

In a Nutshell: Some Personal and Highly Biased Ideas for Digging Our Way Out of This Hole¹

1. EMPHASIZE THAT CLIMATE CHANGE IS HAPPENING HERE AND NOW
2. BE WARY OF CREATING DISTANCE
3. RESTORE PAST LOSS
4. RECOGNIZE MOMENTS OF PROXIMITY
5. CREATE THE SYMBOLIC MOMENT*
6. OPEN UP A CONVERSATION ABOUT LONG-TERM PREPAREDNESS
7. [CREATE A] NARRATIVE OF POSITIVE CHANGE*
8. FOLLOW NARRATIVE RULES, WITH RECOGNIZABLE ACTORS, MOTIVES, CAUSES, AND EFFECTS
9. DON'T LET THE NARRATIVE TAKE OVER
10. RESIST SIMPLE FRAMINGS
11. BE OPEN TO NEW MEANINGS
12. ENSURE THAT A WIDE RANGE OF SOLUTIONS IS CONSTANTLY UNDER REVIEW
13. NEVER ACCEPT YOUR OPPONENT'S FRAMES
14. BE CAREFUL THAT ENEMY NARRATIVES DO NOT FUEL DIVISION
15. BUILD A NARRATIVE OF COOPERATION
16. STRESS COOPERATION NOT UNITY
17. ACCEPT THE SPECTRUM OF APPROACHES
18. BE HONEST ABOUT THE DANGER
19. ENCOURAGE POSITIVE VISIONS
20. ACTIVATE COOPERATIVE VALUES RATHER THAN COMPETITIVE VALUES
21. STRESS WHAT WE HAVE IN COMMON
22. RELATE SOLUTIONS TO CLIMATE CHANGE TO THE SOURCES OF HAPPINESS
23. EMPHASIZE THAT ACTION ON CLIMATE CHANGE MAKES US PROUD TO BE WHO WE ARE
24. ENABLE COMMUNICATIONS WITH BUILT-IN INTERACTION
25. CREATE COMMUNITIES OF SHARED CONVICTION
26. KEEP AN OPEN MIND
27. BE ALERT TO YOUR OWN BIAS
28. REMEMBER THAT EXPERTS CAN ALSO BE BIASED
29. SEEK OUT A WIDE RANGE OF VIEWS
30. [REMEMBER THAT] DEBATE IS USEFUL*
31. LEARN FROM YOUR CRITICS
32. RESPECT ENVIRONMENTALISTS
33. BE PREPARED TO LEARN FROM RELIGIONS
34. PRESENT CLIMATE CHANGE AS A JOURNEY OF CONVICTION
35. CREATE MOMENTS OF COMMITMENT
36. FRAME CLIMATE CHANGE AS AN INFORMED CHOICE
37. INVOKE THE NONNEGOTIABLE SACRED VALUES
38. EMPHASIZE THE QUALITIES THAT CREATE TRUST
39. TELL PERSONAL STORIES
40. BE EMOTIONALLY HONEST
41. RECOGNIZE THE ROLE OF YOUR OWN EMISSIONS
42. ENABLE FRESH, REAL VOICES
43. BACK OFF AND ENCOURAGE NEW COMMUNICATIONS
44. DROP THE ECO-STUFF
45. CLOSE THE PARTISAN GAP
46. AFFIRM WIDER VALUES*
47. BE HONEST—THIS IS TOUGH
48. NEVER ASSUME THAT WHAT WORKS FOR YOU WILL WORK FOR OTHERS
49. RECOGNIZE PEOPLE'S FEELINGS OF GRIEF AND ANXIETY
50. MOURN WHAT IS LOST, VALUE WHAT REMAINS
51. MOURN THE END OF THE FOSSIL FUELS AGE
52. BE GLAD TO BE A POLLYANNA
53. REMEMBER THAT HOW WE RESPOND NOW WILL PROVIDE THE TEMPLATE FOR FUTURE RESPONSES

¹ Capitalized phrases from Chapter 42 in George Marshall, *Don't Even Think About It: Why Our Brains Are Wired to Ignore Climate Change* (New York: Bloomsbury, 2014), 231-38. *denotes imperative form.