



## REACHING OUT TO FRIENDS AND NEIGHBORS IN MONTANA

### General Messaging --

**Issue** The scientific jury has reached a verdict: global warming is real, is caused by pollution and is already impacting Montana. As Montanans, we live close to the land and are among the first to see its impacts. Global warming is happening but **there is plenty we can do to protect Montana's special way of life**. Best of all, the solutions to global warming — using clean energy and improving energy efficiency — also improve our nation's energy independence, help clean up pollution, and create jobs here in Montana.

**Background** Through our smokestacks and tailpipes, human beings have drastically increased the amount of pollution in the Earth's atmosphere. That pollution acts as a blanket, trapping heat on the Earth's surface.

Person for person, Americans are the largest source of pollution that causes global warming — producing 25 percent of such pollution, even though we comprise just 4 percent of the world's population.

Global warming impacts all facets of Montana's economy and way of life — agriculture, forestry, tourism and outdoor recreation such as hunting, fishing and skiing. We have what amounts to a "snowpack economy", and warmer winters and springs threaten that. More wildfires, more pest infestations, hotter and drier summers, and less winter snowpack are increasingly likely in Montana because of global warming.

### Reaching Out

- We mainly want to communicate the **urgency** and **solvability** of the Global Warming Crisis (without preaching or ending up with us in despair — a tall order!).
- Your example speaks loudly! Hang that laundry out where everyone can see it!
- Strike up an initial conversation over the fence, at the soccer game — start small.
- Discuss recent home improvements and how they saved you \$\$
- Offer to help — elderly neighbors and storm windows, for example.
- Invite neighbors to events; offer to drive.
- Asking "are you concerned about changing climate here in MT (or fires, or heat or river closures, etc..)?" as a way to initiate.
- House Parties -- invite neighbors over to:
  - Watch "Five Planets", An Inconvenient Truth, others???
  - Audubon slide show???
  - Organize discussion group. See A Low Carbon Diet — a 30 day program to lose 5000 pounds. David Gershon. <http://www.empowermentinstitute.net/lcd/index.html>.
  - Book Club? Field Notes from a Catastrophe (Elizabeth Kolbert); Fight Global Warming Now (Bill McKibben, <http://www.billmckibben.com/fightglobalwarmingnow/index.html>); The Weather Makers: Tim Flannery.
- Faith Communities — discuss moral imperative of doing something positive
- Pass out 4 page (?) brochure on "Climate and Wildlife and MT" (if we developed this, would it get used?)
- Letters-to-the-Editor provide an opportunity for folks to comment that they have seen your letter and opens up discussion.