

ecoAmerica  
building climate leadership

# ACKNOWLEDGMENTS

---











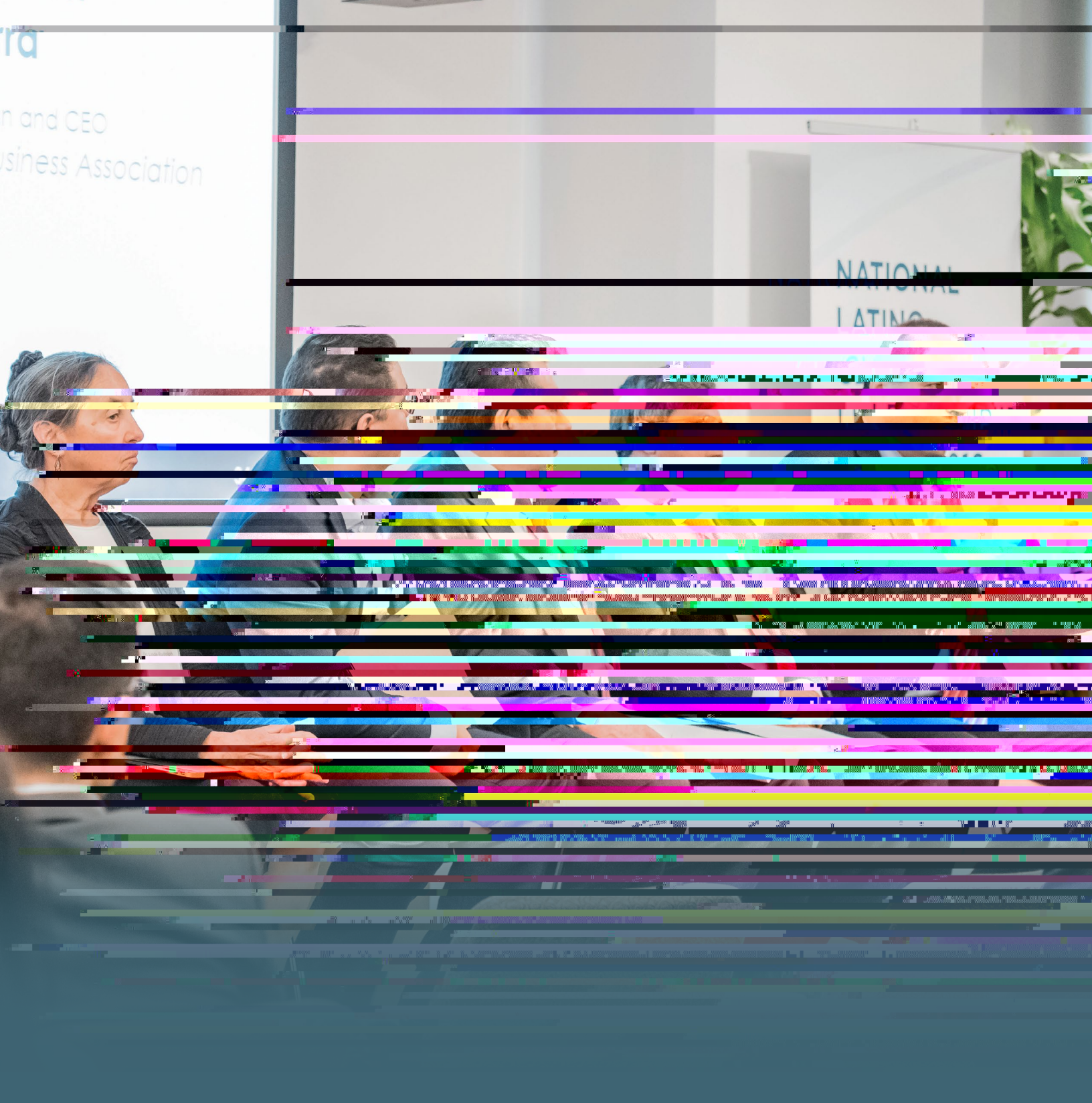
ecoAmerica's Climate Messaging Project develops and disseminates market-tested messages on climate solutions designed to engage U.S. Latinos across political and demographic groups. The project employs qualitative and quantitative research methods to test specific words, phrases, and narratives that link climate change to U.S. Latino values and concerns.



# CONTENTS

---

|   |                   |    |
|---|-------------------|----|
|  |                   | 6  |
|  |                   | 8  |
|  |                   | 0  |
|  |                   | 1  |
|   | Beliefs           | 12 |
|   | Values            | 15 |
|  |                   | 7  |
|   | Cultural Message  | 20 |
|   | Health Message    | 22 |
|   | Community Message | 24 |
|  |                   | 8  |
|  |                   | 8  |
|  |                   | 2  |



Latino climate leadership is accelerating, but we're going to need to engage many more Latinos to bring forth timely solutions at scale. At 17% of the U.S. population, Latinos have the political and cultural power to help move America in the right direction.

Photo taken from ecoAmerica's 2016 National Latino Climate Leadership Forum in Washington, DC.  
From left to right: Dr. Linda Rudolph, Dr. Gabriel Salguero, Dr. Antonio Flores, Dr. Sergio Rimola, Dr. Ruben Guerra



The research was conducted from March to June 2016 and consisted of the following three phases.

---

---





Successful climate messaging that targets Latinos depends not only on choosing the right messenger, but also on understanding and connecting with distinct Latino views and values. Simply translating a message into Spanish isn't enough – Spanish words and phrases do not always translate directly into English and vice versa. To be effective, the message must be culturally relevant.

This research project qualitatively and quantitatively explored ways to relate climate change to closely-held, personal Latino values and to use culturally competent language in a way that traditional climate polling cannot uncover.







Our message ratings revealed three value-based themes that link climate to Latino priorities, to ultimately inspire hope and motivate action.

**1** Centered on the values of care and optimism. Positions climate action as a moral responsibility for future generations and embodies a can-do tone to strengthen support for clean energy.

**2** Connects the values of family, children, and health as personal benefits to solutions. Provides real-lived examples to relate climate impacts to human health.

**3** Brings the values family, health, optimism, and personal finance closer to home. Focusing on local impacts and solutions helps make achievement feel possible.



The myth that Spanish-speaking Latinos are not engaged on climate change is false. Results reveal that the intensity of support for solutions and willingness to act are highest among Spanish-speaking Latinos. For example, 93% of Spanish-speaking Latinos are personally concerned about the impacts of climate change for future generations, with 44% very concerned, compared to 80% and 22%, respectively, for English-speaking Latinos.

The insights and tested messages in this guide aim to respect and incorporate Latino values to motivate support and action. These messages will become increasingly successful with continued practice and forethought.

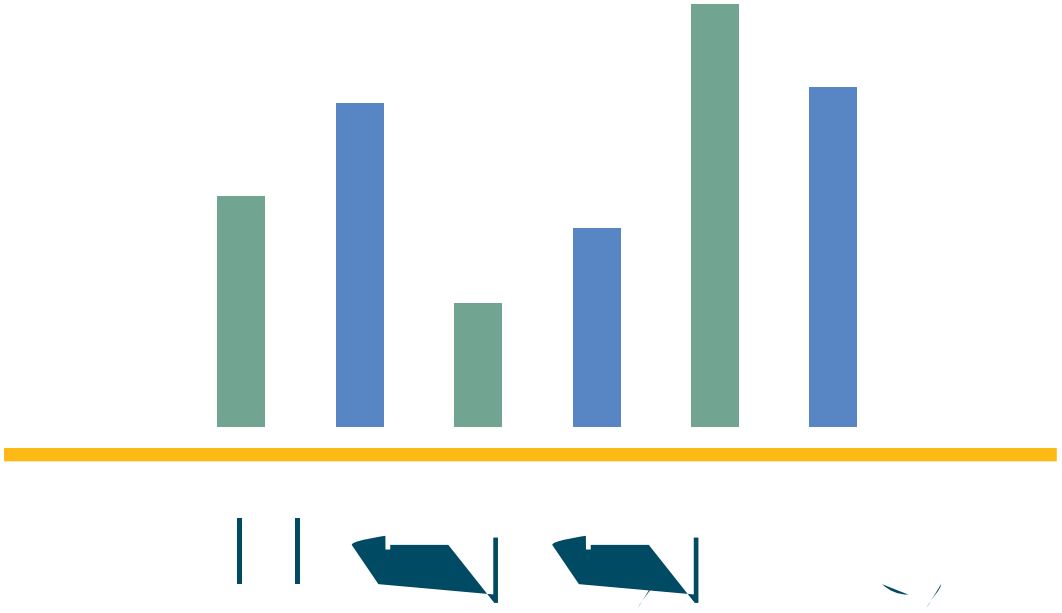


1

2

3





# CLIMATE BELIEFS AND VALUES

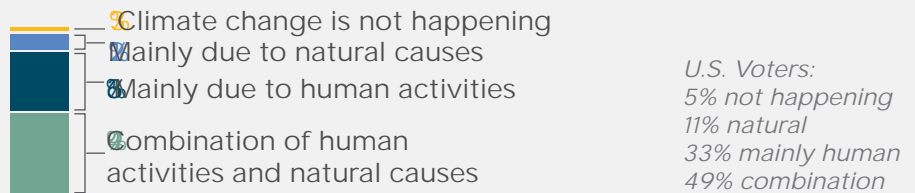
Among mainstream environmental activists, there was a long-held belief that Latinos, especially Spanish-speaking Latinos, would not be interested in climate change or climate solutions. A number of polls, however, have actually shown that Latinos are very interested in this issue.<sup>7, 5, 4</sup> Moreover, this survey found that Latinos are personally concerned and ready to take action to reduce damage to the climate. Therefore, the issue is less about persuading Latinos to support positions on climate change and is more about how to create intensity.<sup>b, c</sup>



The vast majority of Latinos believe that climate change is mainly or partially caused by humans.

36% of Latinos say climate change is mainly due to human activities, compared to 33% of all registered voters.

When it comes to climate change, which of the following do you think is closer to your opinion?

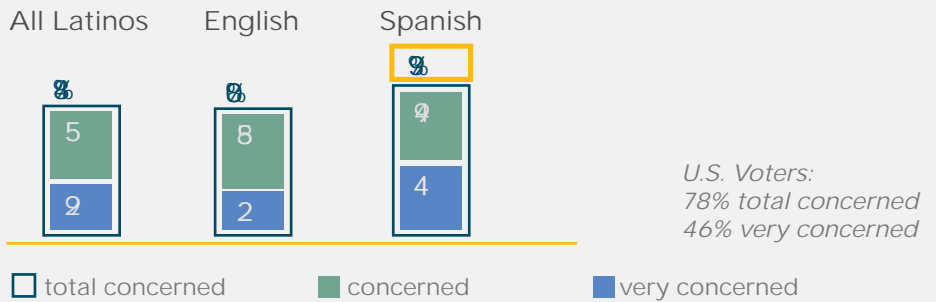


Compared to overall U.S. voters, Latinos are especially motivated by their concern for future generations.

Spanish-speaking Latinos show the highest level of concern – double the percentage of English-speaking Latinos.



How personally concerned are you about the impacts of climate change for future generations?



b. See the appendix, starting on page 28, for respondent results for all Latinos and by language preference.

c. For the purposes of this analysis, we compared all U.S. Latinos (registered and non-registered voters) to a national sample of total U.S. voters. Additional data, not found in the appendix, is available upon request.





How much do you think each should do about climate change?

Latinos believe the federal government, state or local government, and business should be accountable for climate solutions—a great deal more than registered voters (48%, 46%, and 56%, respectively).



|                                   | E  |    | S  |    | E  |    | S |   |
|-----------------------------------|----|----|----|----|----|----|---|---|
|                                   | E  | S  | E  | S  | E  | S  | E | S |
| A great deal                      | 59 | 78 | 57 | 71 | 61 | 80 |   |   |
| Total: great deal + some          | 90 | 95 | 86 | 94 | 90 | 97 |   |   |
| Total: a little + not much at all | 10 | 5  | 14 | 6  | 10 | 3  |   |   |
| Response                          |    |    |    |    |    |    |   |   |
| More                              | 71 | 86 | 74 | 82 | 75 | 85 |   |   |
| Less                              | 13 | 9  | 9  | 10 | 9  | 7  |   |   |
| Same                              | 16 | 5  | 17 | 8  | 16 | 8  |   |   |

This intensity is particularly striking among Spanish-speaking Latinos.

E = English and S = Spanish

-85.598)25.95(598) Qq 1n/T1)23527476c564E030c6/T1m240 I.S(-851.1951./-951.1951.Qq 1n/T1\_240 .2413c56789556c



Climate change is a voting issue for English- and Spanish-speaking Latinos.

An overwhelming majority of U.S. Latinos are more likely to vote and over half of 30 (ely.)-40 ( )TJO TtB1f 8speajority 1 Tf-0.012 -2.7 T12ount/Sp likely to v2 -2.7 Td[71 Td[(Cl

If a candidate for Congress took actions to prevent damage to the climate, would that make you more or less likely to vote for him or her, or would it make no difference?

All Latinos English Spanish



| [Redacted] |            |            | [Redacted] |
|------------|------------|------------|------------|
| [Redacted] | [Redacted] | [Redacted] | [Redacted] |
| [Redacted] | [Redacted] | [Redacted] | [Redacted] |
| [Redacted] |            |            | [Redacted] |
| [Redacted] |            |            | [Redacted] |









E, A E

# MORE CLIMATE COMMUNICATION RESOURCES

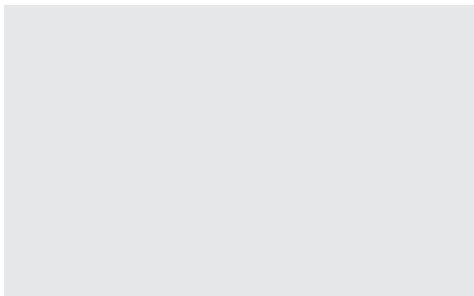
*Extensive research has established that public engagement messages need to reflect the audience's identity and validate their values. The language needs to be familiar, and the actions need to be personally relevant. There is a growing body of evidence that values-based messages are often far more important in motivating people to engage with climate solutions than the underlying scientific evidence.<sup>2</sup> For each of the following three messages, we propose a central theme:*

- 1 moral responsibility and growth*
- 2 protect our families' health*
- 3 home pride and local solutions*



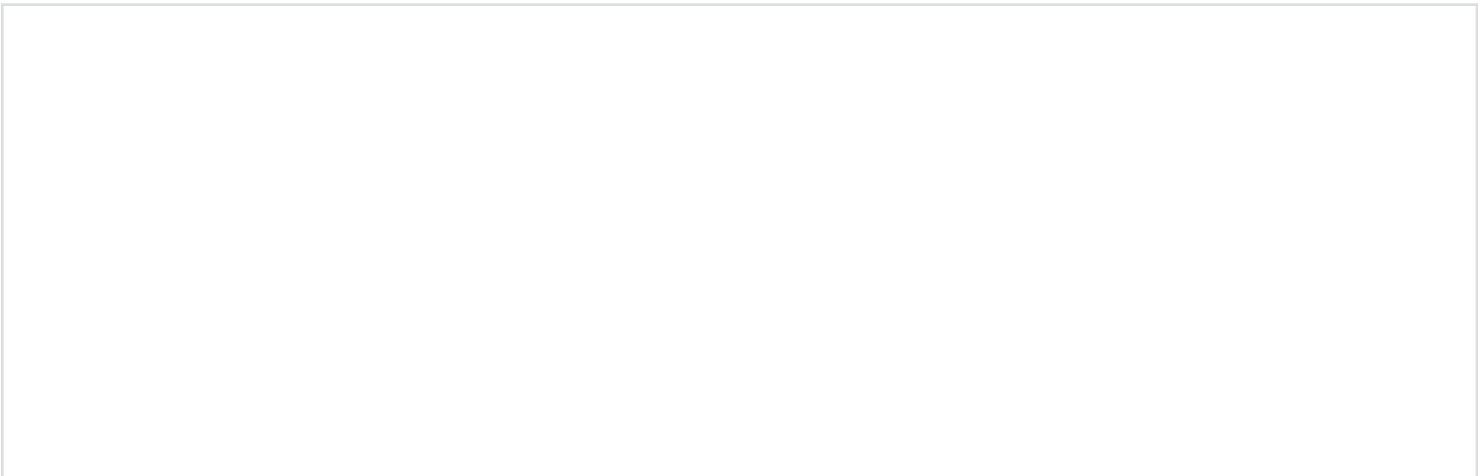
All of the messages in this report tested well with English- and Spanish-speaking Latinos. The message results are reported in unconscious and conscious ratings, defined as follows:

- 1 **1** is the moment-to-moment dial-test rating (up/favorable or down/unfavorable, using a dial) during the message reading
- 2 **2** is the respondent's convinced rating (on a scale from 0 to 100) rated after the message was read.



|          | A  | E  | S  | 89   |      |     | f    |      |     |
|----------|----|----|----|------|------|-----|------|------|-----|
|          |    |    |    | Base | Pers | Opp | Base | Pers | Opp |
| Cultural | 81 | 78 | 89 | 84   |      |     |      |      |     |
|          |    |    |    |      |      |     |      |      |     |
|          |    |    |    |      |      |     |      |      |     |

\*sample size (n=50) \*\* Spanish-language opposition was too small to analyze





# CULTURAL

*This message brings forth optimism, and the values of family, care, and culture. It positions climate action as a moral responsibility for future generations, embodies a can-do tone to strengthen support for clean energy, and conveys personal and cultural benefits of solutions.*



Family is everything. We give thanks for the blessings we have and work hard to provide for our family and ensure that our children and grandchildren have a better life than we do. As part of this, we have a moral responsibility to preserve the air, water, and land in our communities for our children and future generations. We need to make our voices heard to see the changes we need. We need to take steps to reduce the pollution that contaminates the air we breathe, damages our climate, hurts our communities, and threatens the natural beauty around us. We need to move beyond the failed ways of the past and embrace clean energy like wind and solar power that can help us preserve our heritage for our children and grandchildren.



| P                      | PI                            | B   |
|------------------------|-------------------------------|---|
| prevent pollution      | <p>el</p> <p>pl</p>           | People believe it is possible to reduce rather than prevent pollution.                                |
| renewable energy       | <p>al</p> <p>gl</p>           | "Clean" is familiar visual language that embodies health (which particularly resonates with Latinos). |
| the planet polar bears | <p>al</p> <p>pl</p> <p>al</p> |   |



La familia lo es todo. Damos gracias por las bendiciones que recibimos, y trabajamos duro para mantener a nuestra familia y garantizar que nuestros hijos y nietos tengan una mejor vida que la que nosotros tenemos. Como parte de esto, tenemos la responsabilidad moral de cuidar el aire, agua y tierra en nuestras comunidades para nuestros hijos y futuras generaciones. Necesitamos que se escuchen nuestras voces para poder ver los cambios que requerimos. Necesitamos adoptar medidas para reducir la contaminación que afecta el aire que respiramos, que daña nuestro clima, afecta nuestras comunidades y amenaza la belleza natural que nos rodea. Debemos dejar atrás las maneras equivocadas en que hacíamos las cosas en el pasado, y recibir con los brazos abiertos las energías limpias, como la energía eólica y solar, que nos pueden ayudar a preservar nuestro legado para nuestros hijos y nietos.



Emotionally connects with the personal acknowledgment of family values.

Highlights the moral responsibility to care for the air and water, because if polluted, they affect our health.

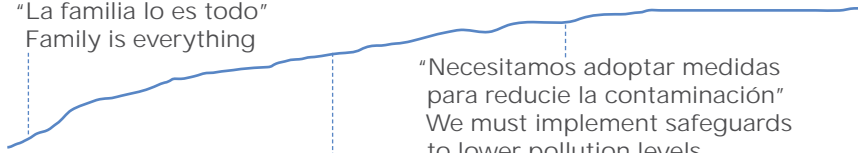
Motivates engagement with strong Latino support for solutions that address pollution.



“La familia lo es todo”  
Family is everything

“Necesitamos adoptar medidas para reducir la contaminación”  
We must implement safeguards to lower pollution levels

“Tenemos la responsabilidad moral de cuidar el aire”  
Caring for the air is our moral responsibility



# HEALTH

---

*The following message emphasizes the personal benefits of climate solutions for family, children, and health. Health, especially children's health, is a core value in the Latino community. The message uses visual and real-lived examples to relate climate impacts to human health. The message moves from climate impacts to solutions in a way that is clear and relatable.*

[Redacted text block]

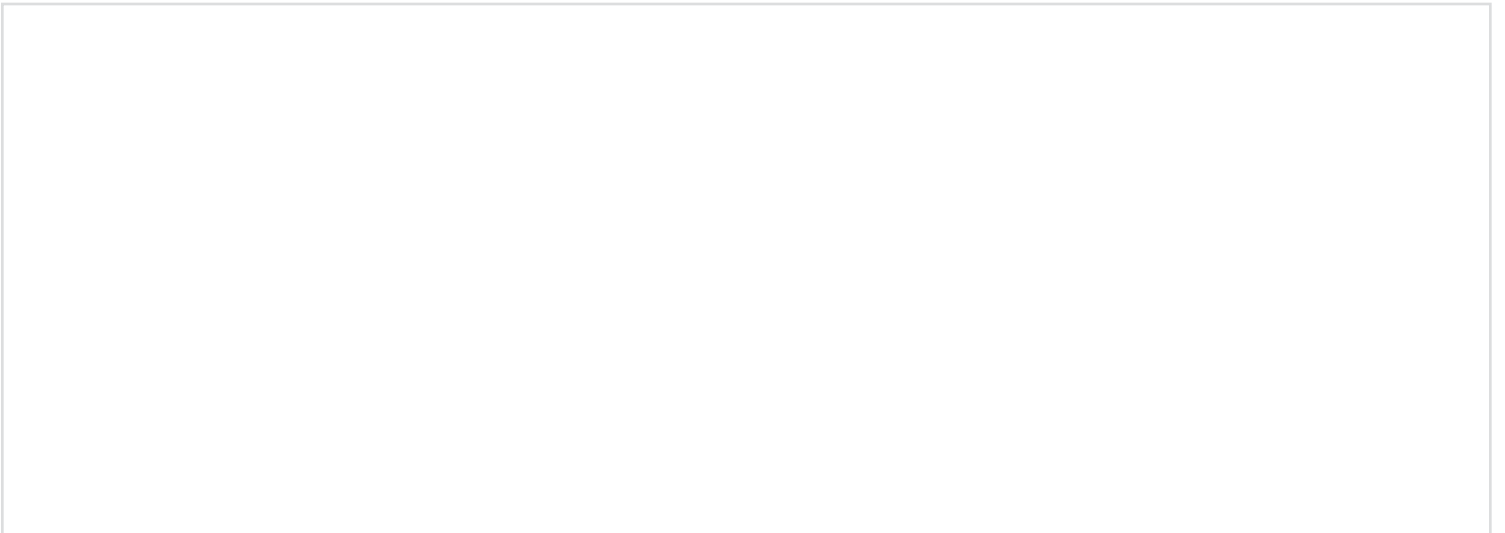
[Redacted text block]





Firmly grounds the message in the strong value of family.

A bold powerful statement focuses on what needs to be done rather than the failed







Todos queremos vivir en las mejores comunidades por nuestras familias. Y nuestras comunidades locales están aprendiendo que las inversiones inteligentes en energías limpias, como la energía eólica y solar, crean comunidades más fuertes porque propician un ambiente más sano, hacen que la energía esté más al alcance de su bolsillo y generan empleos que favorecen tener una buena vida. Vemos el cambio climático y no podemos simplemente esperar a que otros resuelvan nuestros problemas. Ahora mismo, en nuestras propias comunidades, podemos reducir la contaminación, mejorar nuestra salud y generar buenos empleos si producimos y usamos energías limpias. Podemos



Solutions are positioned as proactive instead of reactive. Smart investments provide opportunities for growth.

Solar is a tangible solution that Latinos are aware of and highly support.

The quality of jobs associated with clean energy is more beneficial than the quantity.

## LOOKING FORWARD

---

*“It’s important to do something; if we don’t take a stand, nobody will.”*

– focus group participants,  
Las Vegas, NV

Climate change advocates have the pressing opportunity to enhance efforts to strengthen support for climate change action. There is an urgent need to better include and engage Latinos in climate solutions. Climate communications can better reflect Latino views and embed Latino values. This research project developed an evidence-based set of message narratives that resonate strongly with Latino audiences regarding climate impacts and solutions. The messages will be most successful if they are delivered by messengers from within the Latino community.

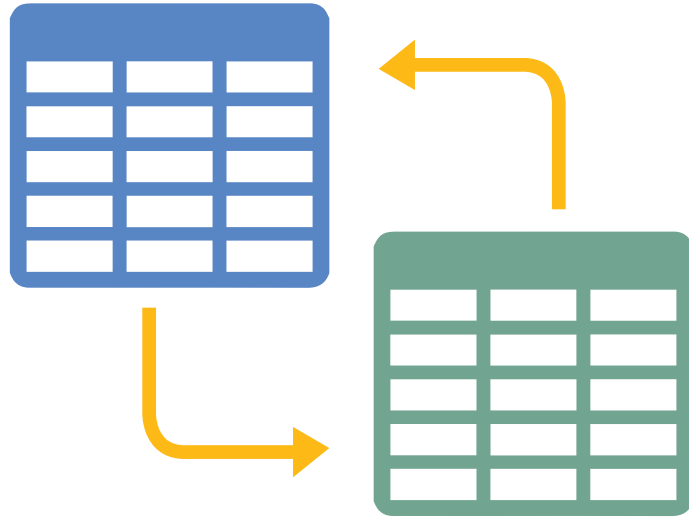
The results of this project outline major, key climate value areas and messaging for Latinos; however, every message on climate needs to be personalized to the messenger and the audience. To assist communicators in successfully personalizing messages, download ecoAmerica’s [15 Steps Guide](#).

Overall, the imperative is not just to communicate with Latinos on climate but also to engage them in solutions. There is consensus belief and support for climate solutions among Latinos in the United States, and they want to participate in community action.

Advocates, planners, policymakers, and fellow leaders—it’s time to accelerate Latino climate leadership and ensure their voices are heard, and that solutions to climate lead to a just, sustainable, and healthy society for all.

### REFERENCES

1. Byrd, D. & B. Mirken: 1996. *Teaching Translations from Spanish to English: Worlds Beyond Words*. University of Ottawa. Ottawa, ON.
2. Corner, A., E. Markowitz, and N. Pidgeon: 2014. *Public Engagement with Climate Change: The Role of Human Values*. Wiley Interdisciplinary Reviews: Climate Change 3, 411–422. [URL](#)
3. ecoAmerica: 2015. National Sample. *Common Metrics Climate Study*. September 2015. Washington, DC: Lake Research Partners. Unpublished data.
4. Green for All: 2014. *Climate Change & Communities of Color*. Green for All. Washington, D.C. [URL](#)
5. Latino Decisions: 2015. *2015 Environmental Survey, July 2015 [USA]*. Earth Justice and Green Latinos. Retrieved from: [URL](#)
6. Nickerson, R.S: 1998. *Confirmations Bias: A Ubiquitous Phenomenon in Many Guises*. Review of General Psychology, 2(2), 175–220.
7. The New York Times and Stanford University Resources for the Future: 2015. *Global Warming National Poll, January 2015 [USA]*. Retrieved from: [URL](#)



A E D

## APPENDIX

---



*May 17, 2016 | 800 Latinos over the age of 18, nationwide*

For this survey, we want to get your opinions on various issues. You will answer a few questions, and then you will listen to some statements and tell us how you feel about what you are hearing.

The most interesting thing about this session is how you are going to participate when you are listening to the statements. As you listen to the statements, you will use your mouse to move a slider on the screen, indicating whether you like or dislike what you are hearing at that moment (much like the “dial testing” you







|                                      | D   | N   | N   |
|--------------------------------------|-----|-----|-----|
| A great deal/some                    | 88  | 86  | 94  |
| A little/not much                    | 12  | 14  | 6   |
| More than they are doing now         | 76  | 74  | 82  |
| Less than they are doing now         | 10  | 9   | 10  |
| About the same as they are doing now | 14  | 17  | 8   |
| A great deal/some                    | 92  | 90  | 97  |
| A little/not much                    | 8   | 10  | 3   |
| More than they are doing now         | 78  | 75  | 85  |
| Less than they are doing now         | 9   | 9   | 7   |
| About the same as they are doing now | 14  | 16  | 8   |
| Mean                                 | 8.0 | 7.6 | 8.9 |
| 6-10: Willing                        | 84  | 79  | 95  |
| 5 (Don't know): Neutral              | 10  | 12  | 5   |
| 0-4: Not willing                     | 6   | 9   | 1   |
| Mean                                 | 8.1 | 7.7 | 8.8 |
| 6-10: Willing                        | 83  | 79  | 92  |
| 5 (Don't know): Neutral              | 11  | 13  | 6   |
| 0-4: Not willing                     | 6   | 8   | 2   |
| Mean                                 | 7.0 | 6.6 | 8.0 |
| 6-10: Willing                        | 70  | 65  | 80  |
| 5 (Don't know): Neutral              | 15  | 16  | 13  |
| 0-4: Not willing                     | 15  | 9   | 6   |
| More likely                          | 82  | 79  | 89  |
| Less likely                          | 7   | 9   | 4   |







|      | 1   | 2   | 3   |
|------|-----|-----|-----|
| Mean | 8.3 | 8.1 | 8.8 |
|      |     |     |     |









1730 Rhode Island Avenue NW, Suite 200  
Washington, DC 20036

870 Market Street, Suite 428  
San Francisco, CA 94102

202.457.1900  
[ecoAmerica.org](http://ecoAmerica.org)

