

# Why Won't *They* Listen and Change?

## How to Get More Climate Change Buy-In

A Workshop Presented by The Sustainable Sanctuary Coalition

**Have you ever wondered** why some people don't seem to "get it," despite of all the evidence about climate change?

A big part of the answer lies in understanding how people approach this issue and behavior change. **If we want to be heard, we have to deliver our message in a way that resonates with our audience and motivates them to take action.**



This important workshop is based on scientific research into the *psychology of climate change communication*.

You'll gain vital information about:

- **How to translate scientific data into concrete experience**
- **The danger of over-using emotional appeals**
- **Mental models, confirmation bias, and framing**
- **How to address scientific uncertainties**
- **Ways to make behavior change easier**

This participatory workshop shares information from the Columbia University publication: *The Psychology of Climate Change*. You may order a copy or download a free pdf at: <http://cred.columbia.edu/guide/>

**Join us and learn how to be a better communicator on behalf of the Earth.**

**Tuesday, January 31, 7:00-9:00 pm**

Facilitated by Rev. Dr. Ed Outlaw and Susan Choucroun  
Village Presbyterian Church  
6641 Mission Rd., Prairie Village, KS

Please register by Monday, Jan. 30  
by calling: Mary Silwance - 816-523-1078  
or emailing: [silwance@gmail.com](mailto:silwance@gmail.com)

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