

NNOCCI National Network for Ocean and
Climate Change Interpretation

Billy Spitzer
New England Aquarium



**New England
Aquarium**

Why informal education?

- “The 95% solution”
- Who visits and why
- What they want
- Who they trust
- What they get



NNOCCI National Network for Ocean and Climate Change Interpretation

A national network of informal science education centers and ocean scientists working together to advance public discourse about climate change



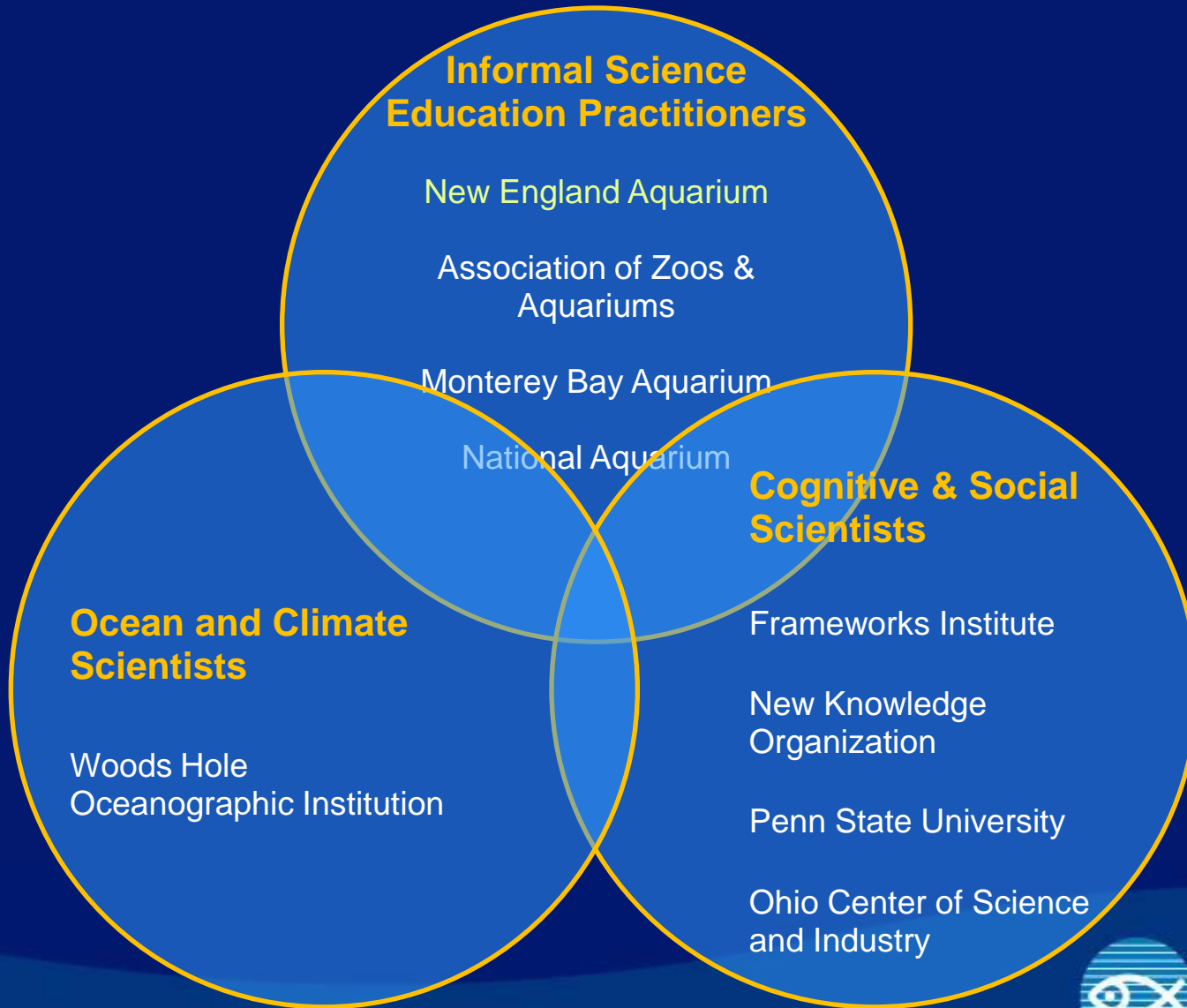
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Our Vision

1. Interpreters become “vectors” for effective science communication
2. Informal science centers share a new “culture” of effective communication about complex science and policy issues
3. Ocean and climate scientists are well prepared as communicators
4. Public demand increases for science communication and civic participation

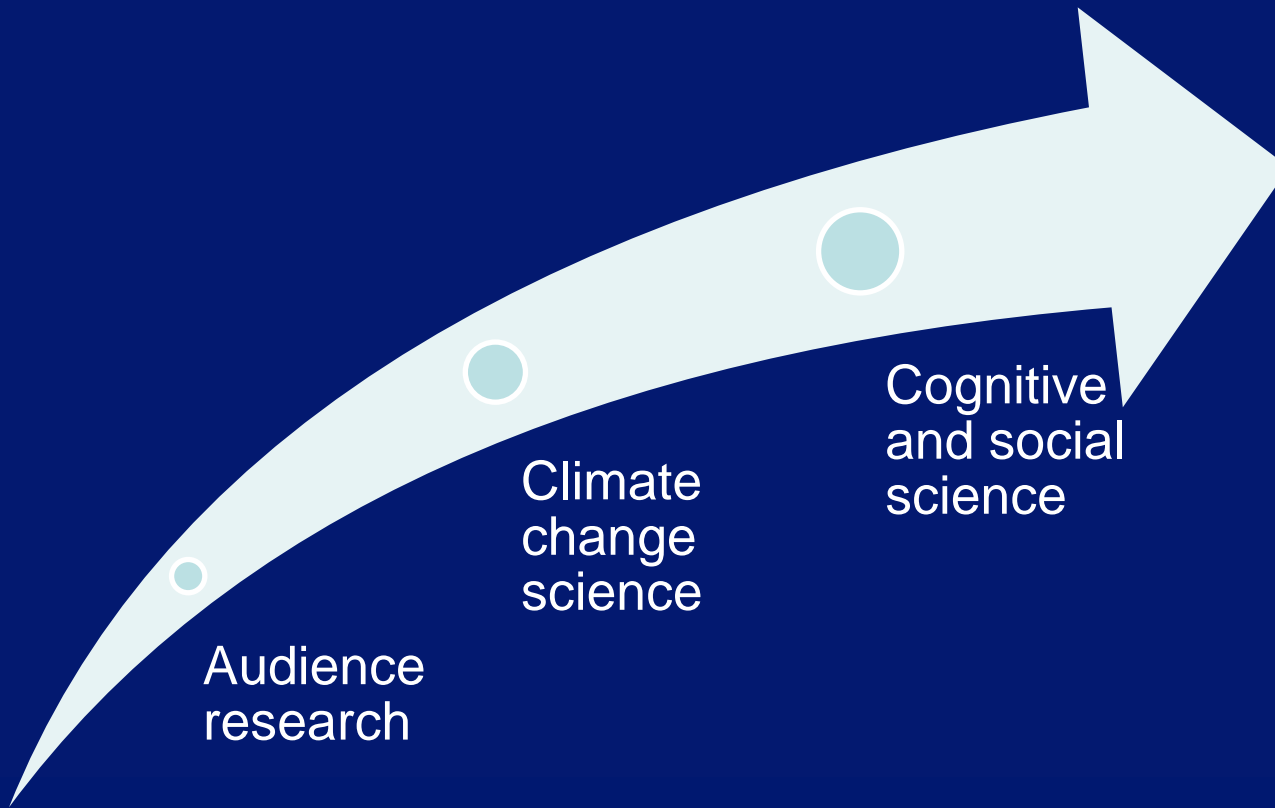


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Interpretation



**Interpretive
framework**



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Interpretive approach

- “Translation” not just “information”
Make science meaningful, salient, actionable
- Connect to commonly held values and concepts
Innovation, responsible management, interdependence
- Illustrate the big picture
Relate ocean animals and processes to ocean health
- Link causes and effects
Simple and clear explanatory language, models and metaphors
- Point to solutions
Informed choices we can make as individuals, communities, and as a society



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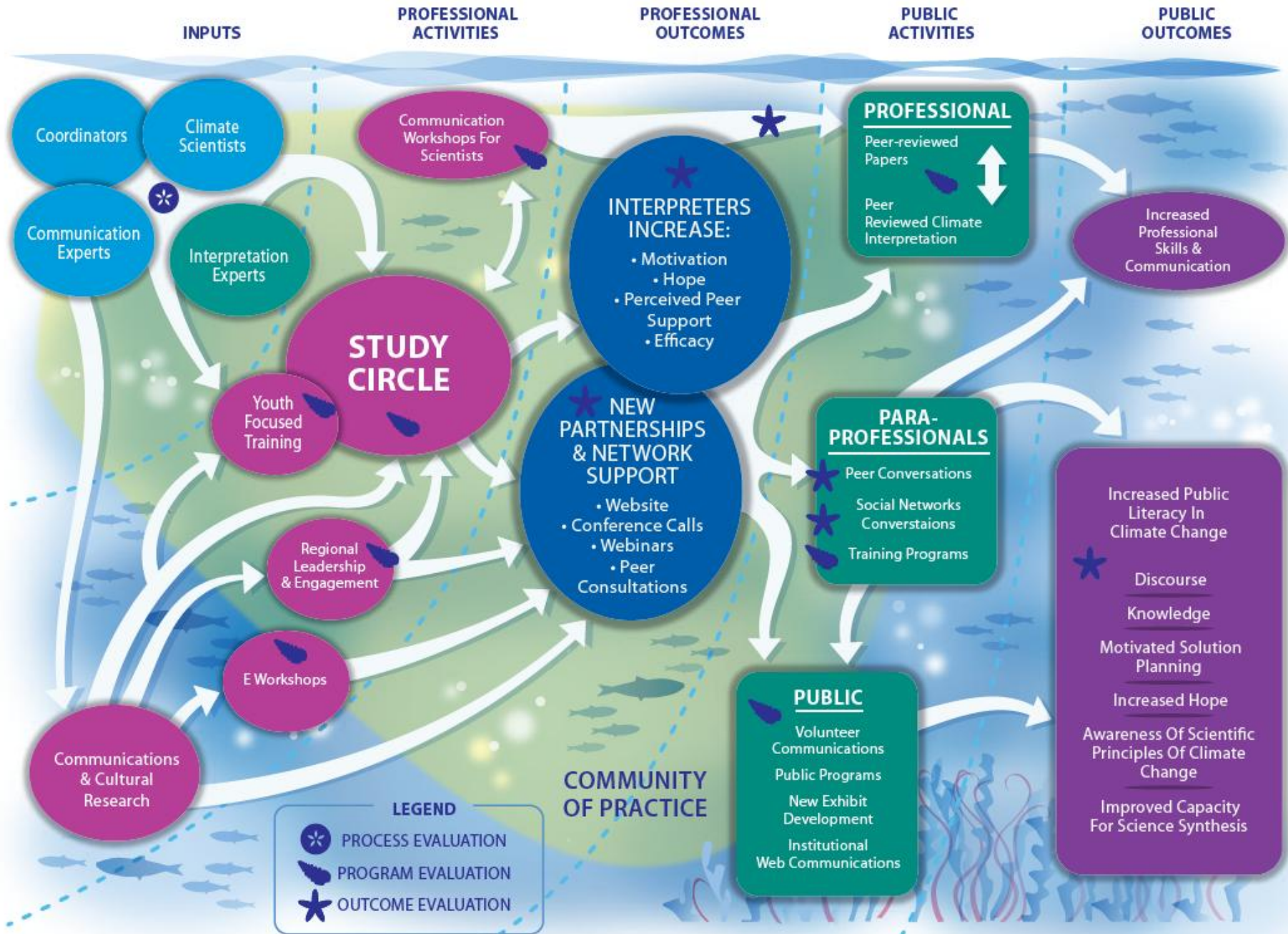
A Institutions Reached During CCEP-Phase 1



B Informal Science Education Institutions with an Ocean Theme or Focus



NATIONAL NETWORK FOR OCEAN CLIMATE CHANGE INTERPRETATION : LOGIC MODEL



Results from Phase I

- Study circles initiated a **community of practice** needing further support
- In-depth, shared training fosters **confidence, self-efficacy, and a sense of hope** in interpreters' ability to communicate effectively
- Hope has a strong "ripple effect" via **professional and social networks**
- Preliminary data suggests trained interpreters convey optimism to **visitors** more effectively
- Additional **cultural research** is needed to better understand how Americans think about climate change and ocean acidification

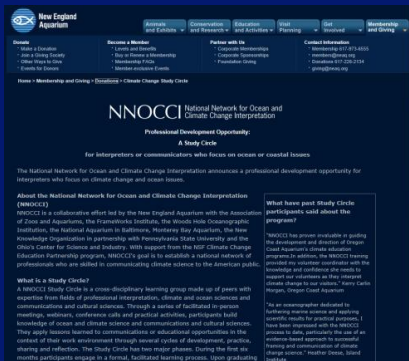


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Interested in learning more?



frameworksinstitute.org/workshops/neaq/



support.neaq.org/site/PageNavigator/prof_devel_study_circle.html



climateinterpreter.org



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Thank you...



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