

2017/2018 Climate Change Outreach Plan

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

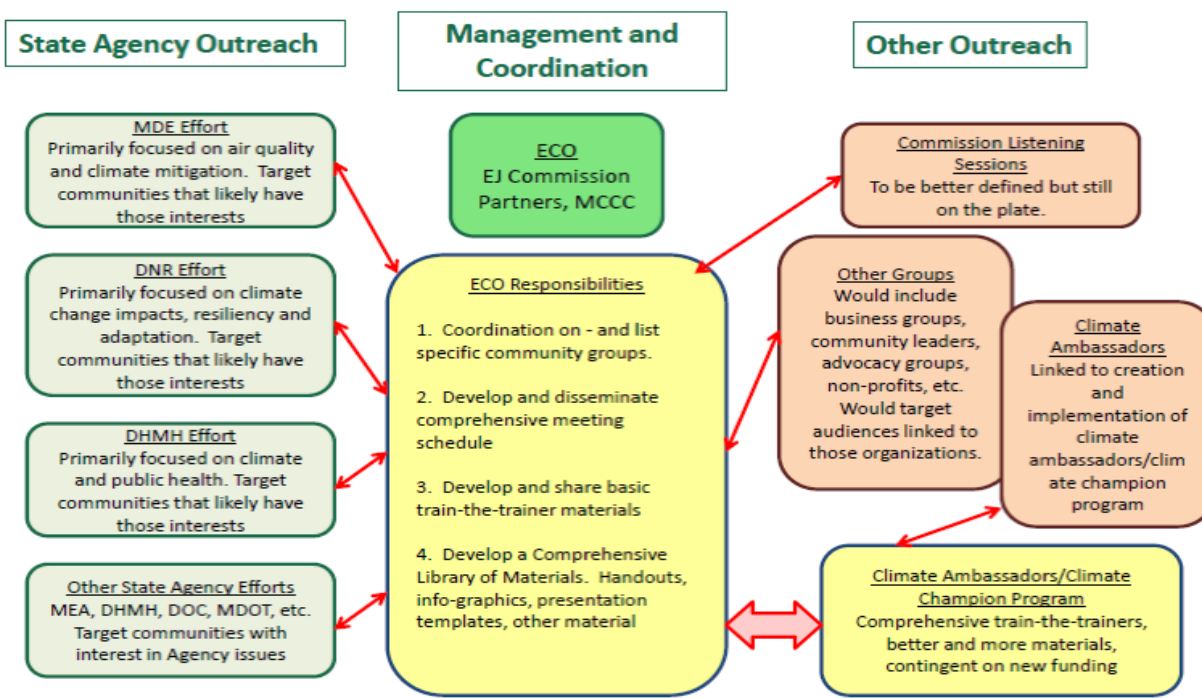
Overview of Outreach Plan

This plan was developed by the ECO Working Group. It builds from ongoing outreach being conducted by State agencies and envisions building a group of climate change communicators from the private sector, advocacy groups, non-profits and the general public. It also includes the development of Climate Ambassador and Climate Champion programs that are contingent upon additional funding or increased in-kind support from Commission members.

The plan acknowledges that no two outreach events will ever be exactly the same. Different audiences require different approaches and in many cases will focus on different topics. Some events will focus on mitigation, some on adaptation, some on health, some on science, etc., etc. The plan includes the creation of a large library or “tool box” of materials that can be packaged or customized to meet the specific goals of an outreach event.

Figure 1 provides a schematic of how the outreach plan will work.

Figure 1 - Schematic of MCCC Outreach Activities 2017 and 2018



The plan has three key action areas and will be implemented in 3 phases.

The three key action areas are:

1. Build from ... and enhance ... outreach that is already taking place at State Agencies.
2. Build a large group of “non-government” communicators – perhaps linked to a Climate Ambassadors/Climate Champion initiative
3. Formalize an ECO coordinated outreach tool box that includes a wide variety of materials, a list of past and planned outreach activities, a list of community groups, train-the-trainer information, climate ambassador/champion materials and other tools to help enable outreach and communication on climate change from government and non-government communicators.

The three phases include:

- Phase 1 – Immediate implementation.
 - o Builds from State Agency initiatives, gathers all available useful materials for the tool box, begins to promote (and enlist) non-government communicators. Builds and shares list of events, community groups, etc.
- Phase 2 – Implemented in May/June when new Hatcher products are available
 - o Continues State Agency outreach, begins non-government outreach efforts, enhances tool box with Hatcher products and other products from State Agencies and ECO members. Initiate two Climate Ambassador/Climate Champion pilots through MDE and DHMH planned efforts.
- Phase 3 – Implemented around the end of 2017
 - o All of the above with continued enhancements from in-kind efforts from State Agencies and ECO members and a more formal Climate Ambassadors/Climate Champion program. The Climate Ambassadors/Climate Champion program will hopefully be funded by outside resources, but could still be implemented with in-kind State Agency and ECO member support. The Climate Ambassadors/Climate Champion program will be coordinated with the Climate Ambassador research being undertaken by Sara Via.

Supplemental Materials

Ongoing Outreach at State Agencies

- DHMH effort - Primarily focused on climate and public health and community resiliency. Received a federal grant to support this effort. Outreach to date includes a 2016 stakeholder kick off forum in College Park on building resilient communities.

DHMH is also partnering with the Eastern Shore Land Conservancy to get health components into hazard mitigation plans in Talbot and Queen Anne's Counties and other Eastern Shore communities. They are also working in Suitland Park to improve food access to low-income communities, health fairs in Anne Arundel County and with UMD Ag Extension educators to build a train-the-trainer program for climate and health education. Educators will train community health workers. For more information on the DHMH effort see [Maryland Public Health Strategy for Climate Change - Maryland.gov](#)

- MDE effort - Primarily focused on air quality and climate mitigation. Format included early coordination with community leaders, a presentation, a feedback and listening session and a discussion of partnerships. Outreach to date includes meetings with communities in Pasadena, Sparrows Point and Turners Station and coordination and planning activities at the Port of Baltimore and Bon Secours Community Works Center. MDE is working to include the State's Commission on Environmental Justice and Sustainable Communities (CEJSC) and the Children's Environmental Health & Protection Advisory Council (CEHPAC) as partners on these outreach efforts.
- DNR effort - Primarily focused on flooding, salt water intrusion and other impacts of sea level rise, community resiliency and adaptation, shore hazards assessments. DNR works with local planners, emergency response officials and residents in communities vulnerable to flooding and storm surges. More information on the DNR effort is available at [Climate Resilience - Maryland Department of Natural Resources](#).
- MEA effort - Offers grants, rebates, loans and other incentives to promote energy efficiency, solar and wind energy for homes, businesses, local governments and others, as well as incentives for electric vehicles and charging equipment. MEA does outreach on these programs. For more detail see <http://energy.maryland.gov/Pages/all-incentives.aspx>. Incentives include the EmPOWER Clean Energy Communities Low-to-Moderate Income Grant Program (LMI).
- DHCD effort -Offers programs that provide homeowners of all income levels with the resources to improve their home's energy efficiency. DHCD programs can help with insulation, hot water system improvements, furnace repair or replacement, renewable energy systems, and other health and safety enhancements. DHCD also provides energy

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efficiency assistance programs specifically for affordable, multifamily rental properties, as well as outreach and training to contractor partners who wish to participate in DHCD programs for residential and small commercial projects. DHCD does outreach on these programs. For more information see

<http://dhcd.maryland.gov/Pages/EnergyEfficiency/default.aspx>

- DHR effort - Provides grants to help with home heating and electric bills. DHR does outreach on these programs. For more information see [Energy Assistance - Maryland Department of Human Resources](http://dhr.maryland.gov/office-of-home-energy-programs/) <http://dhr.maryland.gov/office-of-home-energy-programs/>

Outreach to Underserved Communities or Other Outreach or Both?

- Much of the effort to date has focused on the charge from the MCCC to work with underserved communities on social equity issues linked to climate change.
- This plan assumes much of the outreach work will focus on working with underserved communities but also insures that other outreach (like to the business community) is included in the ECO effort.
- ECO will engage all Commission workgroups (on a quarterly, monthly, or other basis) to address issues of environmental justice and to inform the creation of fact sheets that connect climate change impacts across workgroups and communities.

The Climate Ambassadors/Climate Champion Program

- ECO, DHMH and MDE have all been looking at the creation of a Climate Ambassadors and a Climate Champion Program. The major difference between the two programs is that the Climate Champion Program would probably focus more on the Maryland business community and voluntary action plans. Both efforts would involve education and outreach and both programs could use the same materials in the tool box.
- Both MDE and DHMH are working on Climate Ambassador pilot programs.
- Sara Via, UMD, is working on a two year research effort to support a Climate Ambassador concept. ECO and the State agencies should partner with Sara and consider having early efforts through ECO serve as pilots under Sara's longer term research.
- ECO has also pushed for outside resource funding for the Climate Ambassador program and should continue to work with Town Creek and Abell to find dedicated funding to support this effort. ECO should also consider implementing a smaller scale Climate Ambassador/Climate Champion program with in-kind support from ECO members and State agencies.

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- The goal of the Climate Ambassador and Climate Champion Programs is to educate and train community and business leaders to speak as trusted messengers on climate change in their communities and businesses.

Broader “Listening Sessions” to Support the Maryland Climate Change Commission’s Work

- There has been a discussion about the need for broader listening sessions with underserved communities for several years.
- The outreach plan does not include specifics on this kind of effort, but acknowledges that there is a need for this kind of outreach where more general input on the Commissions mitigation and adaptation efforts would be requested.
- These listening sessions will be an area of continued planning for ECO with potential implementation in the late summer or fall.

Developing Materials

- This effort will begin immediately. Step one will be to gather all relevant and useable existing materials from the State Agencies and earlier material developed for the MCCC, including a shared calendar of events.
- Commission members will be urged to collaborate and submit information on existing tools to serve all outreach being undertaken by the Commission.
- The current effort to develop materials through ECO with support from the Hatcher Group will be very important. This process will hopefully generate three major products that will play a critical role in successfully implementing the outreach plan. These three products are:
 1. Approximately 5 new fact sheets or info graphics that will become major building blocks for outreach activities.
 2. The creation of a standardized look ... or “brand” ... for the MCCC that will be used by others (using in-kind support) to develop more materials ... also important to the web site enhancements.
 3. At least 1 presentation template that can be used or modified by others doing outreach.
- With the building blocks generated through the Hatcher process, State Agencies, other ECO members or additional outside resources could easily develop new materials ... fact sheets to support the outreach plan ... other materials as needed to support communities in their climate mitigation and adaptation activities. Fact sheet topics will include but not

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be limited to: The Maryland Climate Change Commission, Agriculture, Asthma, Flooding, Human Health, and Maryland Ecosystems.

Fast-Track Initial Compilation of Materials

- As part of the Hatcher process a survey will be used to collect available materials for State Agencies and other ECO members.
- MDE will also coordinate a meeting or call with State Agencies to quickly gather materials that may be useful.

Building a Communicators Network and a List of Communities to Prioritize Outreach Activities

- ECO will coordinate with the MCCC and CEJSC and CEHPC in three key areas:
 1. Building a list of communities to include as part of outreach efforts and issues
 2. Working to build a list of communicators to help with outreach efforts
 3. Compiling information on issues identified by communities vulnerable to climate change

Enhancing the Climate Commission Web Site

- This is a separate effort being coordinated by ECO, MDE and DHMH.
- Over time, the web site will become the repository for all of the outreach events and other materials. MDE will begin to build the tool kit on the web immediately.