

# Education, Communications, and Outreach Workgroup

Recommendations for MCCC 2016 / 2017 Report

## **MCCC outreach must be guided by the 2015 Maryland law which requires MCCC to:**

- (1) Develop broader non-profit/for-profit community and state, federal and local government partnerships;
- (2) Communicate with and educate Maryland residents about the urgency of acting to reduce the impacts of climate change; and
- (3) Address any disproportionate impacts of climate change on low-income and vulnerable communities.

## **The Education, Communications, and Outreach Working Group also recommends that Public Outreach to Support Education on the Annual Report be guided by:**

- The Commission should provide guidance on approaches to develop tools, resources, or meeting models that both provide education on climate change for and receive input from diverse stakeholders and communities in Maryland. These approaches should increase the Commission's capacity for communications and outreach—by leveraging existing models across the Commission's sectors, in Maryland, and beyond. Successful approaches on climate change education, communications, and outreach should be shared through presentations to the ECO Work Group.
- The Commission's engagement and outreach should prioritize climate change and respond to issues identified by communities vulnerable to climate change. Enhanced outreach location considerations should include issues faced by environmental justice communities experiencing disproportionate impacts of climate change.
- Digital and web capacity to share resources should be improved.
- Existing Maryland educational resources on climate change should be compiled and shared electronically with an emphasis on diverse: geographic areas, literacy levels, and content topics.
- Best practices for communications on climate change should inform the Commission's outreach and education. ECO should inform of the Commission on emerging practices to support Work Groups.
- ECO will support efforts to design a Climate Ambassadors program or emerging platforms to improve communication about the urgency of climate change.
- Formalize partnerships with the Commission's diverse sectors to support communications on the distribution of report and to improve education and outreach in communities vulnerable to climate change.
- Increase work group members in private and government sectors and with unique expertise education and communication with communities vulnerable to climate change.

**Outreach should be informed by input and a letter from both the Commission on Environmental Justice and Sustainable Communities (CEJSC) and the Children’s Environmental Health & Protection Advisory Council (CEHPAC) to best identify communities vulnerable to climate change and communities overburdened by pollution related to greenhouse gas emissions.**

- The ECO Working Group should work with the above mentioned organizations to provide guidance on locations for enhanced outreach.
- Location considerations and tools for education and outreach should include the Commission’s priorities and incorporate environmental justice to respond to climate change issues of health, equity, and vulnerability.
- Vulnerability can be defined by exposure to increased flooding and sea-level rise and other climate factors and/or by ability to respond to these events based on socioeconomic status

**ECO recommends Commission reports to include:**

- Executive Summary should be translated into Spanish. Translations of this and future reports to various languages should occur when a need is identified or requested.
- Key report findings should be designed into summaries for audiences including: State and County policy makers, Maryland residents, educators of adults and children, and when a need is identified.
- Produce resource appendix to report to educate public on ways to contact state offices working on climate change and to compile research and resources that inform the findings of the 2016 report.
- A partnership with stakeholders from government, private, and public sectors to support report distribution.
- A communications toolkit to support distribution through media platforms maintained by Commission stakeholders and to include tools for ongoing education and outreach.