

Incorporating climate change into Arctic Refuge outreach

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The situation...

- Beginning in 2004, Refuge managers wanted me to produce an outreach product about climate change, but they gave me no direction, and I wasn't sure how to begin.
 - Do I explain the science? Do I focus on what's happening to the Refuge? Do I write for children or for adults? Do I make it interactive? What type of product should I create?

The solution...

- I was lucky to participate in Earth to Sky III. It was exactly what I needed. I heard scientists explain climate science and I learned about a number of successful ways to present climate change to the public.
- For my EtS III project I decided to create an information sheet about specific impacts of climate change on the Refuge and its wildlife.

The first product...

- I worked with our biological staff and drafted a climate change info sheet.

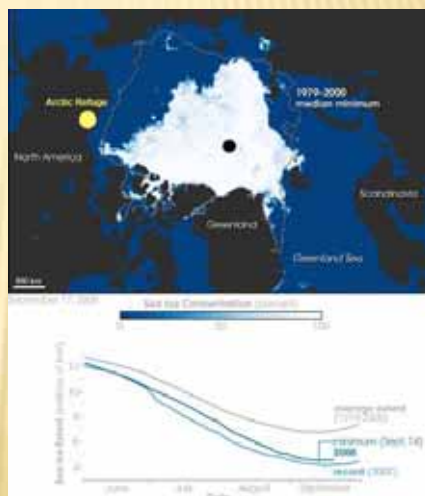


The problem...

- I had good text, but I didn't have any connection to NASA.
 - I thought adding a NASA image would be helpful.
 - I looked through the NASA web sites but didn't find the right image.
- So I showed the text to Anita Davis at NASA Goddard, and asked for her help to find NASA images that were appropriate to the text.

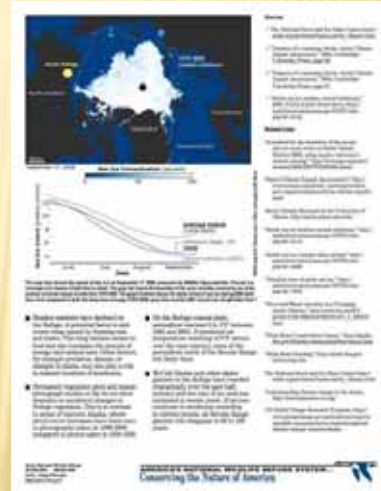
The NASA image...

- Anita sent me a selection of images. One was excellent for the info sheet, but needed work.
- It didn't show Arctic Refuge, and it was too low resolution for print quality.
- I ended up adding the Refuge and recreating all the graph and text.



The first product...

- I incorporated the NASA image and graph into my info sheet.
- All done.
- And just in time. We had a VIP visit from DOI and FWS chiefs, who all received our new climate change information sheet.



The spin-offs...

- Soon afterwards, we were asked to create a poster for an Alaska-wide FWS poster session.
- So I reformatted the climate change info sheet as a poster.



The spin-offs...

- Most of our public contact occurs on our web site, so I created a web page and made the “related links” active.
- Web visitors can also download the high-quality pdf if they’d like to print the info sheet.



<http://arctic.fws.gov/ctclimatechange09.htm>

The next situation...

- I attended Earth to Sky IV as a facilitator and thus had another opportunity to do a project.
 - The Refuge was about to celebrate its 50th birthday so I was planning to create a new set of exhibits to introduce audiences to the Refuge.
 - I decided to work a NASA image and a variety of climate change information into the exhibits.

The plan...

- Our plan was to create 5 banner pop-up exhibits, 46" wide and 74" high.



The unexpected...

- Our Regional Office decided they wanted to give a set of the displays to each FWS Region in the country, and use the displays at Arctic Refuge 50th anniversary events around the country.
 - But they decided 5 were too many. So they reduced and rearranged the content to focus on Refuge creation, wildlife, people, and climate change.

The budget reality...

- By now, our budget didn't have sufficient funds to fabricate our 5 large exhibits. And now that ours were no longer being used for the 50th activities we didn't have a good place to display them.
 - So we changed our plans.
- We printed sets of the posters 24" wide by 36" high onto photo paper on our museum-quality photo printer. Some of these we laminated or mounted on foam-core. They're now hanging in visitor centers and public schools in Alaska and elsewhere.
- And also ...

The wider audience...

- We've reformatted all the content into a 12-page booklet.



- And we'll soon post all the images and content onto our web site.

In the meantime...

- In our attempt to mention NASA and climate change to our audiences whenever we can, we're including both on our facebook page:

