

'Americans are waking up': two-thirds say climate crisis must be addressed



- Why does your land trust care?
- How does climate change relate to your mission?
- How would I know?

Understand Your End-Game

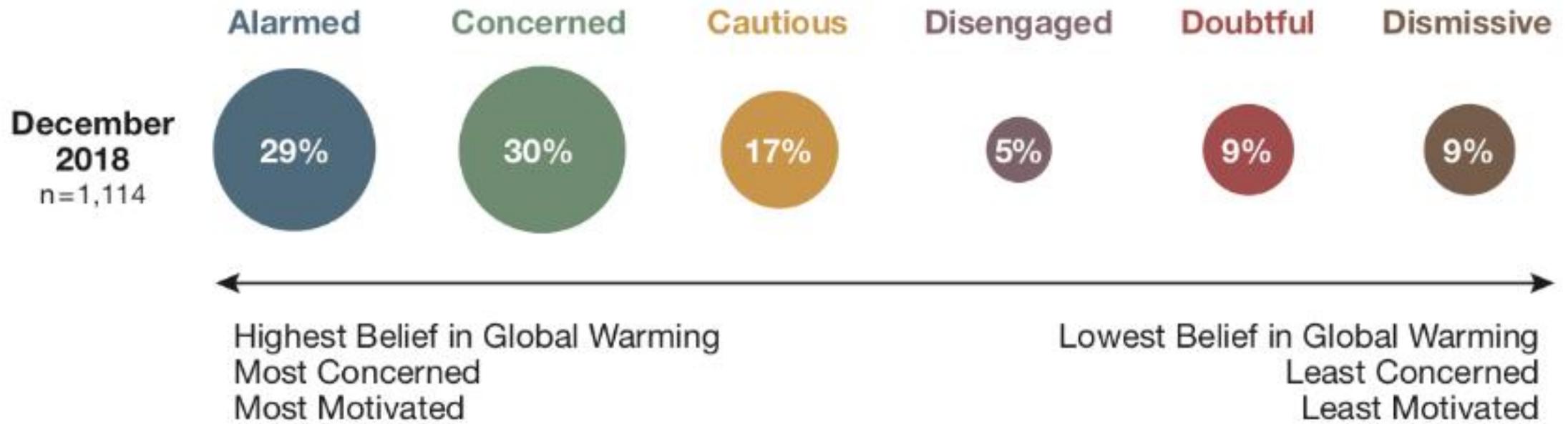
- What's In it For Me
- Feel, Do, and/or Remember
- People I Trust =

Communication Impact and Change

Solution-Based Communications

"Our biggest problem isn't skeptics who perpetuate the idea that science is somehow optional or a matter of opinion—it's that when it comes to supporting climate action, the urgency just isn't there for many of us..."

— Katharine Hayhoe, Climate Scientist, Communicator, Evangelical Christian

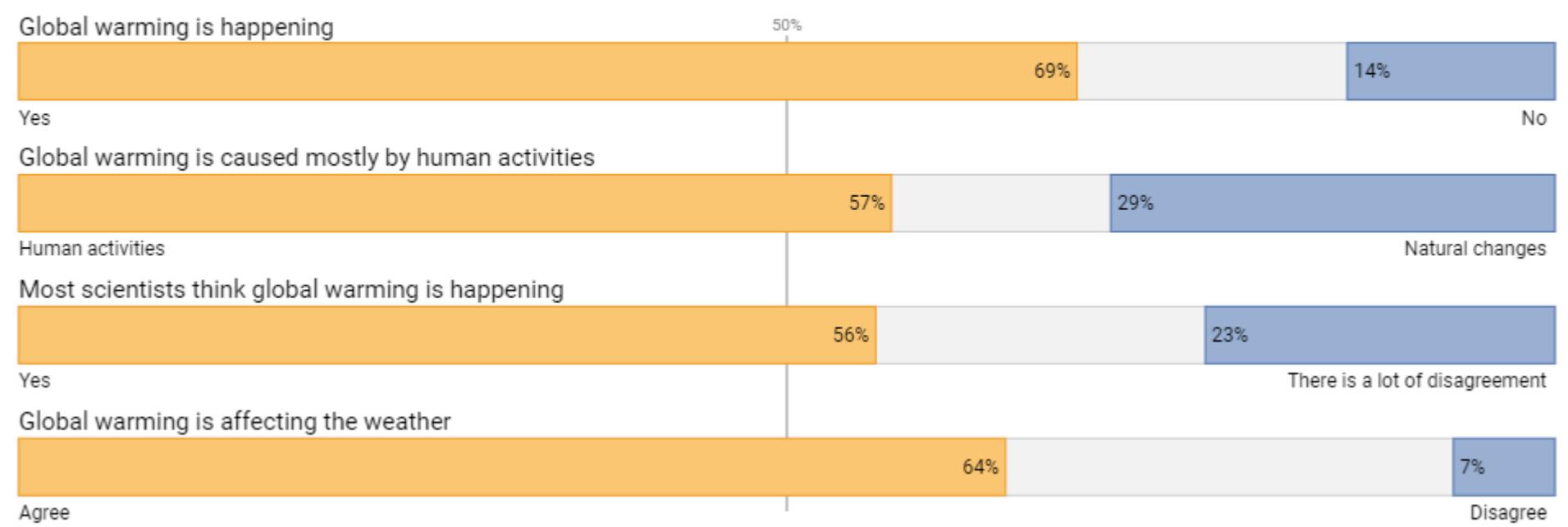


Trends:

Estimated % of adults who think global warming is happening on a national level (67%), 2019 [spring data]

Public Opinion Estimates, Connecticut, 2019

BELIEFS



<https://climatecommunication.yale.edu/visualizations-data/ycom-us/>

But how do we talk about it?

What do we talk about?

We want to inspire action to slow climate change down...

- Natural climate solutions = 21%*
- Renewables = 79%
- Connect the dots
- Inspire greater action
- Provide reliable information
- Share stories from people who see it “real time”
- Build trust in scientists
- Make this a community issue and less of a political issue



KATHARINE HAYHOE

THE MOST IMPORTANT THING YOU CAN DO TO FIGHT CLIMATE CHANGE: TALK ABOUT IT

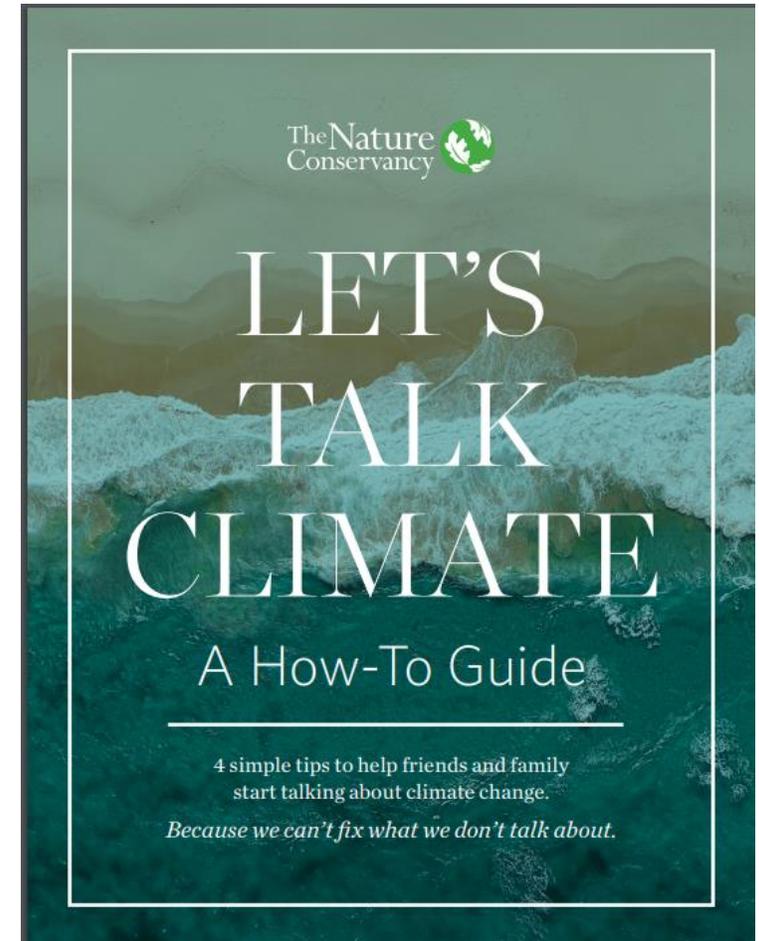
The Current

Shaming people into fighting climate change won't work, says scientist



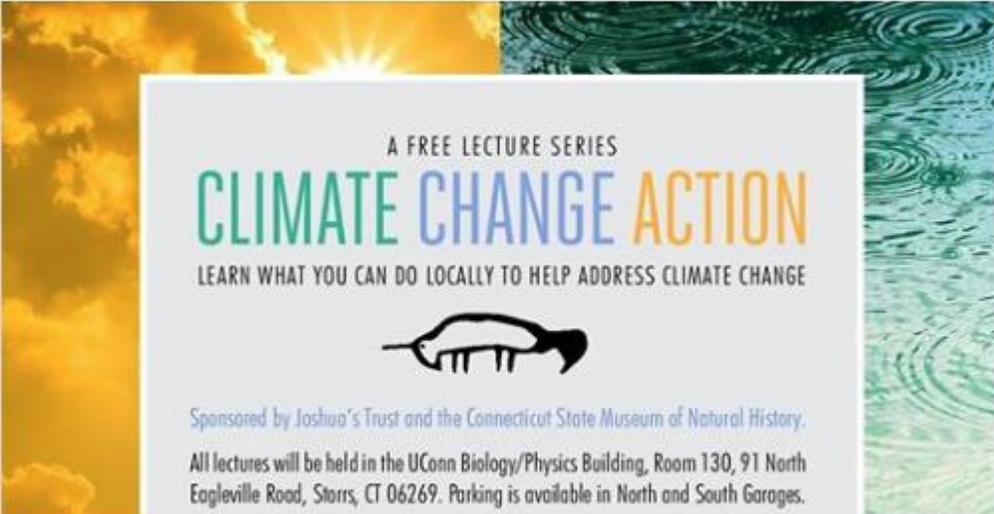
August 19, 2019

"Talk about values that we share, connect the dots to how that matters to climate and how that affects us — and then **talk about positive solutions** that we can get on board with that make our lives better." —Katharine Hayhoe



What can land trusts do to talk about climate change?

 **Joshua's Trust** added an event.
December 30, 2019 at 11:59 AM · 🌐



A FREE LECTURE SERIES
CLIMATE CHANGE ACTION
LEARN WHAT YOU CAN DO LOCALLY TO HELP ADDRESS CLIMATE CHANGE

Sponsored by Joshua's Trust and the Connecticut State Museum of Natural History.
All lectures will be held in the UConn Biology/Physics Building, Room 130, 91 North Eagleville Road, Storrs, CT 06269. Parking is available in North and South Garages.

THIS SUNDAY AT 2 PM
Climate Projections for Local Action in Connecticut

★ Interested

 **ECFLA / Wolf Den Land Trust** added an event.
November 27, 2019 · 🌐



THU, DEC 12, 2019
Woods Forum: The Future of Connecticut's Forests

★ Interested

 Kate Dalton invited you

Connect the dots to what people care about, and actions they can take

 **Grafton Land Trust**
December 23, 2019 at 8:47 AM · 🌐

SAVE NATIVE NEW ENGLAND PLANTS: conservation of native species goes beyond controlling invasives. Grafton Land Trust is looking for people to coordinate with the Native Plant Trust in their Plant Conservation Volunteer program to help assess and improve the outlook for native New England plants and trees. Click the link below to find out more and how to get started rare plant monitoring, seed collection, and habitat management. Email Grafton Land Trust at info@graftonland.org if you would like to be a bridge between GLT and the Native Plant Trust. The website is <http://www.nativeplanttrust.org/.../plant-conservation-volunt...>, NPT facebook page is <https://www.facebook.com/nativeplanttrust>, ... or read the flyer on the GLT website: <http://graftonland.org/.../PCV%20Native%20Plants%20Program%20...>

 **BGCI ADVANCED CONSERVATION PRACTITIONER • ACCREDITED**

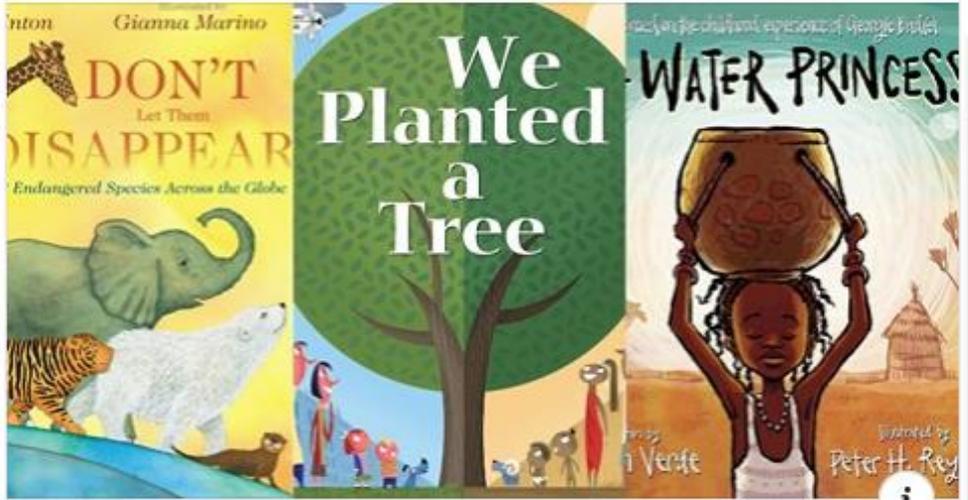
NATIVEPLANTTRUST.ORG
Plant Conservation Volunteers - Native Plant Trust
Plant Conservation Volunteers

 **Connecticut Land Conservation Council**
December 17, 2019 at 8:02 AM · 🌐

Terrific gift ideas for kids. Thanks to Outdoor Afro for sharing.

 **Outdoor Afro**
December 16, 2019 at 11:28 AM · 🌐

These stories feature messages about recycling, the beauty of nature, environmental activism and more. 🎧



HUFFPOST.COM
25 Children's Books That Teach Kids To Care About The Environment



French & Pickering Creeks Conservation Trust

16 hrs · 🌐



New Year's Resolutions - It's that time of year.

This year, let's all make a resolution to leave our planet in better shape by 2021. We just happen to have some tips - small changes that have lasting impact. We will post one every day.

Our #3 New Year's Resolution Suggestion is: Vinegar!...

[Continue Reading](#)



47

23 Comments 27 Shares



Joshua's Trust

December 27, 2019 at 11:19 AM · 🌐



Considering what your New Year's resolution should be? How about making changes each week that are better for our planet? REI has created a plan to help you!

<https://www.rei.com/blog/stewardship/the-opt-to-act-plan...>



REI.COM

The Opt to Act Plan | REI Co-op Journal

This year, we're asking our members and employees to join the fight for lif...



Tug Hill Tomorrow Land Trust

December 19, 2019 at 3:22 PM · 🌐



Opossum's are great for tick control - but this goes above and beyond.



SUNNYSKYZ.COM

Trail Cam Captures Opossum Pulling Ticks Off A Deer's Face

This trail cam photo beautifully demonstrates a symbiotic relationship -- a...



Tug Hill Tomorrow Land Trust

January 6 at 12:49 PM · 🌐



Have more questions about what to do about the Emerald Ash Borer? Jefferson County Cooperative Extension has some answers. Saturday, January 18, 2020 10- noon.



CCEJEFFERSON.ORG

Emerald Ash Borer is Here - Now What?

The Emerald Ash Borer is an invasive insect that attacks ash trees. Tree...



Connecticut Land Conservation Council is at Connecticut State Capitol.

December 6, 2019 · Hartford, CT · 🌐

Scenes from today's Climate Strike at the Capitol, featuring students of all ages, legislators like @senblumenthal, and some of Connecticut's environmental champions. Thanks @sunrise_connecticut for organizing!

#clcc #sunrise #sunrisect #climatestrike #climatechange #youthclimatemovement #hartford #fridaysforfuture @ Connecticut State Capitol



Mississippi Valley Conservancy

December 5, 2019 · 🌐

Farmers are using food waste to make electricity.

If you piled up all the food that's not eaten over the course of a year in the U.S., it would be enough to fill a skyscraper in Chicago about 44 times, according to an estimate from the U.S. Department of Agriculture.

And, when all this food rots in a landfill, it emits methane, a powerful greenhouse gas that contributes to climate change. In fact, a recent report from the United Nations from a panel of climate experts estimat... See More



Chew On This: Farmers Are Using Food Waste To Make Electricity

Dairy farmers in Massachusetts are using food wa...



Chew On This: Farmers Are Using Food Waste To Make Electricity

Dairy farmers in Massachusetts are using food wa...

FACES

"Show real people"... "When images of localized climate impacts show an individual person or group of people, with identifiable emotions, they are likely to be most powerful."



Photo: US Department of Agriculture, 2017
106th Rescue Wing provide rescue support to those effected by Hurrican Irma
Evacuees from St. Maarten board a HC-130
headed to San Juan, Puerto Rico.



Photo by Climate Visuals.

A collage of images related to climate change. At the top right, there are logos for "OPEN SPACE INSTITUTE" and "Land Trust Alliance". The main part of the collage features a large green box with the text "HOW TO TALK ABOUT CLIMATE CHANGE". Surrounding this box are various images: a forest path, a pink flower, a bird, a factory emitting smoke, a sunset, a mountain range, and a rocky coastline.

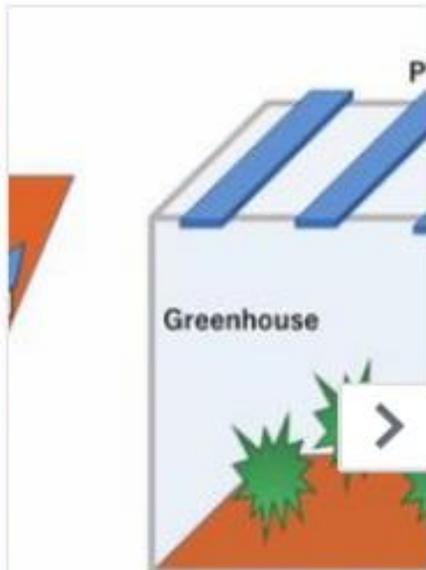


Mississippi Valley Conservancy

November 21, 2019 · 🌐



"According to Higgins' research, if even less than 1% of existing cropland was converted to an agrivoltaic system, solar power could fulfill global demand for electricity."



Solar panels pair surprisingly well with tomatoes, peppers and pollinators
In 'agrivoltaics,' crops and solar panels not only sh...

Solar panels pair surprisingly well with tomatoes, peppers and pollinators
In 'agrivoltaics,' crops and solar panels not only sh...



Mississippi Valley Conservancy

December 6, 2019 · 🌐



In 'agrivoltaics,' crops and solar panels not only share land and sunlight, but also help each other function more efficiently.



MNN.COM

Solar panels pair surprisingly well with tomatoes, peppers and pollinators

👍❤️😲 You and 58 others

1 Comment 21 Shares

👍 Like

💬 Comment

➦ Share



You're Conserving Lands Critical to Wildlife

2018 continued to build partnerships

When songbirds migrate, and bobcat meander hundreds of miles, they experience something in common. Like hundreds of other species increasingly in need of refuge in the face of climate change, they need safe passageways that connect land that provides food, water, and places to raise their young.

Extreme weather is accentuating this issue. During times of drought, providing access to water and a variety of habitats, is important. Inversely, as the northeast experiences prolonged periods of rain, cover from high waters and torrential downpours is critical.

As part of our commitment to local and regional conservation efforts, Tug Hill Tomorrow Land Trust (THTLT), along with landowners and families in the Black River Valley, focused in the towns of Boonville, Forestport, Ramsen, Steuben, Ava, and Western, continues to work with local organizations like the Tug Hill Commission and national conservation organizations such as The Nature Conservancy and National Audubon Society—all the way into Canada—to conserve critical land for people and wildlife.

A Landscape Mosaic

Much of this land is forested which involves working with landowners to develop strategies to manage their woodlands in a sustainable manner.

Farms also play a central role in this habitat protection effort, providing hedgerows for safe travel, and a variety of food sources within the woodlands, wetlands, and meadows affiliated with them.

"Large, relatively unbroken landscapes are increasingly important to the survival of wildlife," explains Linda Garrett, Executive Director of THTLT. "We expect to see greater migration of species in and out of our area who need to adapt to climate change and follow food sources, as they migrate due to changing conditions."

2018 saw the continuation of our wildlife connectivity program work with local landowners to better understand animal behavior and patterns on their land so that landowners can manage their lands in a manner that benefits wildlife.

This is an area of great wildlife diversity and its protection will have far-reaching impacts for a variety of animals, including song birds who migrate as far as South America and require northern habitats in the summer to thrive.

Tug Hill Tomorrow Land Trust is working with partners and local communities to conserve an additional 5,000 acres of farm and forest land central to wildlife habitat, water quality, and farm viability.



Nature Comes Alive at Local Libraries

"You wouldn't believe the excitement some of these kids have, with this program, and the parents were just as interested," remarked Colleen, the librarian at the Mexico Public Library in Oswego County.

In a time when kids are increasingly disengaged with nature, and finding it hard to concentrate at school, stories have been documented to both enhance their learning and focus, and build stronger empathy and compassion for farms and the natural world.

THTLT's Community Programs Director, Linda Gibbs, is currently leading these complementary programs in Oswego and Oneida Counties as part of our commitment to ensure the next generation cares about land and water, too.

Grant funding from Richard S. Skiseman Foundation and The Community Foundation of Herkimer & Oneida Counties, Inc., the Casimir S. Battnoch Fund, Edward J. Sabor Family Fund and the Margaret M. Parcell Fund.

Volunteers Lead the Way

What do 25 people, in the woods, have in common? A love of nature.

"Getting outside and sharing time with others in nature is a great antidote to a rainy day, or a long winter. I've made some great friends and seen amazing places I otherwise wouldn't have experienced," comments Maria Mogg.

Walks, hikes, and paddles are led in partnership with volunteer trip-leaders, local landowners, as well as land trust board and staff.

In 2018 people as young as six months and as wise as 93 years came to see Great Blue Herons, picnic at the Independence River, explore the majestic old growth trees of the "Core Forest," and experience our shared connections to the land.

Caring for Land in a Changing World

Building a land ethic is one thing, learning how to care for it in the face of climate change and increasing numbers of invasive species, is another.

That's why in 2018, we partnered with a number of local conservation organizations to provide programs ranging from creative uses for garlic mustard (an invasive plant introduced by European settlers in the 1800s, that outcompetes native plants), to identifying the dreaded Emerald Ash Borer and new forest management strategies.

"Our community is the future of land stewardship in Tug Hill," explained Megan Pistolesi, SELO-PRISM. Local landowners and gardeners have a major role to play in ensuring that we retain viable habitat for bees and butterflies as well as woodland birds and forests. That's how we'll make a difference.

This summer and fall, come discover Tug Hill with us.

If you're looking for a chance to be part of something special, have fun, and share your love of the outdoors, come join us. We provide a variety of experiences so no matter your ability, or age, we have something that's right for you.

Thanks to the generosity of donors and supporters, these programs are offered free of charge to the public. See our website at tughilltomorrowlandtrust.org or sign up for our e-News, and we'll be in touch.



Principles of Climate Change Communication

- Put yourself in your **audiences' shoes**
- Channel the power of **groups**
- Emphasize **solutions and benefits**
- Bring climate impacts **close to home**
- Connect climate change to issues that **matter to your audience**
- **Facts augment** connections
- **Conversations and community building**
- **HOPE and ACTION**