

Climate Engagement Assessing Public Will and Awareness of Climate Issues

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BACKGROUND

- Climate change is a “complex, uncertain and variable” (Monroe et. al, 2015) issue and requires the use of multiple strategies to inform and educate audiences.
- Use of “visible differences, research-based evidence of changes over time, and suggestions for how people are likely to be affected by climate change” (Monroe et. al, 2015)
- Information by The Six Americas identify six descriptions that apply to audiences responding to climate change – *alarmed, concerned, cautious, disengaged, doubtful, and dismissive*.



- Pinellas County, FL
- 25 local governments
- 949,827 people
- Most densely populated county
- 97% built-out

PROGRAM GOALS

- Educate at least 250 residents about climate change and sea level rise in Tampa Bay
- Conduct face-to-face interviews to collect information about perceptions relating to climate change and sea level rise
- Engage with diverse audiences through the use of atypical public venues for information collection.

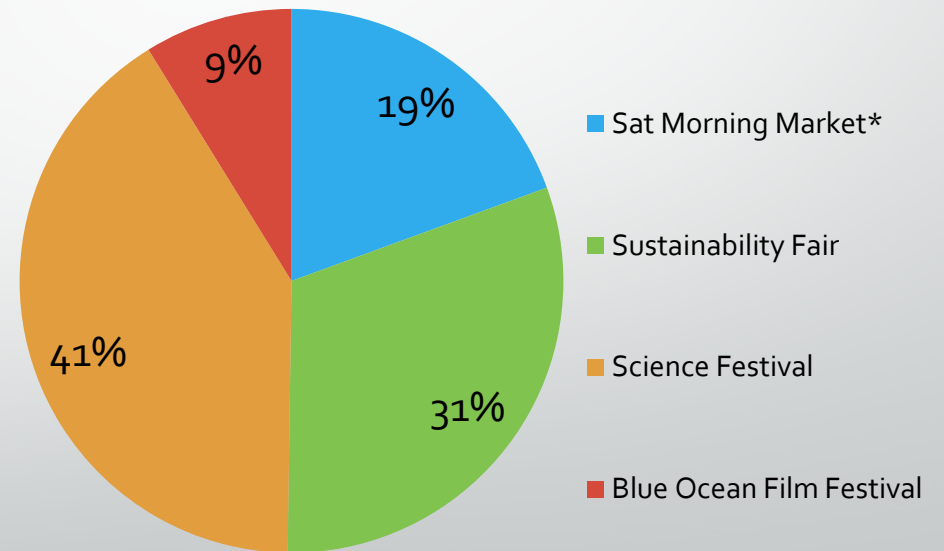
METHODS

Study Period

Public Outreach

Event Duration

Survey Counts by Location



SURVEY

Do you think climate is changing in your area?

On a scale of 1 to 5 where 1 is least concerned and 5 is most concerned, how concerned are you about climate change?

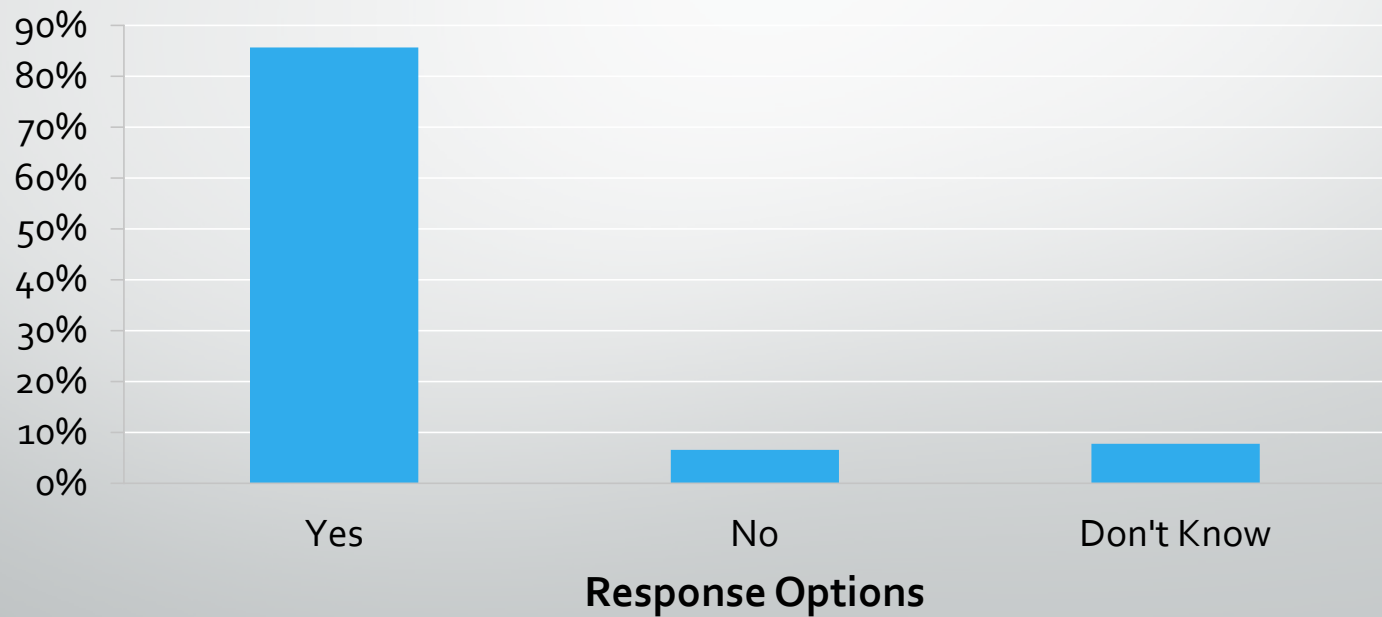
What do you think are the most likely impacts of climate change affecting the Tampa Bay area?

How will climate change in Tampa Bay affect you personally?

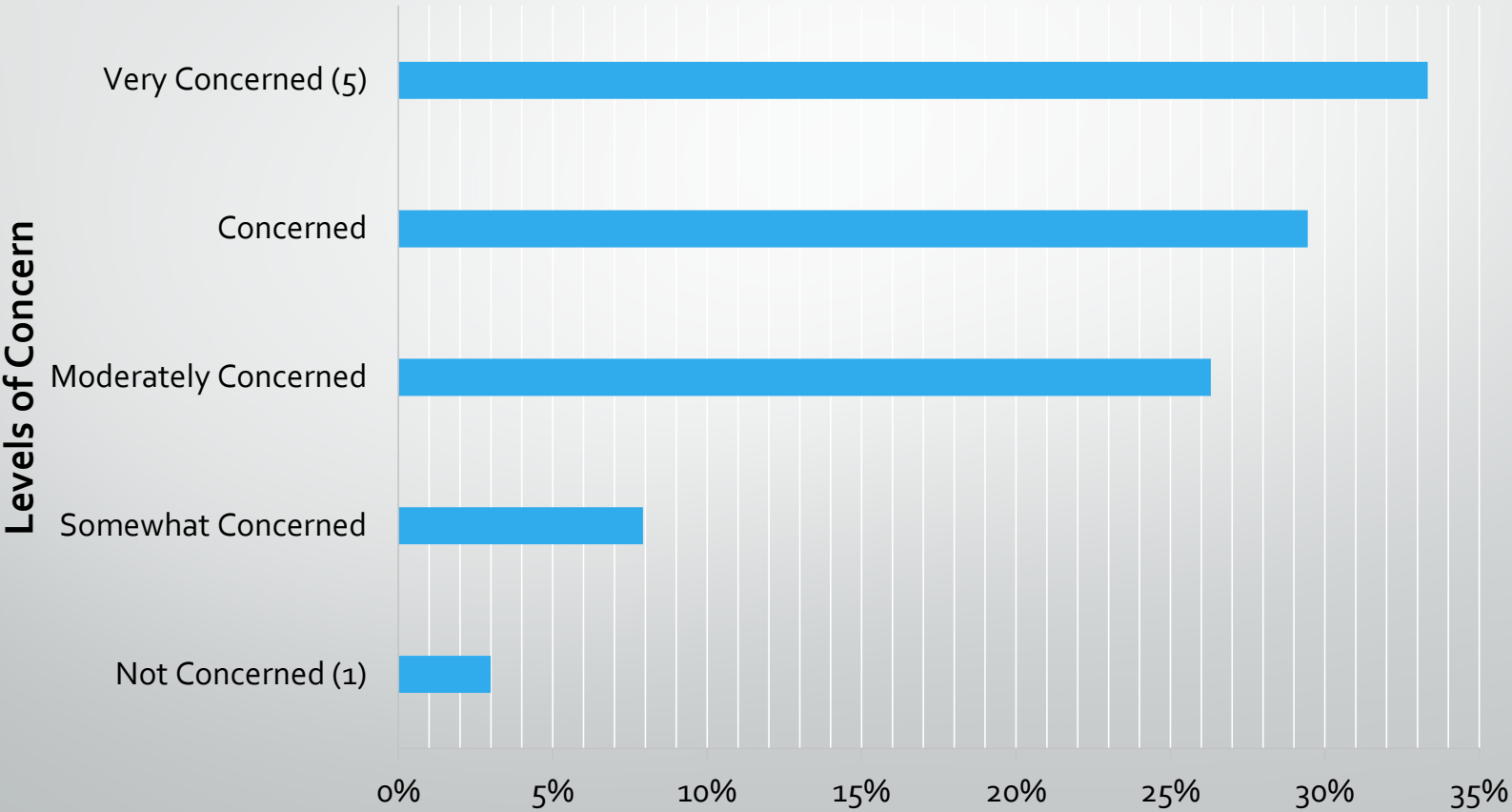
Where do you get your information about climate change?

RESULTS

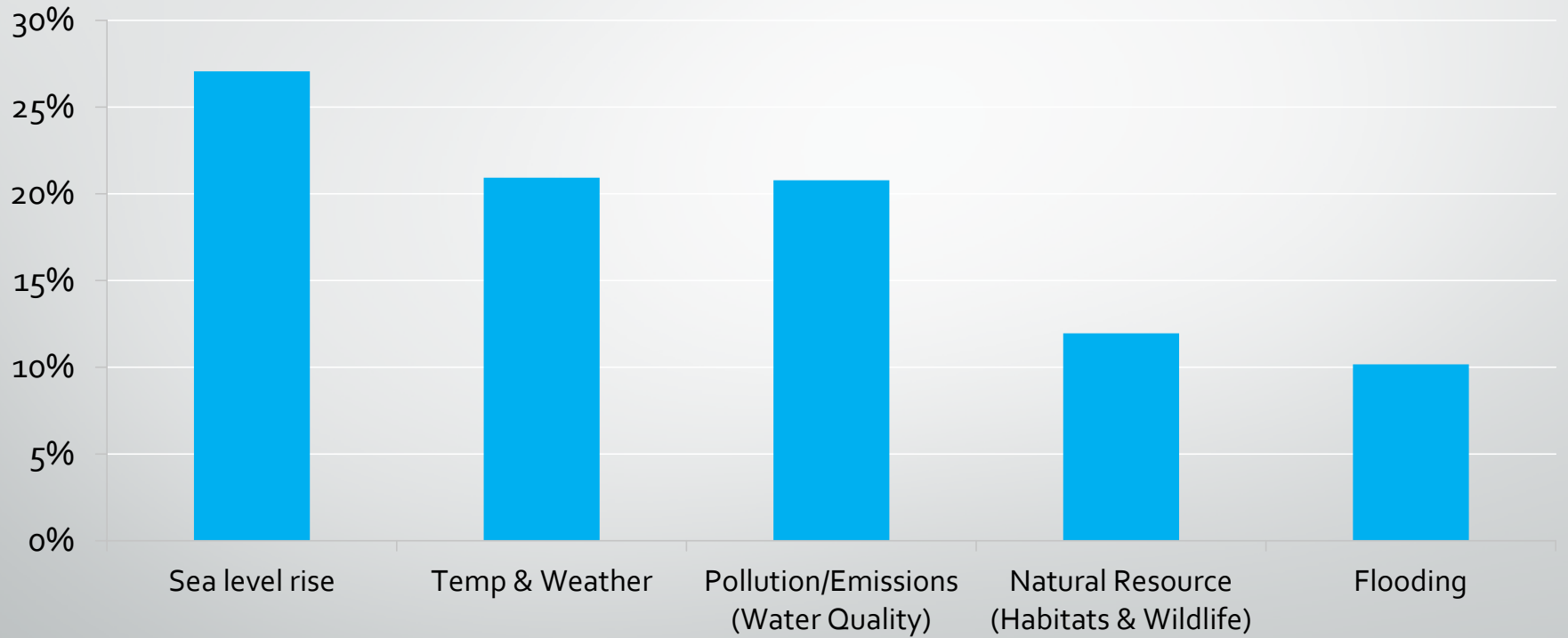
Do you think climate in your area is changing?



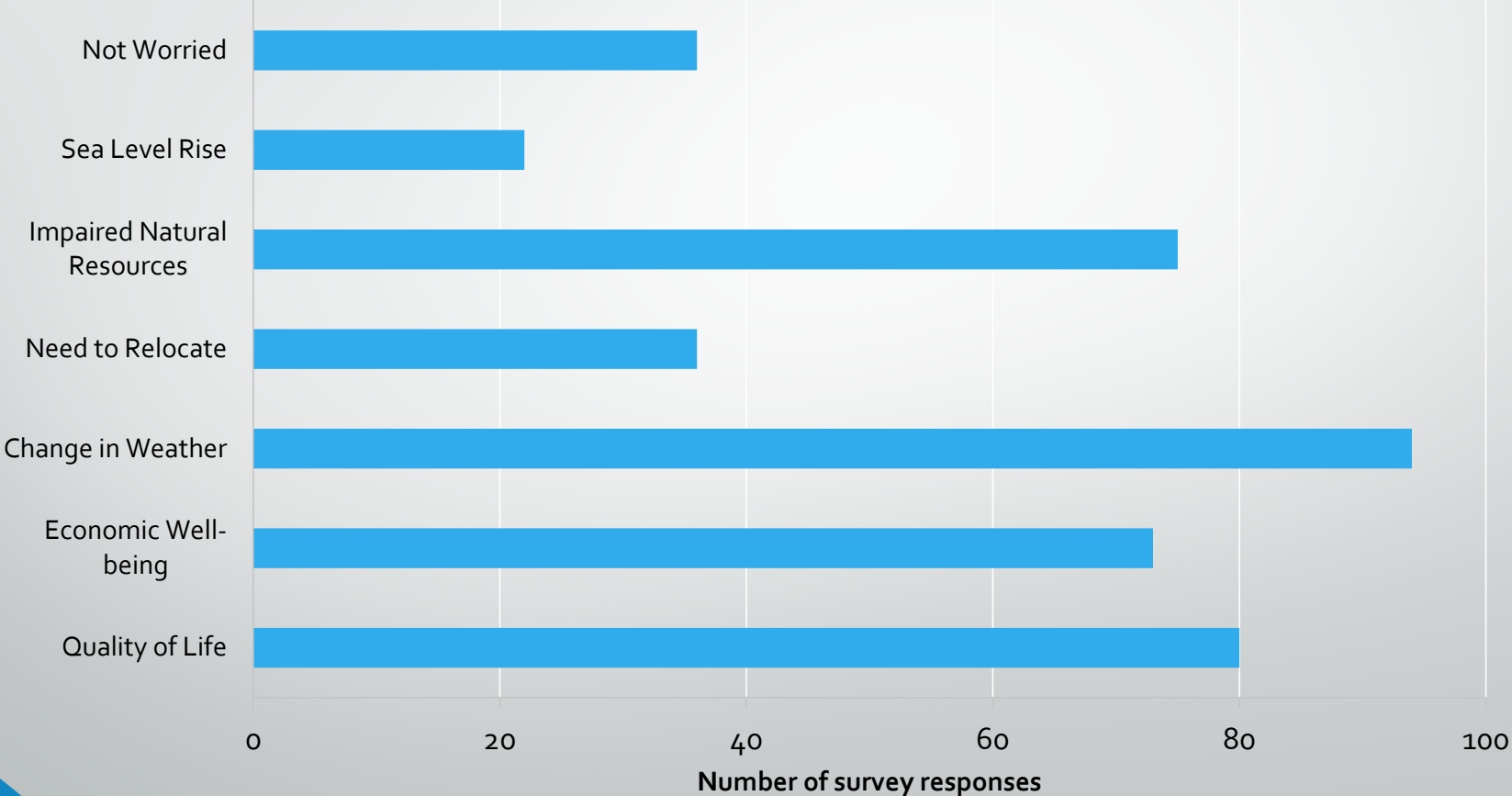
How concerned are you about climate change...?



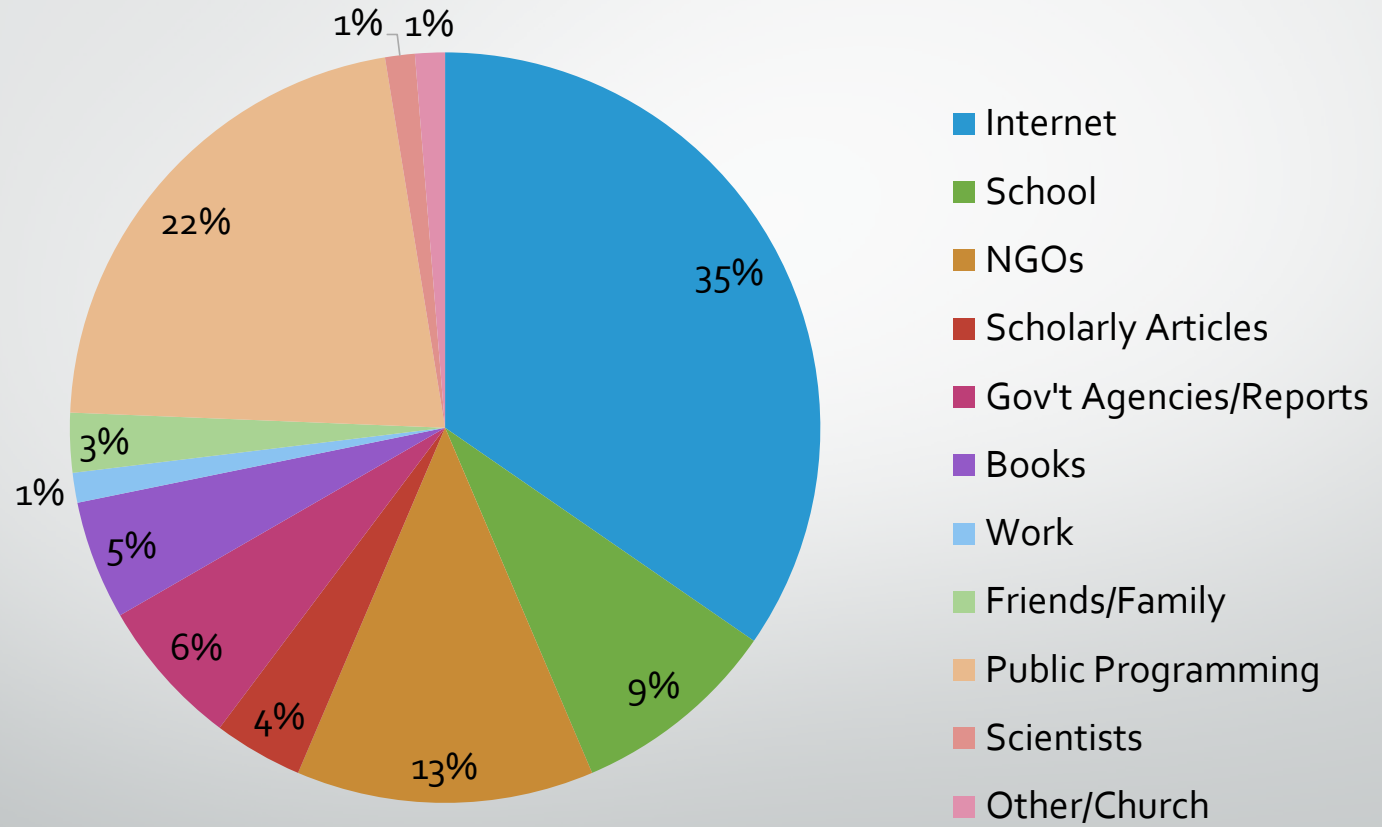
What are most likely impacts affecting Tampa Bay...?



How will climate change affect you personally?



Where do you get information about climate change?





COMPLEMENTARY WORK

- Climate: Change the conversation
- CSAP
- Film Series

CONCLUSIONS

- Connect community with science and ongoing local projects
- Collect information directly from residents
- Create targeted programs
- Contribute to local decision making efforts

QUESTIONS?

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Social Media:

Facebook.com/PinellasExtension

Instagram.com/UF_IFAS_Extension_Pinellas