

National Leadership Council Climate Change Work Group

Climate Change Coordinator Overview Advocacy



Presented by

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Agenda

1. National policies – Mark
 - Good news – TU wins federal funding for fisheries.
 - Defend already appropriated conservation funding.
 - Working with the Government Affairs Office (Resource One)
2. Why I care about Climate Change – Jeff
 - Using Citizen Climate Lobby Resources (Resource 2) to support our work.
3. State & Local Cooperation – Brian (Resources 3 & 4)
4. Best practices for speaking about Climate Change – Mark (Resource 5 and more).



- To empower TU members to become effective champions for TU climate change policy and initiatives, in their communities, regionally and nationally, through science-based education, communication, and advocacy.
 - The “modules” and these trainings are provided as resources – not as instructions that must be followed or a to-do list for climate change coordinators.



TU Board member Candice Price & erstwhile gov't affairs staffer Rob Catalanotto

Goal - Support TU's Climate Policy Priorities

- Reduce greenhouse gas footprint to reduce future warming.
- Conserve land, forests & water for habitat & carbon storage.
- Blunt the effects of a hotter, drier, more turbulent climate through science-based adaptation projects.

Advocacy Activities –

- Work with TU staff and volunteers to address greenhouse gas emissions and the impacts of climate change at the regional, state and national levels.
- Press local, state, and federal decision-makers for action on fisheries adaptation, land and water conservation and emissions reductions.
- Educate our chapters and communities about the threats and solutions.



- Advocacy can seem daunting.
 - You may be worried that talking about climate requires a negative or hectoring approach, and/or
 - You may feel like we are part of a small group within TU that cares about climate change.

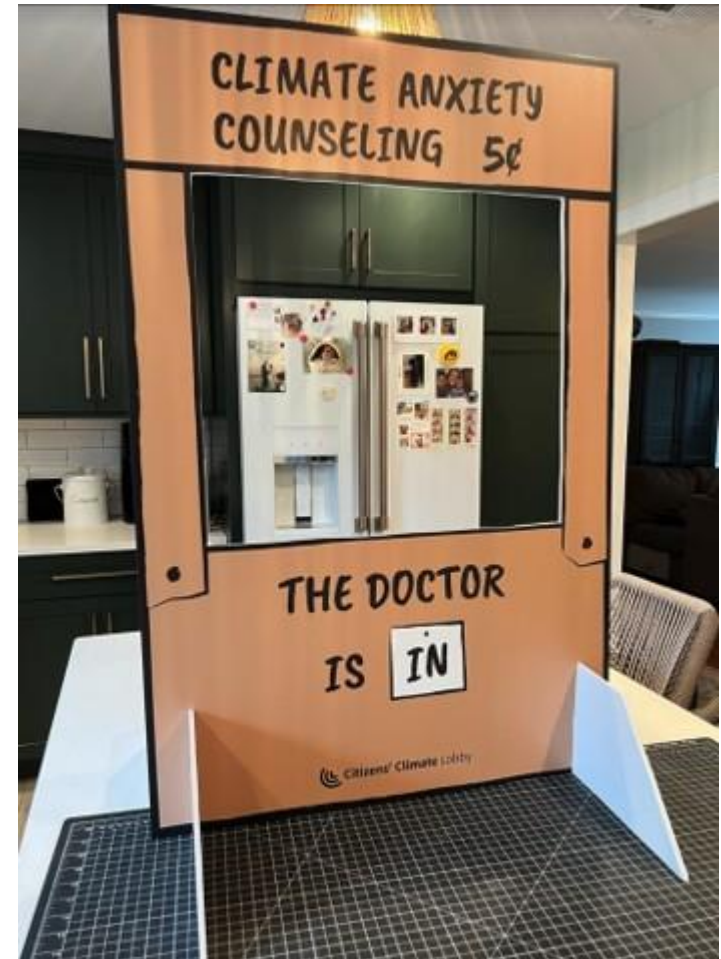


This particular session is about Climate Advocacy



- Advocacy can seem daunting.
 - You may be worried that talking about climate requires a negative or hectoring approach, and/or
 - You may feel like we are part of a small group within TU that cares about this.
- That's not really true – as some of the resources we'll be talking about today tell us.
 - A TU member survey several years back shows that 85% accept that CC is real and around $\frac{3}{4}$ think it is a significant problem.
 - Hectoring doesn't work well.

- Advocacy is most effective when people are somewhat optimistic about what they can do.
 - So it is important to point to successes and opportunities for further success and to the important values we can protect by our actions (to steal a point from a couple of the resources in our modules and a later point in this presentation).



- The 2+ year old Inflation Reduction Act is estimated to get us a significant part of the way to meeting our target of cutting greenhouse gas emissions in half by 2030.
- TU has been successful at using moneys appropriated by that act as well as the Bipartisan Infrastructure Bill to help native fish.

Landmark climate act delivers significant wins for public lands, rivers, native & wild fish

by David Kinney
August 16, 2022



Inflation Reduction Act lowers carbon emissions, reforms oil and gas leasing on public lands, and invests in climate resiliency projects

Contacts:

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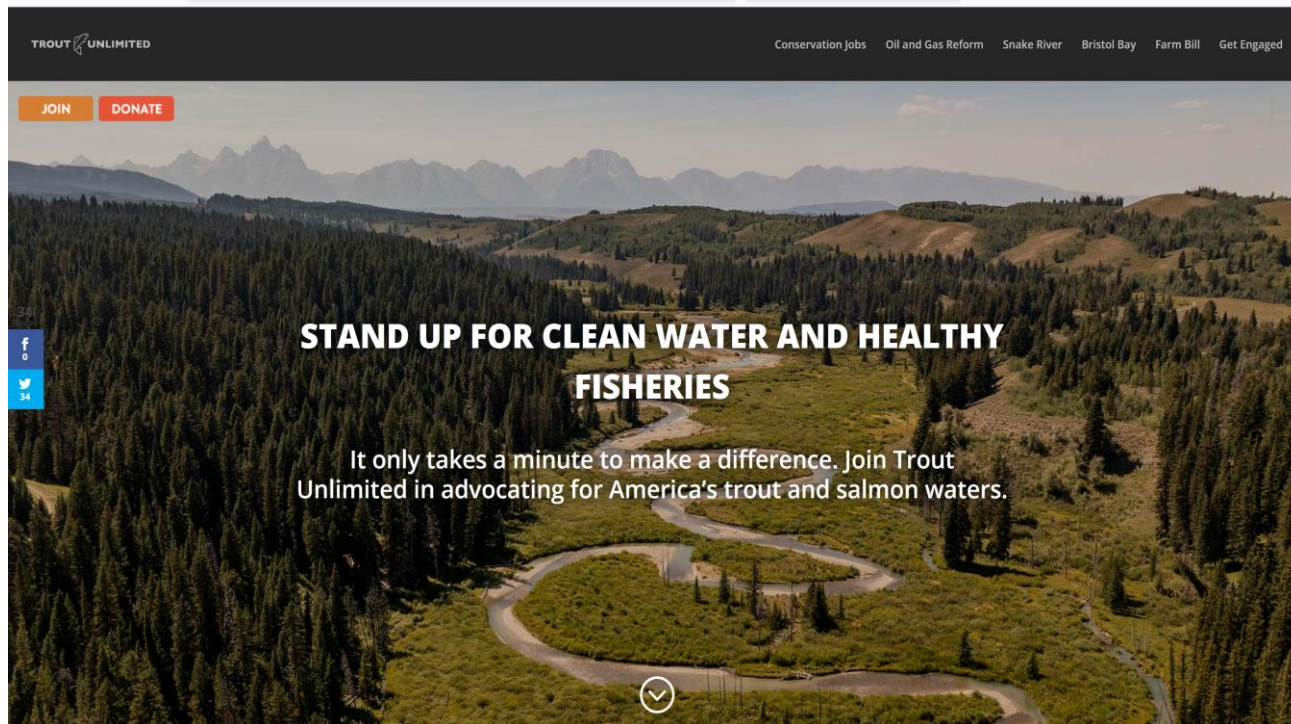
Clip from a recent TU video “Gila” at

<https://www.youtube.com/watch?v=nXxqjIQE37w>



Module 04: Advocacy - Resource | Government Affairs

ARLINGTON, Va.—Longtime congressional staffer Lindsay Slater (on the right) joined Trout Unlimited as Vice President for Government Affairs.



<https://standup.tu.org/>



Trout Unlimited leverages federal funding to restore trout and salmon habitat, while also creating clean water and lasting economic growth to rural communities throughout the United States. Our restoration work injects millions of dollars into local economies, supports small businesses, boosts tourism, and ensures that healthy communities thrive alongside healthy rivers and streams.

Unfortunately, the recent pause in federal disbursements has created uncertainty and project delays for Trout Unlimited's contractors, employees, and on-the-ground partners.

Please contact your members of Congress and ask them to support conservation jobs and the restoration economy.

Compose Your Message

- US Senators
- US Representative

Subject

Support conservation for family wage rural jobs

Message Body

Please add your own story about this issue to personalize your message

Conservation is a driving force behind rural economic growth. Trout Unlimited's on the ground restoration work generates thousands of family-wage jobs for contractors, engineers, and laborers, most of whom live and work in the very communities that benefit from these projects.

Unfortunately, the recent pause in a ready signed federal contracts has created uncertainty and project delays for Trout Unlimited staff and contractors, many who are small businesses who rely on these important partnerships. Please support conservation jobs and the restoration economy.

Federal agencies should swiftly complete their review of popular conservation programs and restore critical federal funding for restoration projects and the rural communities they support.

Learn more: <https://www.tu.org/powering-the-restoration-economy-and-rural-jobs/>

Enter Your Info

Your Information

Prefix First Name * Last Name *

Email *

Yes, sign me up to receive text alerts

By providing your mobile number, you agree to receive periodic call to action text messages from Trout

> Take action

Conservation Areas

Outreach & Education

TU Businesses

Projects

BECOME A LIFE MEMBER!
Get the new Orvis Helios rod. Hurry — special TU Limited Edition. Reel in yours today!

[JOIN NOW](#)

Using Action Alerts To Contact Representatives

Suggestion: Create a local email network of people who will reliably respond to action alerts if nudged.

Resource Folder at:

<https://drive.google.com/drive/folder/s/1PSKm2YtOIZRUs-zzoETIlyIWOkuCmW3u>

See also, Chris Wood's email of 2/20/2025 for emailing reps.

or

<https://www.tu.org/powering-the-restoration-economy-and-rural-jobs/>

Feel free to use this shortened version: <https://bit.ly/3QNPIwc>

Why I Am Motivated to Slow Climate Change

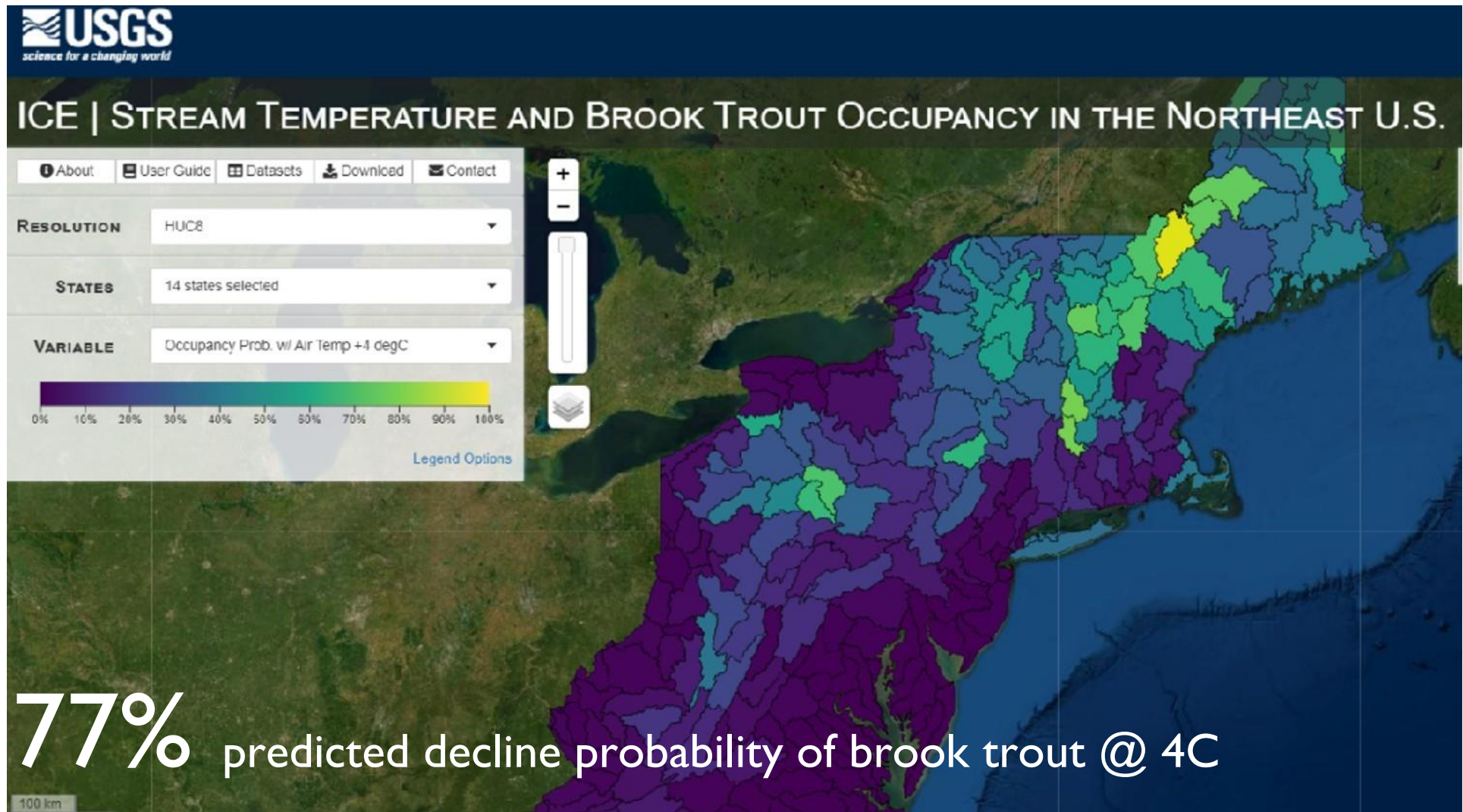


Climate intensified weather events:

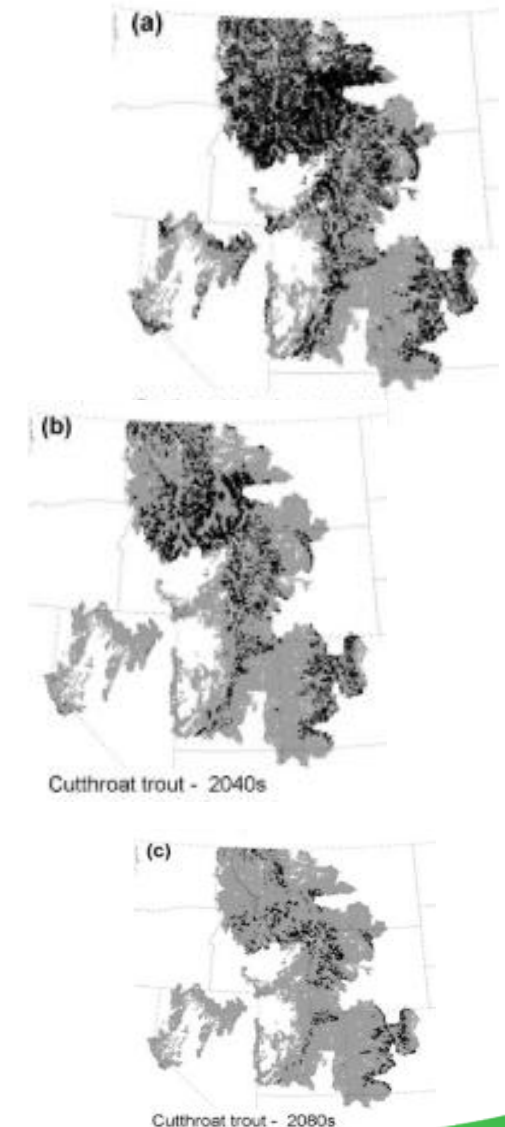
- 🐟 Fires
- 🐟 Floods
- 🐟 Hurricanes
- 🐟 Extreme Temperatures

A screenshot of a Newsweek article. The top navigation bar includes "NEWSWEEK", "SUBSCRIBE FOR \$1", and "Login". Below the navigation bar are links for "News", "Wildfires", "California Wildfires", "Los Angeles", and "Live Blog". The main content area features a video player with the title "California Officials Give Update On Palisades Wildfire" and a "LIVE" badge. The video player shows a firefighter in a yellow helmet and gear spraying water on a house engulfed in flames. A play button icon and the duration "01:21" are overlaid on the video. To the right of the video player is a text box with the date "Jan 09, 2025 at 8:39 AM EST" and the headline "Palisades Fire Destroys 1,1000 Structures, 5 Dead as LA Engulfed by 5 Wildfires". At the bottom of the article, the byline reads "By Amanda Castro , Daniel Orton , Michael D. Carroll and Hannah Parry".

Trout declines anticipated east and west: Climate Change and Trout



50% decline in cutthroat trout habitat by 2080s



Work with Citizens' Climate Lobby - CCL



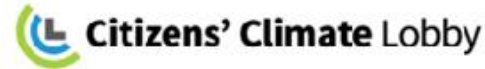
Citizens' Climate Lobby is an organization that exists to create political will for a livable world by enabling individuals to exercise personal and political power.

[Email Congress to Protect IRA Funding](https://citizensclimatelobby.org/get-loud-take-action/protect-climate-ira/)

<https://citizensclimatelobby.org/get-loud-take-action/protect-climate-ira/>

[Click to JoinCCL](https://citizensclimatelobby.org/join-citizens-climate-lobby/)

<https://citizensclimatelobby.org/join-citizens-climate-lobby/>



[About](#)

[Our Climate Solutions](#)

Citizens' Climate Lobby (CCL) is a nonprofit, nonpartisan, grassroots advocacy climate change organization focused on national policies to address the national and global climate crisis.



Resource 02: Citizens' Climate Lobby (CCL): Policy Agenda and Training CCL lobbyies to:

Put a price on Carbon via a Fee and Dividend system.

<https://community.citizensclimate.org/topics/carbon-pricing>

Like TU, CCL is a non-partisan organization. And they have lots of advocacy training materials online.

Note that third party perspectives and opinions presented in the resources and examples may not be endorsed by TU.



CCL has been lobbying to Promote Healthy Forests.

<https://community.citizensclimate.org/topics/healthy-forests>



CCL has been lobbying to:



Building Electrification & Energy Efficiency.

<https://community.citizensclimate.org/topics/building-electrification>



CCL has been lobbying to:

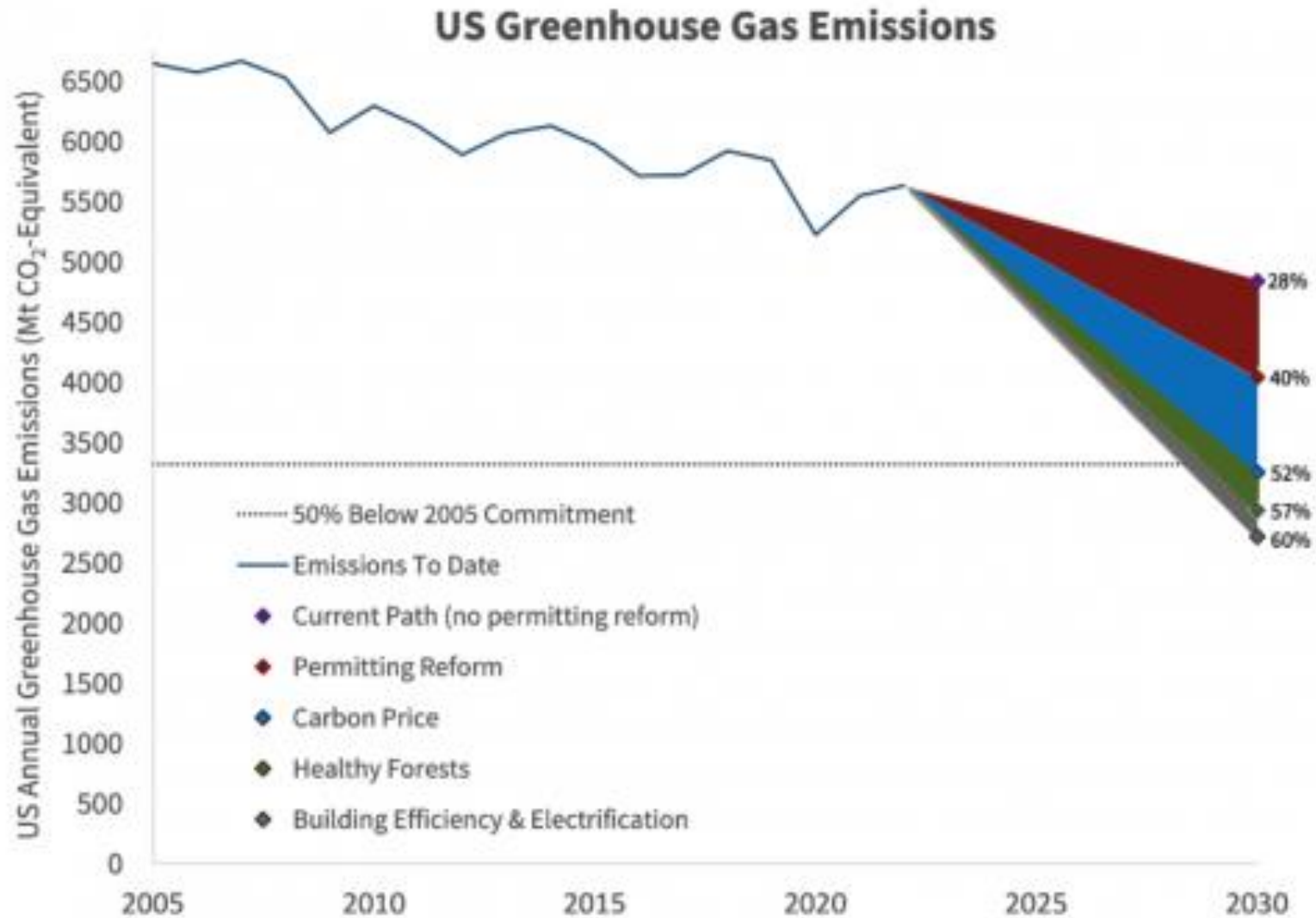


Modernize the grid and promote permitting reform.

<https://community.citizensclimate.org/topics/clean-energy-permitting-reform>



All 4 CCL Policies Could Shrink GHG by 60%



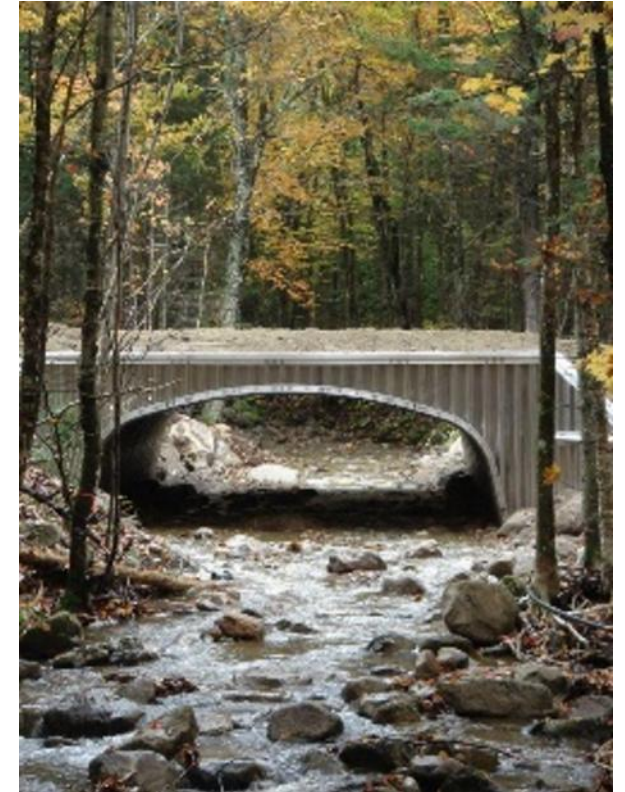
Climate Change Coordinator can help the council/chapter:

- Identify and focus on the climate change effects in your region.
- Identify resources.
 - Climate Change Coordinator Training.
 - State and local resources (state agencies, universities, other NGO's).
- Bringing the message to your chapter, council and community.
 - Start with a **Climate** discussion at a Board meeting. Host a “climate change” themed chapter meeting. It may bring in some *new faces* to your meeting.
- Incorporate climate change into your council/chapter’s strategic plan.
- Joint presentations/new audiences.
- State & Local Legislation.
- Help build the bench by identifying climate change champions within your chapter(s).



Some activities might be:

- Support adaptation projects. Highlight benefits for the local community.
- Promote *angler science programs* (e.g. stream temperature monitoring, flow monitoring, phenology projects)
- Write a “climate change” *blog post* for TU publication or a short video.
- Participate in *Climate Change Focus Group*, part of the *TU Online Communities*. This is a community for members to share climate change information (current science, relevant articles, etc.) and share thoughtful discussion.
- Share and like Trout Unlimited climate change awareness posts, including blogs, on *social media*.
- *Engage in casual conversations* to express your concern with the effects of climate change.
- Participate in monthly Climate Change Work Group calls (*4th Thursday of the month*).

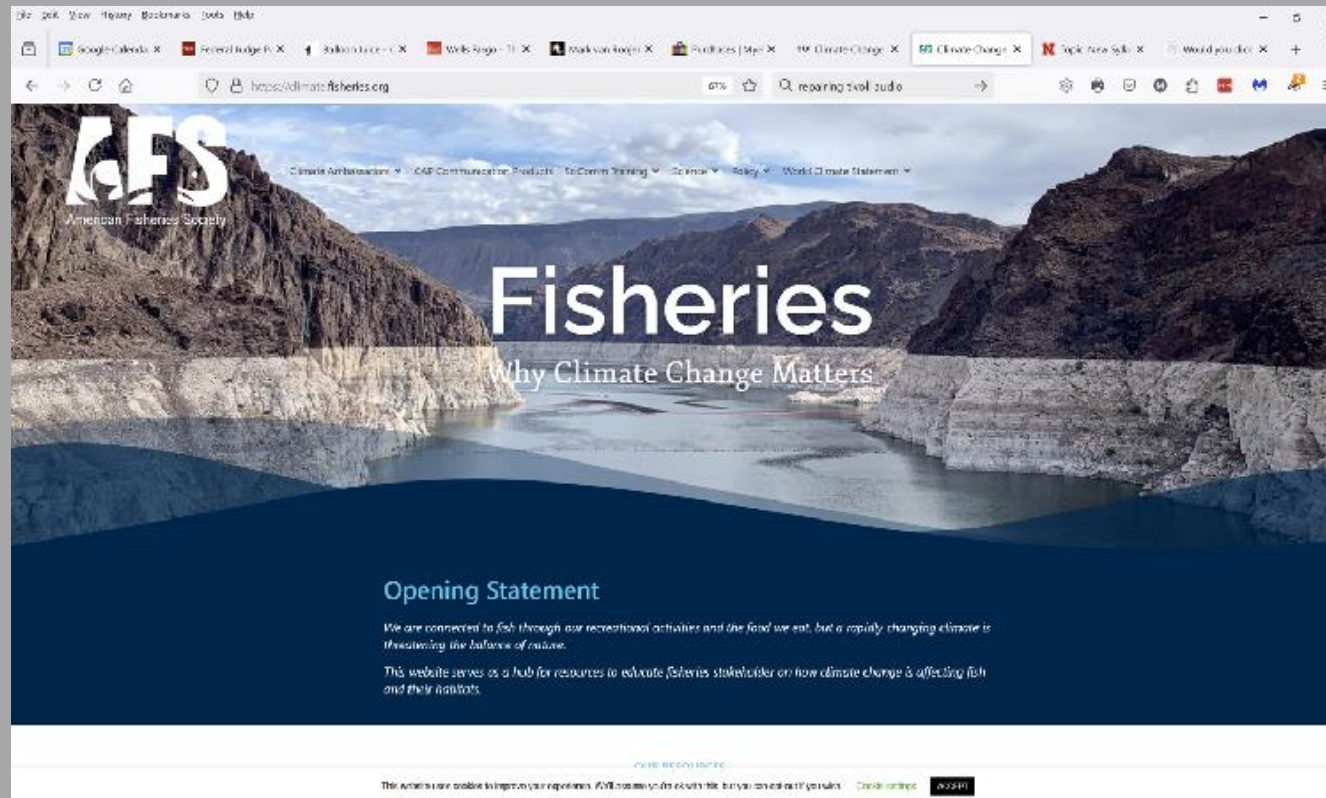


CCWG Resource Modules

Module 04: Advocacy - Resource 5

Best Practices for Communicating Climate Science

American Fisheries Society at <https://climate.fisheries.org/>



Advice from another resource (<https://www.talkingclimate.ca/>):



Would you click if I said the world was ending?

Chicago's solar energy shift, why bad news sells, and how to green your online feed



KATHARINE HAYHOE
JAN 21, 2025



NOT-SO-GOOD NEWS



Negative news gets more clicks and shares than positive news stories. Most of our news organizations are for profit, and most people sharing information online want the clicks and shares: so that means most of us are incentivized to prioritize negative news.

Katherine Hayhoe suggests:

Leading with hope matters.

Framing bad news within good news can help.

Don't reinforce feelings of impotence – suggest constructive doable actions.

Connect with common values -- Storytelling can often do this.

“Ditch the Guilt” – climate change is a systemic problem not one a single person is responsible to fix through individual virtue.

GOOD NEWS



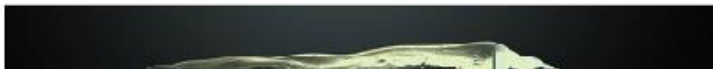
Many of the world's biggest companies are doubling down on their commitments to climate action and renewable energy. Why? Because these businesses see the harm climate change will cause to their bottom lines and the economic upsides to green power, and they've already sunk billions into these projects.

"The leading companies of the world are going through the tech transformation and the climate transformation," said Jesper Brodin, the CEO of the [Ingka Group](#) (IKEA). "The train has left the station. The benefits are clear." Clear, too, are the risks of inaction: a report from last year found that companies that fail to adequately prepare for climate impacts could see their earnings drop up to 25 percent by 2050.

IKEA is a climate success story: it has slashed its carbon footprint by 30 percent in the last ten years while growing its profits 24 percent over the same period. "There is a very strong myth in society today that climate smart comes at a premium," Jesper told [Time](#). "Now, it's quite easy to dismantle that myth."

Want to know more about sustainable businesses? Corporate Knights has just released its [2025 ranking of the world's 100 most sustainable companies](#). The list includes manufacturing, power generation, transportation and more.

NOT-SO-GOOD NEWS



Talking Climate

WHAT YOU CAN DO



It's easy to feel guilty when we realize how our choices—where we get our energy, what we eat, what we buy—contribute to climate change. But as I write in [Saving Us](#), while fear and guilt can motivate us to change, both of these emotions will shut us down if we carry them with us long-term. So my recommended action this week is a little unusual: I want you to ditch the guilt!

Environmental journalist Mary Heglar [describes](#) a familiar scene: at a dinner party, when she introduces herself as an environmentalist, the person beside her mutters, "You're gonna hate me..." as they rattle off their eco-sins—using plastic bags, eating meat. And they conclude, "... so there's really no point any more, right?" As she explains, "*this guilt leads to apathy, and apathy is what will seal our doom.*"

All too often, our climate conversations focus on individual actions—turn off the lights, recycle, drive less—framing climate action as a personal virtue rather than the systemic challenge it is, she says. But this isn't just misleading; it's dangerous. As [Sam Illingworth](#) puts it, "We need systemic change, not consumer guilt." Real solutions require collective action, he continues: "switching to renewable energy on a large scale, enforcing strict industrial regulations and redesigning cities to reduce

NLC Climate Change Work Group



Most of our work is helping coldwater species adapt to warming conditions, but we must reduce our carbon footprint.

Circumstances such as acid rain and climate change motivate us to advocate for policies that protect trout and salmon.

This is what we do!

Please join us!

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Peter Gray - bccpjgray@yahoo.com

Coordinataor training <https://bit.ly/4glyt6t>.

Climate Change Workgroup Web Site



bit.ly/3YVkzPA