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HOW TO TALK
ABOUT CLIMATE
CHANGE WITH
FRIENDS, FAMILY,
STRANGERS,
LITERALLY ANYONE



LATER IS TOO LATE.

In February of 2022, the U.N. released a scientific report stating that climate change poses an **“unequivocal”** threat to our well-being. Right now, between 3.3 and 3.6 billion people live in areas that are “highly vulnerable” to climate change.

To protect our children’s futures, scientists all over the world are calling for action – and fast.

Seems pretty urgent, so
what does talking have to do with it?



WORRIED? YOU'RE NOT ALONE!

It's easy to feel isolated in your concern about climate change.

But according to the Yale Program on Climate Change Communication, **70% of Americans are worried about it.**

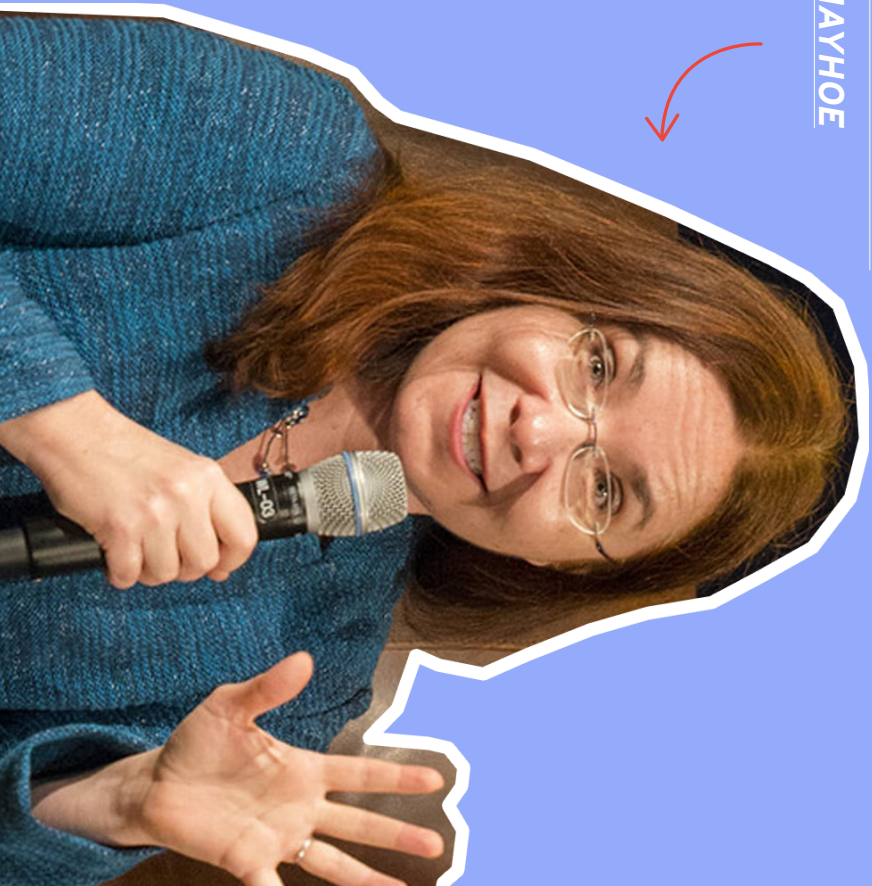
If the majority of Americans are already concerned, talking about climate change can help us find each other and work together to tackle it. Building community around our shared concern for our kids' future is a powerful way to move from worry to action.



“No one does anything unless it feels important. And if no one is talking about it, how important can it be?”

DR. KATHARINE

HAYHOE



WHY TALKING MATTERS

It's important that people see folks they know and trust **in their communities** talking about climate change.

Humans are social animals, and what we worry about is largely affected by other humans – especially people like us. And a planet that is not hospitable for our kids seems like a good thing to be worried about!



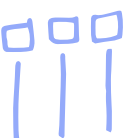
HOW TO TALK ABOUT CLIMATE CHANGE WITH FRIENDS, FAMILY, STRANGERS, LITERALLY ANYONE



FIND A GOOD WAY IN



HAVE THE FACTS BUT LEAD WITH THE FEELINGS



LAND ON SOLUTIONS



WHAT TO DO WHEN SOMEONE DISAGREES



FIND A GOOD WAY IN

Believe it or not, your actions double as great conversation starters. **Did you just:**

- *Make the switch to solar?*
- *Consider upgrading to an electric vehicle?*
- *Buy an induction stove?*
- *See an interesting piece of climate change content?*
- *Call your leaders?*
- *Realize that climate change is a lot worse than you thought and can't understand why we're not all talking about it all the time?*

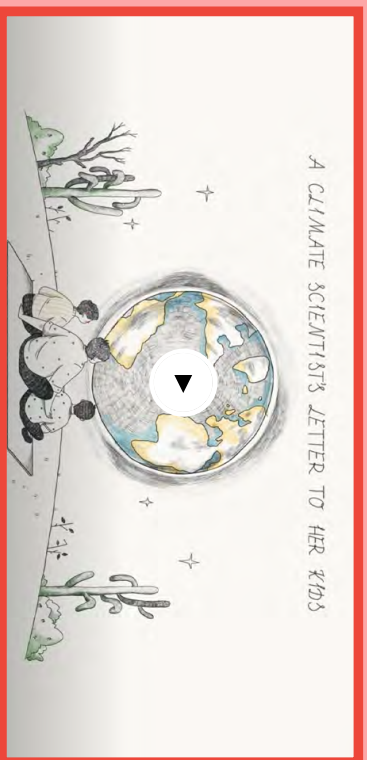
Anything you're doing to face or tackle climate change is a great place to start. Talk to friends and family about why you made these changes – or even better, why they're paying off.

But even if you didn't do these things, sharing how you feel about climate change is more than enough.



WATCH

A Climate Scientist's Letter to Her Kids



Need some inspiration?

Check out this letter that Science Mom, Dr. Joellen Russell, wrote to her kids about how she feels about their future and how it motivates her to keep being their ["gladiator science mamma."](#)



LEAD WITH FEELINGS

Have you ever noticed that opening a conversation with facts doesn't get you very far? That's because facts aren't personal. Feelings, on the other hand, make things vulnerable, they make things relevant and they make things urgent.

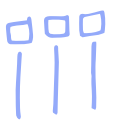
Starting with how you feel will make others comfortable talking about how they feel. And that's a more productive place to start. In fact, that's why Science Moms exists, to share what climate change means for our children's future.

When talking about climate change, it's okay to say things like:

*"I'm **worried** about how climate change will affect my kids."*

*"It's **frustrating** to hear that our leaders have the tools to take action, but aren't making the big changes we need to protect our kids."*

*"It's **shocking** to think about how little people talk about climate change, when the impact is so big."*



BUT HAVE THE FACTS

That said, people do have questions. And that's when facts like these might come in handy...

- **Over 99% of scientists agree on the basic facts about climate change: that it's here, it's manmade and we're quickly running out of time to fix it.**
- **Right now, the world is heating up to 50 times faster than it has at any other time in history.**
- **The heat trapped by pollution makes disasters like heat waves, wildfires, storms and floods more destructive, and more deadly.**
- **On our current path, the world's governments plan to produce more than twice the amount of fossil fuels in 2030 than what meets science-based climate goals.**





LAND ON SOLUTIONS

Remember, it's important not to leave people feeling hopeless. Any conversation about climate change should leave people feeling empowered to do something. We already have the technologies and resources to tackle this issue, but we need our leaders to put them to work.

Just suggesting some solutions can be enough to get people thinking about playing their part, and a great place to start is our [3-point to-do list for moms](#).

GET STARTED TODAY



WHAT TO DO WHEN SOMEONE DISAGREES

People can't agree on everything. But, if you can find common ground on even one thing, that's a place to start.

Are you:

- *Moms who care about your kids future? Start with that!*
- *Lovers of the outdoors? Start by talking about how you hope those places are preserved for your children to enjoy.*
- *Tired of spending more and more money each time you fill the tank?*

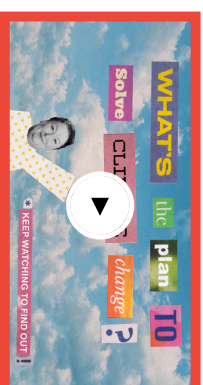
Great! Then you have somewhere to start.



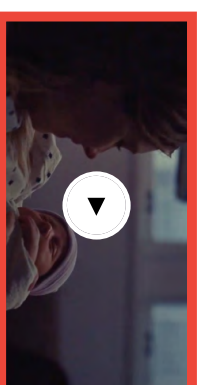


Now that you're an expert on the climate change conversation, it's time to put these skills to work.

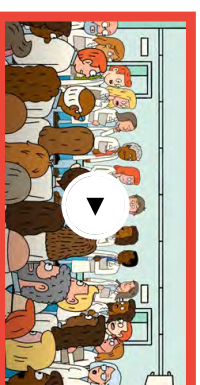
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Then hopefully, they'll share it with their circles, and so on and so forth, until we're all talking about and tackling climate change.

Remember, the more we talk about making changes, the more important those changes become.

Let's get chatty!