

EDUCATION, COMMUNICATIONS AND OUTREACH 2021 Work Plan

The Education, Communications and Outreach's (ECO) work is related to three specific charges in the MCCC law: (1) communicating with and educating citizens about the urgency of acting to reduce the impacts of climate change; (2) addressing any disproportionate impacts of climate change on low-income and vulnerable communities; and (3) developing broad public and private partnerships with local, state, and federal agencies.

ECO is MCCC's public-relations arm. Working with the MCCC, its other work groups, and the Commission on Environmental Justice and Sustainable Communities (CEJSC), ECO should concentrate on outreach especially to Maryland's vulnerable communities affected by Climate Change.

ECO chairs appoint one or two members (non-MDE staff) to act as liaisons to CEJSC and participate on the MCCC's Climate Justice Team (with Charmaine Brown, MCCC CJ co-chair) to attend meetings and ensure that equity issues are receiving appropriate emphasis in MCCC communications. (Trystan Sill, DNR, has agreed to serve in this role for ECO.)

ECO should continue to build relationships with other state agencies, inventorying their existing EJ/CJ outreach programs and activities, and explore new ways state agencies and the MCCC can apply CJ to their work. (Working with the MCCC co-chair and the CJ team.)

ECO will continue to seek and solicit opportunities to identify and engage with organizations, and to participate as a presenter (principally MCCC Chair Ben Grumbles) at appropriate meetings and events. (ex., Maryland Association of Counties and Maryland Municipal League.) In that effort, ECO should:

- Make pre-meeting calls with the leadership of organizations to understand the interest of a group and to provide the most relevant information.
- Create a short overview Powerpoint presentation about MCCC to use at events and/or listening sessions.
- Whenever possible, begin community listening sessions with questions from the group so the conversation can address concerns directly.
- Continue to create educational and outreach materials for the Commission's website.

ECO will work with the Maryland State Department of Education (via ECO member Kirsten Jackson, MSDE) and the Maryland Association for Environmental Outdoor Education (MAEOE) to ensure K-12 curriculum includes:

- Information about The Maryland Commission on Climate Change
- What Maryland law says about implementing Climate Change mitigation plans that will economically benefit the state at the same time it reduces harmful Greenhouse Gas emissions. (The 2030 Greenhouse Gas Reduction Act Plan).
 - Include emerging science and technologies related to the field of climate change that will offer lucrative career paths. (Work with the Adaptation and Resiliency Work Group and the Science and Technology Work Group.)