

**Education Communications & Outreach Workgroup  
Maryland Climate Change Commission  
2017 - 2018 Work Plan**

## **Purpose**

The Education, Communications, and Outreach Workgroup assists the Maryland Climate Change Commission (Commission) in fulfilling its responsibility to engage, educate, and communicate with diverse stakeholders by:

- Advising on effective communications strategies for outreach to diverse stakeholders
- Identify and advise on opportunities for stakeholder engagement
- Provide best practices for education of various sectors on climate change

## **Membership:**

The ECO Workgroup shall be composed of public information officers from state departments on the Commission or those involved in adaptation or mitigation of climate change.

ECO Workgroup appointments shall include a diverse array of stakeholder groups. Stakeholders includes representatives from private, public, or communities responding to climate change, with unique content expertise in areas of interest to ECO.

The Chair is Allison Rich. Lori Arguelles is the ECO representative on the Steering Committee. Elizabeth Entwisle is staff for the workgroup on behalf of Maryland Department of Environment (MDE).

The ECO work plan requires collaboration from the Climate Commissions workgroups to increase capacity to coordinate and facilitate education, communications, and outreach to Maryland's diverse constituencies.

## **Education Work Plan 2017 - 2018:**

### **Education**

#### *E.1: Coordinate state agency and climate stakeholders*

Coordination efforts will focus on collaboration for share climate events calendar, the development of a Climate Ambassador Program and empowering all stakeholders to educate and speak on Climate Change in their communities. Planning and pilots to take place during 2017. A Climate Ambassadors program will be launched by end of CY 2018 and will educate and train state representatives and community stakeholders on Climate Change.

#### *E.2: Educational resources*

ECO will work to identify and compile existing resources and tools around Climate Education for diverse sectors and literacy levels. The compiled resources will draw from environmental education experts like MSDE, MAEOE, Made Clear, and The National Aquarium. ECO recommends the compiled resources

housed on the Commissions website. Additionally, ECO and partners will continue to provide ongoing expertise in climate education to increase pathways to disengaged communities.

### *E3: Outreach consultation*

ECO will provide ongoing consultation to Commission members, workgroups and partners as a means of informing and supporting outreach activities by multiple sectors.

### *E4: Cross workgroup collaboration*

ECO will engage all Commission workgroups (on a quarterly, monthly, or other basis) to address issues of environmental justice. Part of the collaboration will be to create fact sheets that connect climate change impacts in Maryland across the sectors and workgroups. Fact sheet topics include but are not limited to: The Maryland Climate Change Commission, Agriculture, Asthma, Flooding, human health, and Maryland Ecosystems.

## **Communications**

### *C1: Maryland Climate Photo Essay*

Develop and support the Commission in facilitating Maryland Climate Photo Essay - a multi sector effort to engage the public to share what climate change looks like around them through social media. Sharing and engagement will be facilitated through specific hashtags.

### *C2: Vanity domain names*

Purchase multiple domain names & vanity names as easy access points to MCCC webpage.

### *C3: Workgroup partnerships*

ECO will formalize partnerships within and between the MCCC workgroups and identify ambassadors for each workgroup that will report back to ECO. The partnerships and ambassadors will aide in capturing climate outreach opportunities, build and maintain a diverse sector listserv for outreach and communications and collaboration on educational material development and distribution. The goal of the ECO ambassadors is to ensure all workgroups are receiving ECO guidance or assistance as requested and that ECO is receiving appropriate updates in a timely manner to facilitate communication to larger non-Commission audiences.

### *C4: Visual guidance*

Develop infographics and identify key messages on climate change that highlight progress towards local solutions. In addition, develop hashtags for the Commission to monitor status of climate communications on social media. Thirdly, providing consult on the Commissions website to make it user friendly and engaging for the public. ECO will provide the expertise and guidance to all workgroups and Commission members at request as well.

### *C5: Develop and maintain a calendar of Climate Events*

The Maryland Department of Health and Mental Hygiene maintains a “Climate Change in Maryland” public google calendar. This calendar is intended be a comprehensive resource of events related to climate change in Maryland. Events are compiled from the public, all state and local agencies, organizations and

individuals within Maryland. ECO will feature this resource calendar on its relevant websites. Event information may be provided to the calendar via the DHMH Climate Change Page found here - [bit.ly/mdclimatehealth](https://bit.ly/mdclimatehealth). ECO will periodically request that the full Commission provide events information and collaborate with workgroup ambassadors to ensure all meetings are listed on calendar.

Please email event information to Allison Gost, Program Manager at DHMH, [allison.gost@maryland.gov](mailto:allison.gost@maryland.gov). Please include the following in your announcements: title of event, date and time, contact information, flyer or link, registration requirements.

## **Outreach**

### *O1: Listening sessions and facilitation*

ECO and partners will advise and support facilitation ongoing collaborations among workgroup entities to successfully facilitate and conduct listening sessions in a diverse array of Maryland communities. Emphasis will be placed on those communities identified as most vulnerable to climate change impacts.

### *O2: Listserv outreach*

Utilizing the diverse sector listserv developed under our communication goals, ECO will share resources, events, and updates around the Commission, workgroup, stakeholders and partners progress towards building resilience to climate change in Maryland.

### *O3: External awareness*

Develop a guiding document for the Commission on ways to increase external awareness of the Commission. Facilitate the outreach activities to organizations to increase awareness.

### *O4: Community Stakeholder Profiles*

To accomplish O1, ECO requests CEJSC collaborate with MCCC to compile information to date on issues identified by communities vulnerable to climate change and to compile resources available to support mitigation and adaptation to climate change.

## Appendix A: Members

### *Chair*

|                     |                                       |
|---------------------|---------------------------------------|
| Allison Rich, Chair | Maryland Environmental Health Network |
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### *MCCC Liaison*

|              |                                        |
|--------------|----------------------------------------|
| Liz Entwisle | Maryland Department of the Environment |
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|----------------|---------------------------|
| Lori Arguelles | Alice Ferguson Foundation |
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### **Public Sector**

|                   |                                        |
|-------------------|----------------------------------------|
| Ashley Pennington | Johns Hopkins Office of Sustainability |
|-------------------|----------------------------------------|

|             |                                 |
|-------------|---------------------------------|
| Dan Brellis | Alliance for the Chesapeake Bay |
|-------------|---------------------------------|

|                    |                                        |
|--------------------|----------------------------------------|
| Dannielle Lipinski | Maryland League of Conservation Voters |
|--------------------|----------------------------------------|

|              |                         |
|--------------|-------------------------|
| Isaac Hametz | Mahan Rykiel Associates |
|--------------|-------------------------|

|              |                            |
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| Joelle Novey | Interfaith Power and Light |
|--------------|----------------------------|

|             |                                   |
|-------------|-----------------------------------|
| Kelly Trout | Chesapeake Climate Action Network |
|-------------|-----------------------------------|

|              |                   |
|--------------|-------------------|
| Kris Hoellen | National Aquarium |
|--------------|-------------------|

|            |                    |
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| Noah Smock | Baltimore Toolbank |
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| Pat Harcourt | UMCES (MADE CLEAR) |
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| Tiffany Hartung | Maryland Climate Coalition |
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|             |                                                         |
|-------------|---------------------------------------------------------|
| Grant Samms | Center for Environment and Society (Washington College) |
|-------------|---------------------------------------------------------|

### *Private Sector*

|                        |           |
|------------------------|-----------|
| Michele Mitch-Peterson | Honeywell |
|------------------------|-----------|

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|  | Maryland Chamber of Commerce |
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### *Government*

|                |                                       |
|----------------|---------------------------------------|
| Colleen Turner | Maryland Department of Transportation |
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| Julie Oberg | Maryland Department of Agriculture |
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|---------------------------|----------------------------------------------------------|
| Mark Shaffer              | Maryland Department of the Environment                   |
| Sara Luell                | Maryland Department of Housing and Community Development |
| Stephen Schatz            | Maryland Department of Natural Resources                 |
| Kaymie Owen               | Maryland Energy Administration                           |
| Allison Gost              | Maryland Department of Health and Mental Hygiene         |
| <i>Technical Advisors</i> |                                                          |
| Pat Harcourt              | UMCES                                                    |
| David Costello            | IEER                                                     |
| George (Tad) Aburn        | Maryland Department of the Environment                   |
| John Coleman              | Maryland Department of Planning                          |
| Samantha Kappalman        | The Hatcher Group                                        |
| John Coleman              | Maryland Department of Planning                          |
| Stephen Schatz            | Maryland Department of Natural Resources                 |
| Wiley Hall                | Maryland Department of Housing and Community Development |

## Appendix B: Work Plan Table

Direct link to editable table:

<https://docs.google.com/spreadsheets/d/1EVv3wOrugHFTLEPuVwdqCyrWhILy2BP6LhGAmtHsAY0/edit?ts=58de742f#gid=1517021557>

| Education                                                                                                                                                                                                                            |                                            |                     |                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------|------------------------------------------------------------------------------------------------|
| Action                                                                                                                                                                                                                               | Agency                                     | Status              | Notes                                                                                          |
| Coordinate state agencies and climate stakeholders to collaborate on a Climate Ambassador Program to train educators to teach about climate change in a Climate Ambassadors program                                                  | Sara Via's organization?, DHMH, MDE, MDEHN | Forthcoming         | Sara Via's organization / DHMH and Kristin Baja?                                               |
| Identify & Compile Climate Education tools for diverse sectors and literacy levels, to be compiled for Commission website                                                                                                            | education focused members; DHMH            | Forthcoming         |                                                                                                |
| Provide expertise to emerging climate education efforts to ensure diverse sectors are being addressed and to increase pathways to disengaged communities                                                                             | DHMH, MDE, DNR, MDEHN                      | Current and ongoing | All agencies and partners will provide their area and content specific expertise               |
| Consult on relevant audiences for outreach                                                                                                                                                                                           | *see question in workplan doc              | Current and ongoing |                                                                                                |
| Collaborate across workgroups on educational resources to support Commission work to address issues of environmental justice and vulnerable communities                                                                              | Chair / co-chair                           | Ongoing             |                                                                                                |
| Create fact sheets that connect how climate change impacts areas including, but not limited to: The Maryland Climate Change Commission, Agriculture; Asthma; Flooding; human health, Maryland Ecosystems                             | Hatcher Group                              | Ongoing             |                                                                                                |
| Communications:                                                                                                                                                                                                                      |                                            |                     |                                                                                                |
| Action                                                                                                                                                                                                                               | Lead Agency                                | Timeframe           | Notes                                                                                          |
| Maryland Climate Photo Essay - multi sector effort to engage public to submit pictures of what climate change looks like around them through social media and to compile through specific hashtags                                   | DHMH, Washington College, MDEHN            | May-17              | Photo Essay will run during May 2017 with highlights shown at the June full commission meeting |
| Purchase multiple domain names & vanity names to create easy access points to MCCC webpage                                                                                                                                           | ?                                          | Forthcoming         |                                                                                                |
| Formalize partnerships between MCCC workgroups to capture climate outreach opportunities, to build a diverse sector listserv for outreach and communications, and to collaborate on communications to support education and outreach | DHMH, MDE, Chair                           | Ongoing             |                                                                                                |
| Identify ambassadors for each workgroup to share events to communicate to the public                                                                                                                                                 | Chair                                      | Ongoing             | MWG ambassador: Tad (Jess Herpel?); ARWG ambassador: Clifford Mitchell, DHMH;                  |
| Develop infographics and identify key messages on climate change that highlight progress towards local solutions                                                                                                                     | Hatcher Group,                             | Forthcoming         | I know other people volunteered for this, but can                                              |
| Develop hashtags for the Commission to monitor status of climate communications                                                                                                                                                      | ECO                                        | Forthcoming         |                                                                                                |
| Consult on the website to make it user friendly and to think through resources and tools for diverse audiences                                                                                                                       | ECO                                        | Forthcoming         | Enlist volunteers or local youth to provide objective input                                    |
| Develop and maintain a Calendar of Climate Events                                                                                                                                                                                    | DHMH                                       | Current and ongoing |                                                                                                |
| Outreach                                                                                                                                                                                                                             |                                            |                     |                                                                                                |
| Action                                                                                                                                                                                                                               | Lead Agency                                | Timeframe           | Notes                                                                                          |
| Facilitate Collaborations to Host Listening Sessions in Maryland communities vulnerable to the impacts of climate change                                                                                                             | MDE                                        | Current and ongoing |                                                                                                |
| Build a diverse sector listserv for outreach and communications to private, public, and partner sectors working on climate change.                                                                                                   | ?                                          | Forthcoming         |                                                                                                |
| Toolkit for Commission: One-pager on the what the Commission is to increase external awareness of the Commission as a platform for public engagement                                                                                 | Hatcher Group                              | Forthcoming         | This is tied into the infographic (yes?)                                                       |