

## GOALS AND STANDARDS

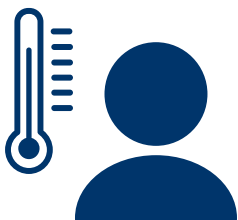
1. Articulate differences in public perceptions of climate change through the Six Americas framework.
2. Begin to think about how to communicate effectively about climate change to each of the Six Americas audiences.

## LEVEL

6-7 grade or anyone new to learning about climate change communication.

## BACKGROUND

Through national survey data, YPCCC has identified Global Warming's Six Americas: six unique audiences within the American public that each responds to the issue of climate change in their own distinct way.



- The **Alarmed** are fully convinced of the reality and seriousness of climate change and are already taking individual, consumer, or political action to address it.
- The **Concerned** are convinced that global warming is happening and is a serious problem, but have not yet engaged the issue personally.
- Three other Americas – the **Cautious**, the **Disengaged**, and the **Doubtful** – represent different stages of understanding and acceptance of the problem, and none are actively involved.
- The final America – the **Dismissive** – are very sure it is not happening and oppose any efforts to reduce greenhouse gas emissions.

In addition to identifying the Six Americas, YPCCC has created a 4-question multiple choice survey that will tell you which of the Six Americas you are in. This survey is called the Six Americas Super Short Survey (SASSY).

## ACTIVITY DESCRIPTION (10 MINS)

Use Meet Global Warming's Six Americas, a student-friendly text, to introduce Global Warming's Six Americas to your learners. The student text describes each of the Six Americas: who they are, their beliefs about climate change, and effective communication strategies for each. See the Tips for Success below for suggestions on how to use this text with your students.

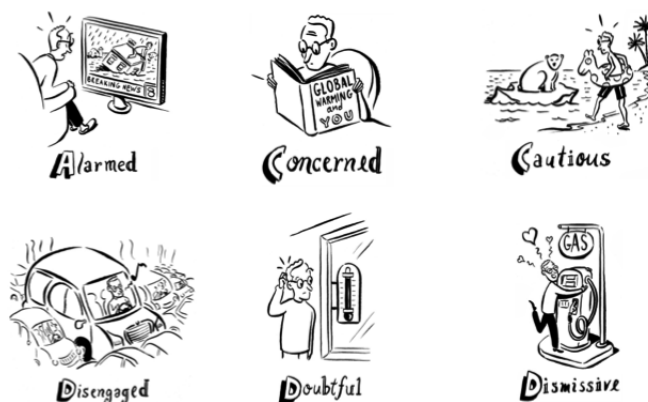


Figure 1: Visual representation of the Six Americas.

## TIPS FOR SUCCESS

- This text can be used in a multitude of ways:
  - Divide students into groups where each group has to become an expert on one of the Six Americas and present to the rest of the class.
  - Have students do a Gallery Walk where they have to write down 3 important qualities of each of the Six Americas.
  - Transform the text into a note-taking sheet by removing certain words or phrases.
  - **What worked for other teachers:** Have students represent the Six Americas in a creative way. At a high school in Brooklyn, NY, teachers had their students turn the Six Americas into Care Bears! Students had to pick an image that they felt represented each of the Six Americas for the Care Bear bellies and wrote a relevant “catch phrase” for each Care Bear.
- Check out our [Six Americas page](#) where students can learn more about the Six Americas and take the 4-question multiple-choice Six Americas quiz to see which of the Six Americas they are in.