

Instructions

1. Print double-sided on an 8.5 in. x 11 in. page. Select “Flip on long edge” option.
2. Cut on the dashed outer lines.
3. Fold on the dotted lines as shown, and you’re ready to be a climate ambassador!



You don't need to be an expert to help others join the climate conversation.

It's important to let people know **scientific experts agree about the reality** of the climate crisis.

This frees you up to start with recent news or what you're feeling and thinking.

EXPERTS AGREE

Most people know climate change is real and are eager to hear from you.

According to a late 2019 study, 66% of Americans say they are worried about global warming, but only 9% of us discuss it regularly.

You can help break the **climate silence and build a sense of community** as awareness of the need for **climate justice grows.**

IT'S REAL

Covid showed me how critical it is to listen to the scientific experts.



Start by listing three people you could talk to about climate change.

Fold like this:



Fits in your wallet or pocket!



Don't forget to check out the resources at www.climatemuseum.org/ambassador



Climate change is human-caused, but there's no reason for guilt.

IT'S US

The source of the crisis is the fossil fuel economy. We're taught to feel guilty about individual consumer choices. That lets the fossil fuel industry off the hook.

We'll move forward by holding the right people accountable and adopting policies that prioritize climate progress and social justice.

One of the things we need to change as a society is...

Climate change already seriously impacts our lives.

IT'S BAD

Extreme weather causes severe human suffering and economic losses. Doctors say the climate crisis is a public health emergency. And climate change is an inequality multiplier.

It's easy to feel overwhelmed. Remember you're not alone in fighting for a better future. Keep that future in your mind's eye.

What would climate justice look like to you?

It's not too late to implement effective climate solutions.

Even if they're already climate-aware, people you know will appreciate ideas for action.

NOW'S THE TIME

Focus on outward-facing civic solutions, such as climate-forward voting and advocacy, joining a climate organization, and spreading the word.

Thank you for being a climate ambassador! For helpful resources: climatemuseum.org/ambassador

Based on research by the Climate Communications Centers at George Mason and Yale Universities

THE CLIMATE MUSEUM

