



Climate Education and Stewardship (CES) Program Parameter FAQs

Navigating Educator and Advocate Roles

How did the CES Program come about?

Broads believe there is great need to spread understanding of the critical climate defense role that public lands offer. The development of this program stemmed from the Broads community's desire to deepen our work in addressing climate change and public lands. Great Old Broads for Wilderness then received an anonymous grant that supported the establishment of the Climate Education and Stewardship (CES) Program.

What is the purpose of the CES Program?

The CES Program focuses on public engagement and education around the connection between public lands and climate change. Through this program, we are expanding our community outreach and training Broads as leaders and facilitators to deepen climate literacy through stewardship projects and educational events. We are inviting others who may be less familiar with these issues to engage more deeply with these topics.

How is the CES Program different from our other grassroots work?

Due to grant parameters, the CES Program does not emphasize grassroots or political advocacy within the program's curriculum and activities during the 2020 calendar year. Here, we define advocacy as voicing a position and mobilizing others to act regarding policy. This action could be submitting public comment on an issue, organizing a rally, or lobbying on a ballot measure.

However, advocacy is a fundamental component of Broads' work and is embedded in our mission. Our Grassroots Leadership team will continue to support each Broadband as they identify, investigate, and participate in the resolution of public lands threats and environmental injustices through advocacy techniques. The CES Program provides the knowledge, information, and communication strategies to build public engagement and interest around climate change and public lands issues, thereby building momentum for future advocacy activation.

How can we smoothly transition between the CES Program and our grassroots advocacy work?

Imagine that you are giving a CES PowerPoint presentation to a public audience. Your presentation is focused on climate impacts to forests, water, and local communities. This presentation may conclude by inviting the audience to attend an upcoming stewardship project to restore riparian habitat, while emphasizing the importance of healthy public lands to climate resilience. **The presentation itself would not include specific advocacy content.**

After the presentation has ended, you are welcome to then facilitate a more advocacy-oriented activity or discussion highlighting your Broadband's current efforts. We encourage incorporating a pause or transition of some kind. For instance, explain to your audience there will be a five-minute break,



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then reconvene for a presentation about the Broadband's priority initiatives and ways that community members can get involved. Participants will be encouraged to follow up with the Broadband to get involved and continue expanding and deepening their work in the advocacy arena.

CES Program funds are not intended to be used for advocacy-focused work. Yet, we encourage you to explore the connections and transitions that are possible between the CES and Grassroots Leadership Programs to weave together the full array of skills and leadership that Broads has to offer our communities.

Who is the audience for CES Programs?

We are intentionally broadening and inviting new community partners and underrepresented communities into these events as active peer-to-peer learners. Sound environmental education takes into account the audience's knowledge and awareness, personal values, community norms, emotions, and perception of control—or believing an individual can make a difference. By gauging our audience's knowledge, experiences, values and interests, we are able to appropriately tailor CES content to our audiences.

Our curriculum offers participants essential knowledge and experiences to understand and recognize local climate issues and make informed choices. We are helping the public understand the environmental issues and problems facing their community so that they are inspired to become more engaged, active citizens.