



# Maximizing Engagement: Exploring Tactics for Increasing the Average Person's Participation in Grassroots Climate Organizations

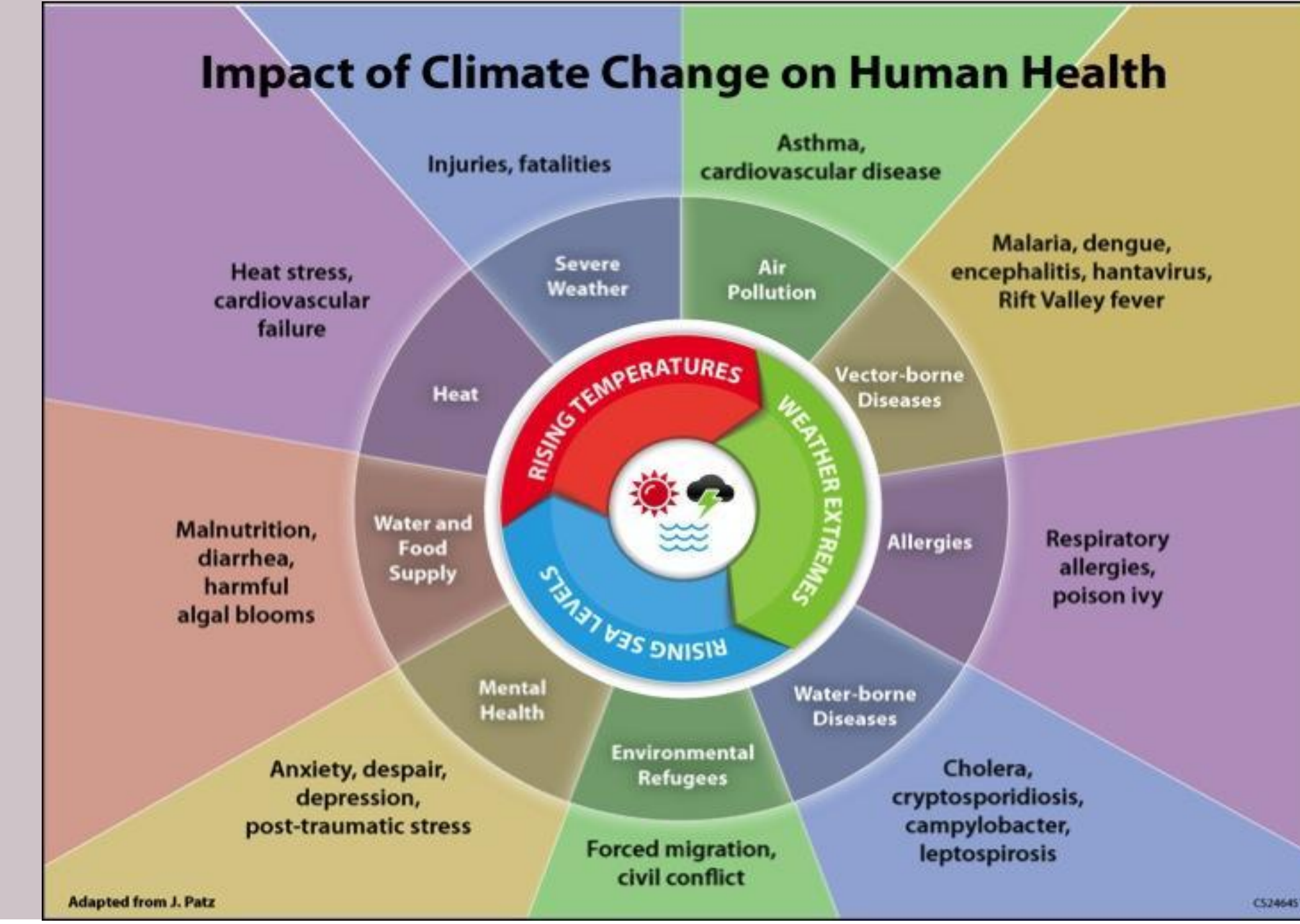


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## Introduction

Climate change is a critical issue that poses an existential threat to the planet and all of its inhabitants. The recent acceleration of tell tale signs that climate change is increasing in severity are sobering. The rate of sea level rise has doubled since 1993. It has risen by nearly 10 mm since January 2020 to a new record high average sea level this year. This study was targeted at finding a way to convince the general public to care more about this issue.



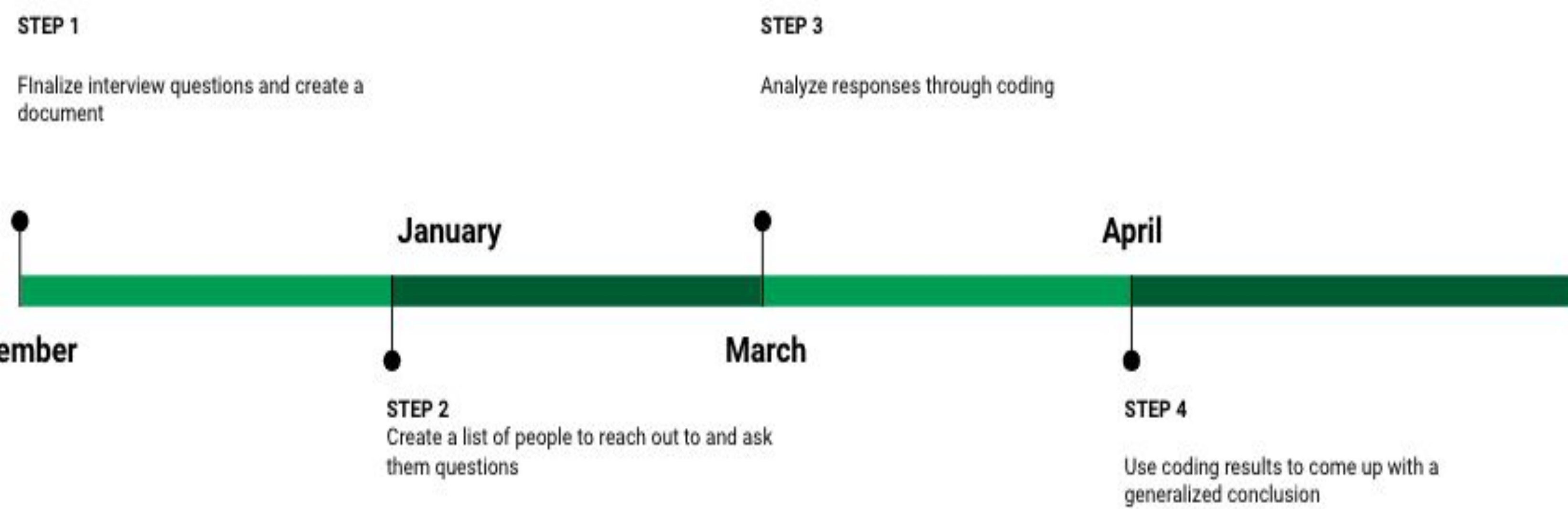
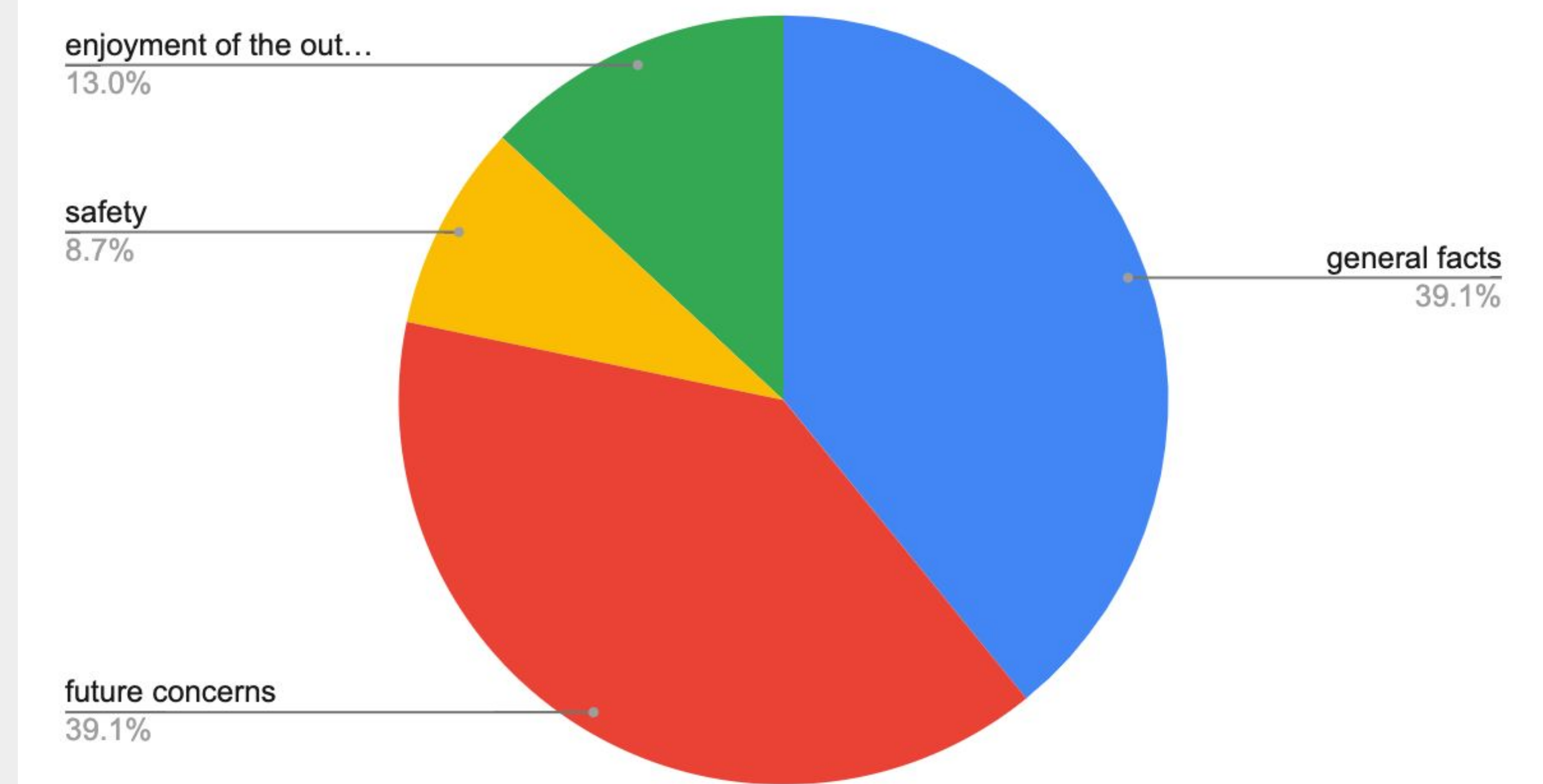
## Research Methodologies

- I interviewed people who self-identified as environmental activists to determine why they care about the issue
- My interview process consisted of sending out a survey in order to reach many people while under the time constraints

## Data & Findings

- The majority of people cited either general facts about climate change or a concern for their future as well as the future of their families as their primary reason behind climate change activism
- Those who talked about the future seemed overall more passionate about the fighting climate change

Why do people care about environmental activism



## Implications & Next Steps

1. Having local organizations talk more about how environmental activism will directly effect our futures would potentially help get more people involved with the cause
2. Ensuring that the message getting out is on a more personal level will also help tremendously

**Do YOU know what climate change can do?**

- An increase in ground level ozone, an inevitable aspect of global climate change, will cause damage to the lung tissues of all who breathe it in. U.S. Environmental Protection Agency
- 250,000 people are expected to die per year between 2030 and 2050 from diseases such as malaria. This would not be predicted without global climate change. World Health Organization
- There is a direct association between higher water temperatures and increased storm intensity. National Aeronautics and Space Administration

## References

Introduction graphic courtesy of of the U.S. Climate Resilience Toolkit.

Works Cited:



Special thanks to Hilary Mcaniel and the AAR program at PAUSD.

## Conclusions

- Instilling a general idea in people that if nothing is done, climate change will directly harm them and their families later on could potentially raise the overall concern for climate change
- Knowledge about the current harm that is coming to people through climate change could also potentially persuade the public opinion