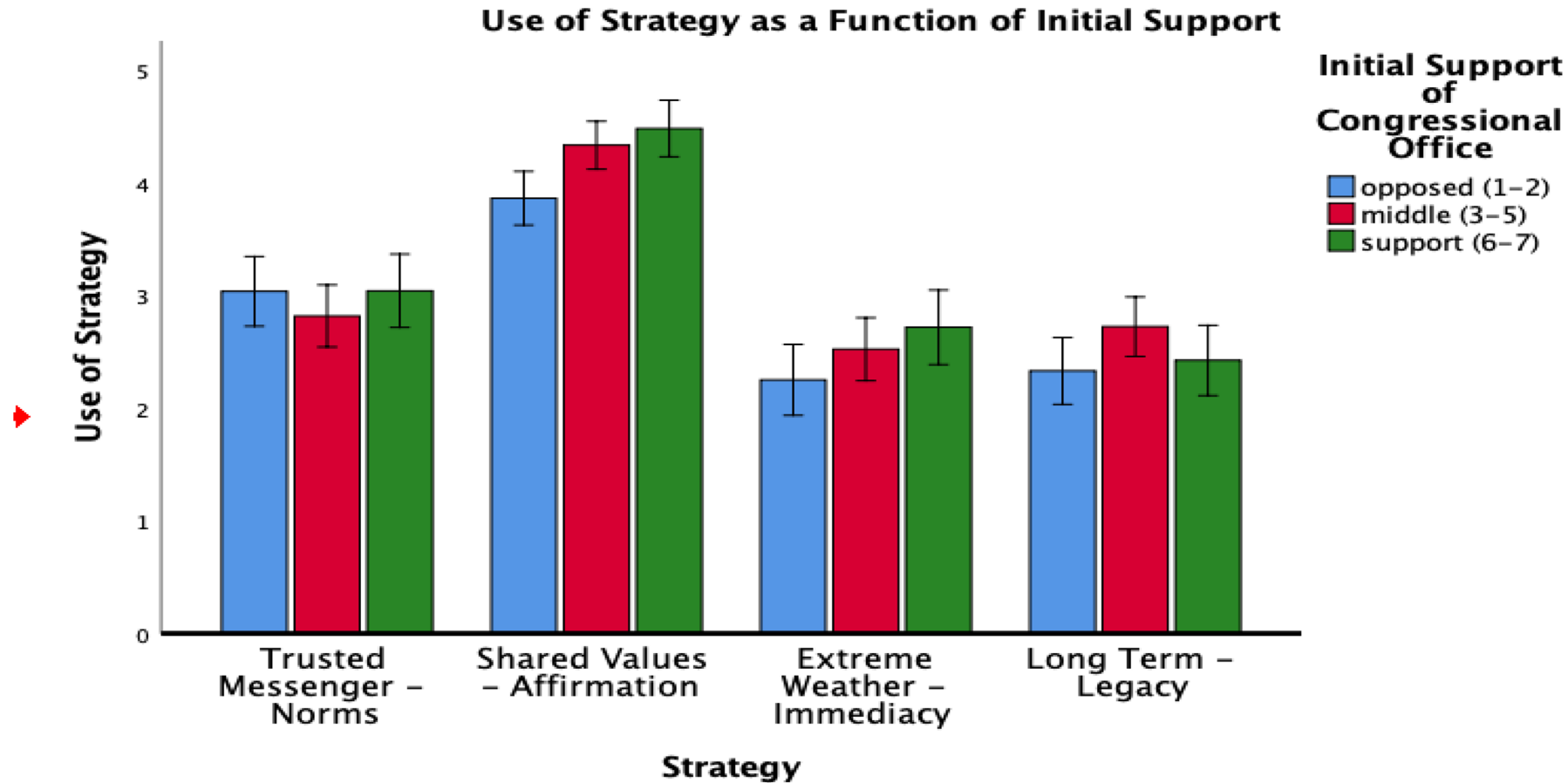
Interaction for Mixed Model ANOVA:
F (6, 705) = 2.33, p = .031

What strategies were most associated with perceived increases in support among CR?

	End of meeting: perceived policy support				
	B	SE	β	Lower	Upper
Constant	0.57	0.32		−0.06	1.20
Start of meeting: support	0.83	0.03	0.86**	0.77	0.90
Trusted Messenger – Norms	−0.05	0.05	−0.04	−0.15	0.05
Shared Values – Affirmation	0.07	0.07	0.04	−0.06	0.20
Extreme Weather – Immediacy	−0.05	0.05	−0.03	−0.15	0.06
Long-Term – Legacy	0.13	0.06	0.09*	0.02	0.24

*p < 0.05, **p < 0.001.

Legacy used with those who were perceived to support the policy at the end of the meeting (controlling for initial support)

Caveats and Limitations

- Correlation ≠ Causation

- These strategies, to the extent they are effective, may not be equally effective for all audiences

- The outcome variable of perceived support is based on retrospective assessments of meetings by participants (not actual support)

- No objective measure of strategy use

Implications For CCL's Advocacy & Training

Checklist: Structured Introspection

- Errors of **"not knowing"** and errors of **"not using what we know"** (Atul Gawande, *The Checklist Manifesto*)
- Structure: Which strategies should I use?
- Introspection: Have I implemented each strategy?
- Structured introspection undoes both errors

    - Reduces reactive devaluation

    - Increases concern for others

Thank You To:

- Collaborators: Michelle Shteyn and Hahrie Han
- Citizen activist participants
- Brett Cease

UCSB Center for Social Solutions to Environmental Problems

Behavior Climate Policy Conference

- Friday, October 23, 8:00-11:00 Pacific
- [Webpage for registration](#)
- Special Issue [Behavioural Public Policy](#)

University of Colorado Boulder

BCP 2020

Behavioral Climate Policy

Friday, October 23, 2020

A collection of presentations exploring how behavioral science can inform climate policy and decision making, while highlighting unique challenges and opportunities for behavioral science. Corresponding papers will be published in a special issue of *Behavioural Public Policy*.

REGISTRATION AVAILABLE OCTOBER 10, 2020

8:00-8:30   Introduction

- Adam Pearson , Leaf Van Boven, and Sander van der Linden, "Introduction: Behavioral Climate Policy"
- Baruch Fischhoff, Carnegie Mellon University, "Making Behavioral Science Integral to Climate Science and Action"

8:30–9:10   Paper Session: Politics and Public Support

- Matthew Goldberg, Yale Program on Climate Communication, "Identifying The Most Important Predictors Of Support For Climate Policy In The United States"
- David Sherman, University of California, Santa Barbara, "The Exchange Between Citizens And Elected Officials: A Social Psychological Framework For Citizen Climate Activists"

9:10–9:20   Musical interlude: Lucy & La Mer

9:20–10:20   Paper Session: Social Norms

- Adrian Rinscheid, University of St. Galen & Elke Weber, Princeton University, "The Role of Descriptive Social Norms and Elite Cues in Shaping Public Acceptance of Climate Change Mitigation Policies"
- Nathaniel Rabb, The Policy Lab, Brown University, "A Nonpartisan Effect: Sense Of Understanding Of Public Policies Is Conferred By Experts' Understanding"
- Gregg Sparkman, Princeton University, "How Social Norms Are Often A Barrier To Addressing Climate Change But Can Be Part Of The Solution"

10:20–11:00 Panel Discussion

- Panelist #1: Elke Weber, Princeton University
- Panelist #2: Erin Sherman, Vice President, Ideas42
- Panelist #3: Shaz Attari, Indiana University Bloomington
- Panelist #4: Kaitlin Raimi, University of Michigan

Sponsored by the Center for Creative Climate Communication and Behavior Change at the University of Colorado Boulder.

How is CCL Integrating This Research?

- Onboarding New Volunteers
- Leadership Development
- Focus in Lobby Training
  - Shared Values
  - Economic Framing

Time For Questions
Ask Questions & Upvote Others
www.pollev.com/ccl123

Citizens' Climate Lobby

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https://community.citizensclimate.org/topics

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Training Topic Pages

Skill-building instructions grouped together according to themes.

Provided in a variety of formats - written, video and audio - CCL's Training Topics help you learn, practice, and explore taking on a new dimension of climate advocacy whether you're just getting started or are looking for a refresher.

Featured Training Topics

The Energy Innovation Act

CCL fully supports this legislation and is working diligently toward its passage. Visit this topic to learn more and

Core Volunteer Training

A sampler of all the basic trainings to get you up and running. For new volunteers, or anyone who could use a brush

Working With Your Member of Congress

This series of trainings helps you strategize, plan and execute excellent lobby meetings with

Thank You!

Questions? Ask on CCL Community's Forums:
https://community.citizensclimate.org/forums

Join us: cclusa.org/intro

Citizens' Climate Lobby

www.citizensclimatelobby.org