

Maryland Commission on Climate Change
Education, Communication and Outreach Working Group

Potential Recommendations for the 2017 Report

Updated 08/15/2017

Developing Broad Public and Private Partnerships:

- Continue to provide event information, as applicable, to the “Climate Change and Environmental Health in Maryland” calendar, maintained by DHMH
- Continue to formalize partnerships with the Commission’s diverse sectors to support a broader network of information regarding communities vulnerable to climate change
- Incorporate members from the private sector and maintain strong membership in the public sector, to broaden the group’s expertise and maintain a balanced perspective
- Update the ECO Outreach Plan (adopted in May 2017) as needed

Developing products for use in education, communication, and outreach on climate change:

- Utilize the five one pagers developed by The Hatcher Group
- Continue to build resources for outreach (e.g. Tool Box, Communicators List)
- Supports the re-design of the Commission website by the Hatcher group and MDE

Developing strategy and process for education, communication, and outreach on climate change:

- Keep the Commission and Working Groups up-to-date on best practices and emerging methods which support the education, communication and outreach goals of the Commission
- Continue to support efforts to implement a Climate Ambassadors program
- Continue to support efforts to recognize companies engaged in efforts to reduce their greenhouse gas emissions (e.g. Climate Champions)
- Support the development of a workgroup to move forward with highlighting climate change in MSDE Environmental Literacy efforts
- Recognize and support efforts to integrate climate change into training for preservice teachers (e.g. by Laurie Jenkins of Montgomery County)

Education, communication, and outreach related to the Commission’s Annual Report:

- The Executive Summary portion of the 2017 Commission Report should be translated into Spanish
- Support an effort to raise general awareness of the Annual Report and of the work of the Commission, coordinated around the release of the 2017 Report in the November time frame
- 2018 Annual Report outreach and campaign efforts should begin in 2018 prior to its release

Addressing Any Disproportionate Impacts of Climate Change on Low-Income and Vulnerable Communities:

- Support DHMH’s project to identify Maryland communities vulnerable to the health impacts of climate change and build resiliency through education, intervention and adaptation strategies designed to meet specific community needs
- Support the education, communication and outreach goals of the Commission by engaging in and supporting work to identify communities vulnerable to the impacts of climate change
- Work to identify and collaborate with existing trusted messengers in vulnerable communities

- Support the MWG's effort to incorporate considerations for environmental justice and underserved communities in its recommendations for the State's 40 by 30 Plan

2018 Priorities:

- ECO could reach out to local Chambers of Commerce to devise ways for them to help disseminate information about climate change and appropriate actions; one benefit for them might be the possibility of businesses being recognized through the Climate Champions Program or Green Registry; we could also find out if they would be willing to have a "green business day" in their community, where businesses would show off what they are doing to save energy or reduce emissions.
- ECO should consider investigating opportunities to utilize the wide popularity of the Baltimore Ravens and Orioles to highlight energy efficiency and reducing emissions.
- ECO should produce a brief guide to accompany the 2018 Report (to be posted online in conjunction with or shortly after the report), which may possibly include (1) information on appropriate educational usage and application of the Report; (2) FAQs about the Report; (3) ways to keep up-to-date on the State's climate change efforts; and/or (4) a timeline of upcoming events related to the State's climate change efforts, including expected opportunities for public engagement. This guide may make use of the Hatcher one-pager formatting, if available and appropriate.

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