

# How to talk about the climate

People are busy. Their household budget, children's education, and job occupies most of their attention. Global warming is not top of mind. People don't understand "parts per million", "emissions", and "greenhouse gases". They are abstract concepts. This a cheat sheet on how to talk about 'global warming' and make a persuasive case for change.

Use plain, simple language: health; creating jobs; extreme weather; **pollution, pollution, pollution.**

## Don't say

Emissions  
Carbon pollution  
Greenhouse gases  
Impact on the climate or impact on the environment  
The environment  
Carbon tax, emissions trading scheme, cap and trade  
Rising sea levels and rising temperatures  
Renewable energy  
Parts per million  
Polar bears

## Instead, say

Pollution  
Pollution  
Pollution  
Impact on people  
The air we breathe, the food we eat, the water we drink  
Making polluters pay and putting a price on pollution  
Extreme weather causing more hurricanes, floods, and wildfires  
Clean energy  
Pollution is getting worse  
People

## Don't talk about the science, talk about the problem

Be informed by the science, but resist talking about it. The science confuses and alienates people. Go to where the individual is and address their concerns. Never state the argument of your opponent, even to refute it.

## More information

<http://www.jrmyprtr.com/global-warming-climate-change-language-guide/>

<https://www.youtube.com/watch?v=N2pb7TWOJa4>

*Partly based on research conducted with Alex Frankel & Associates*