



## MEMORANDUM

To: Allison Rich, Maryland Climate Change Commission ECO Working Group Chair; Dave Nemazie (UMCES), Liz Entwistle (MDE)  
From: Dawn Stoltzfus, The Hatcher Group  
Date: April 21, 2017  
Re: Topics for ECO Working Group Communications Products

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Thank you for a very productive meeting on Wednesday! To summarize, at the meeting we facilitated on April 19<sup>th</sup>, the ECO Working Group came to consensus around five topics for the one-page fact sheet documents that the UMCES Foundation has commissioned The Hatcher Group to develop.

The five agreed-upon topics for **one-page documents** are:

1. Health Impacts of Climate Change
2. Greenhouse Gas Reduction Act (including economic benefits)
3. Maryland Climate Change Commission Overview
4. Flooding/Sea Level Rise Impacts
5. Maryland Adaptation Actions/Solutions

We also agreed that, wherever possible, the one-page documents would provide information about where to go for more information; the co-benefits of addressing climate change; actions individuals (and possibly businesses) can take; and language to personalize the effects of climate change on Marylanders.

The group also discussed other topics that may be useful to cover in future one-page documents (but that did not make it to the top five for the purposes of this scope of work). We provide those here in case you decide to pursue them at another time:

- Individual/family actions to reduce emissions
- Actions the private sector can take
- Impact of climate change on Maryland ecosystems
- State programs for funding/resources (including for underserved communities)
- Agriculture issues/benefits

In addition to determining the topics for the one pager, the group also determined that the topic for the **infographic** would detail the “story” of climate change in Maryland (what it is, why we care, what we’ve done and where we are going). This concept would likely include a state map with examples of regional climate change impacts (examples raised at the meeting included less snow at ski resorts in Western Maryland, flooding on the Eastern Shore and heat waves in Baltimore).

Finally, the group determined that the topic for a **PowerPoint slide deck** would be the story of the Climate Commission and climate change in Maryland; it would likely include many elements of the infographic described above.

We all agreed that the slide deck should be flexible and designed for different audiences, and that groups could adapt the slide deck as needed to highlight different topics depending on the situation.

We plan to develop this content very soon and look forward to working with you.