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Building Educator Capacity to Address Animal Agriculture in a Changing Climate

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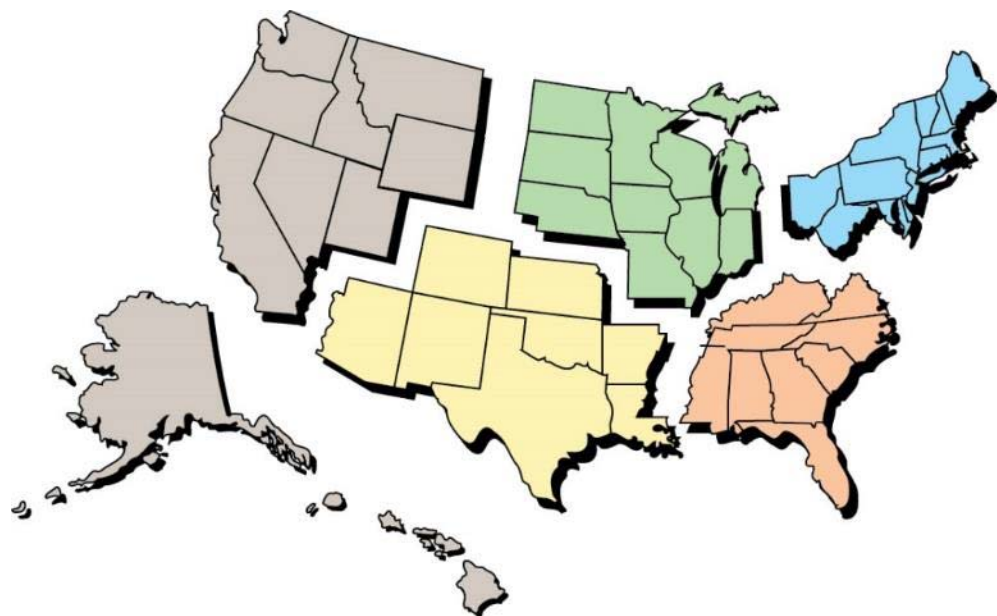


Building Educator Capacity

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[@UNLextCrystal](#)



Multi-Regional Approach



National Lead:

University of Nebraska

Regional Partners:

University of Georgia

Cornell University

University of Minnesota

Texas A&M AgriLife Extension

Washington State University

Livestock and Poultry Environmental Learning Center

A national Extension Community of Practice



Project Support



This project was supported by Agricultural and Food Research Initiative Competitive Grant No. 2011-67003-30206 from the USDA National Institute of Food and Agriculture.



United States
Department of
Agriculture

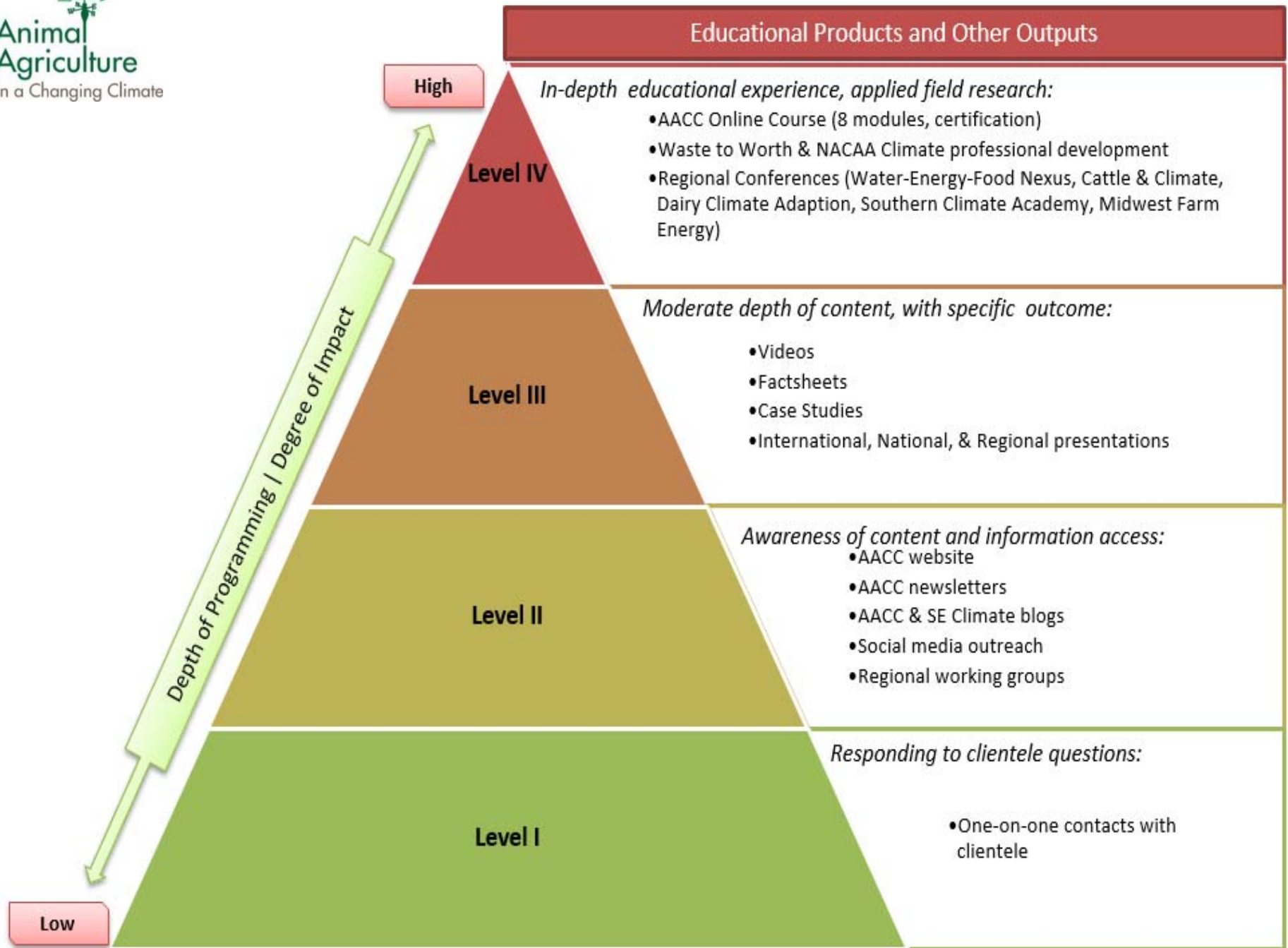
National Institute
of Food and
Agriculture



Livestock and Poultry
Environmental Learning Center

Project Objectives

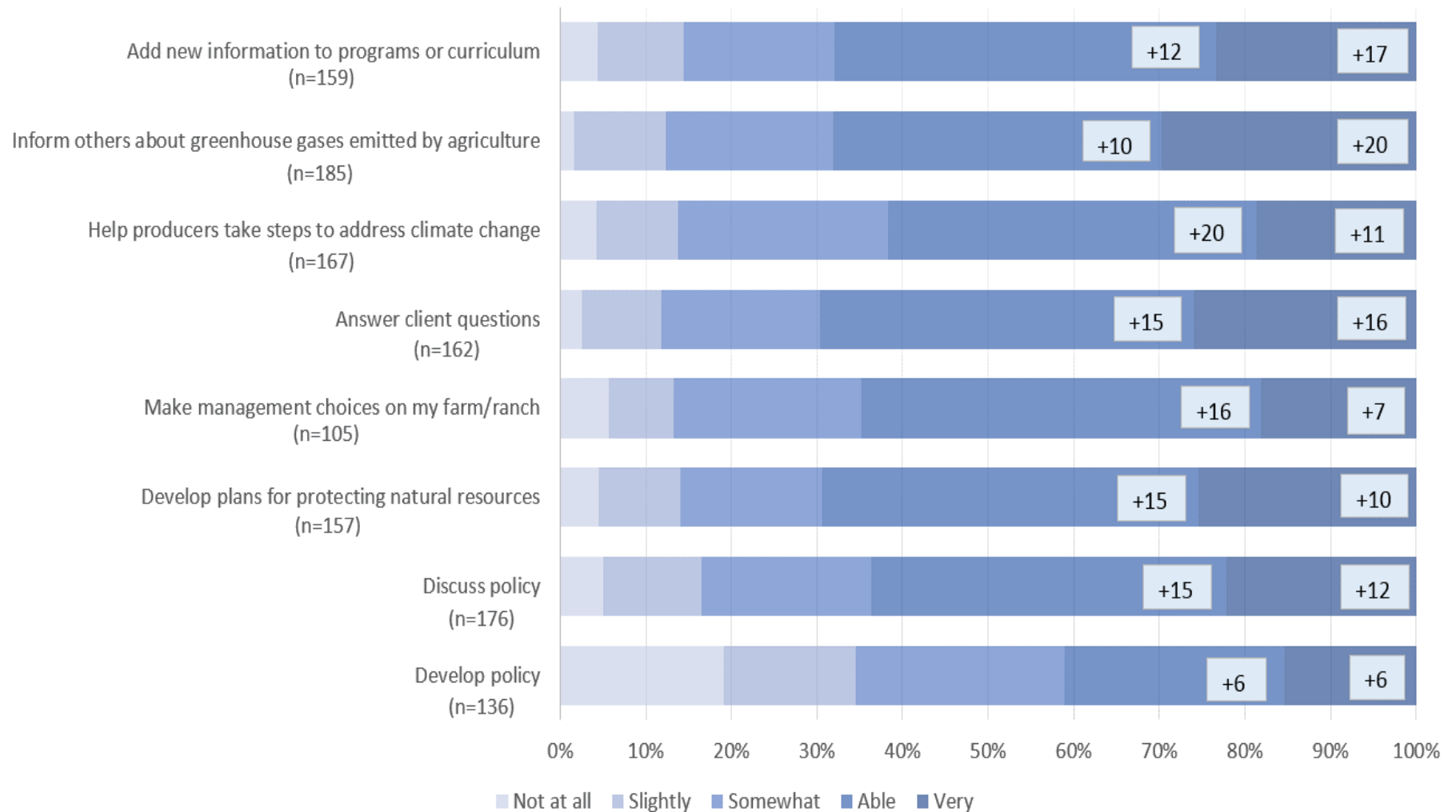
- Equip Educators – ability & motivation
- Provide science-based information
- Coordinate state, regional and national levels.



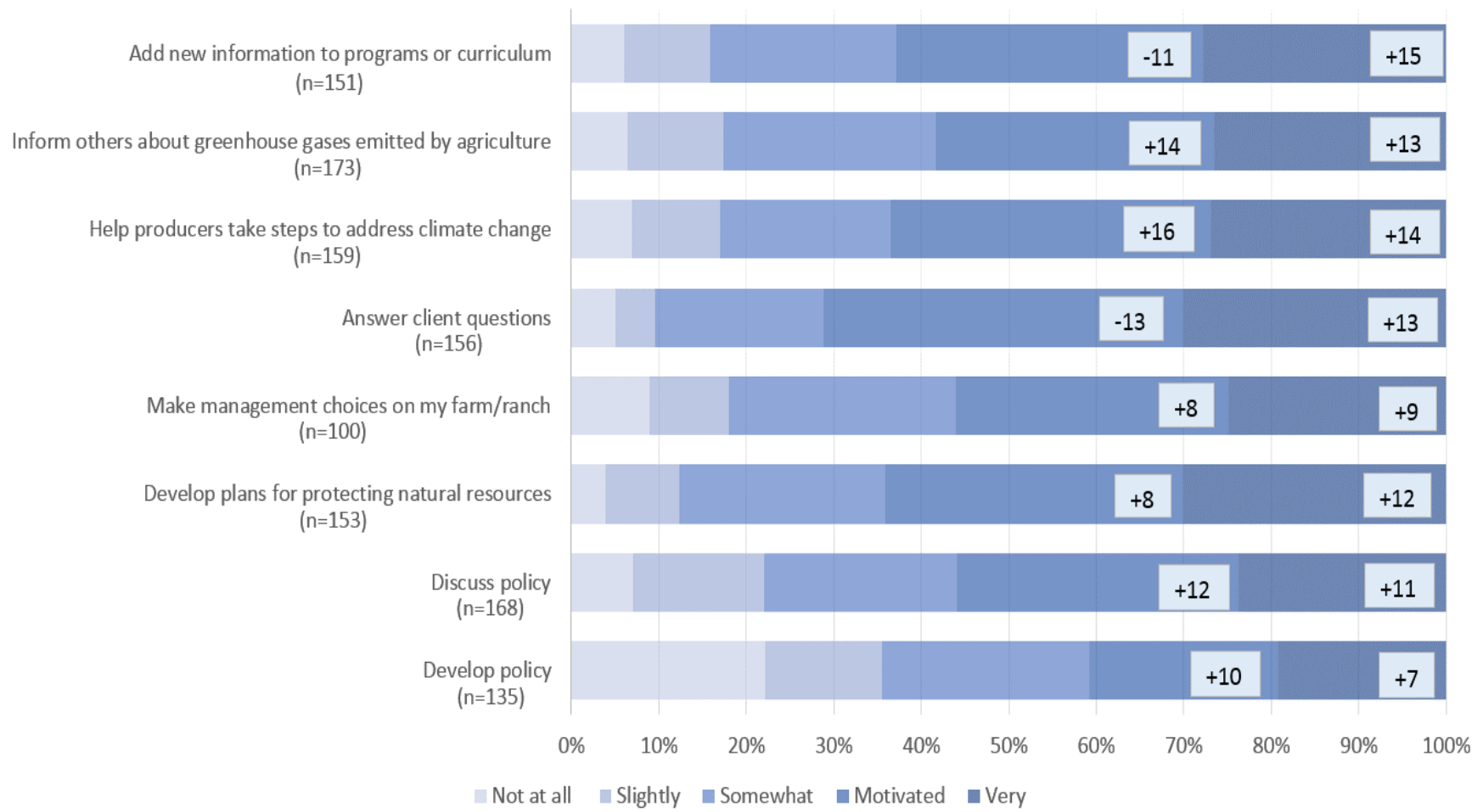
Online Course

1. Climate Trends
2. Climate Impacts
3. Adaptation and risk management
4. Climate science
5. Greenhouse gases and life cycle assessment
6. Greenhouse gas regulation and markets
7. Climate change communication

Outcomes - ability



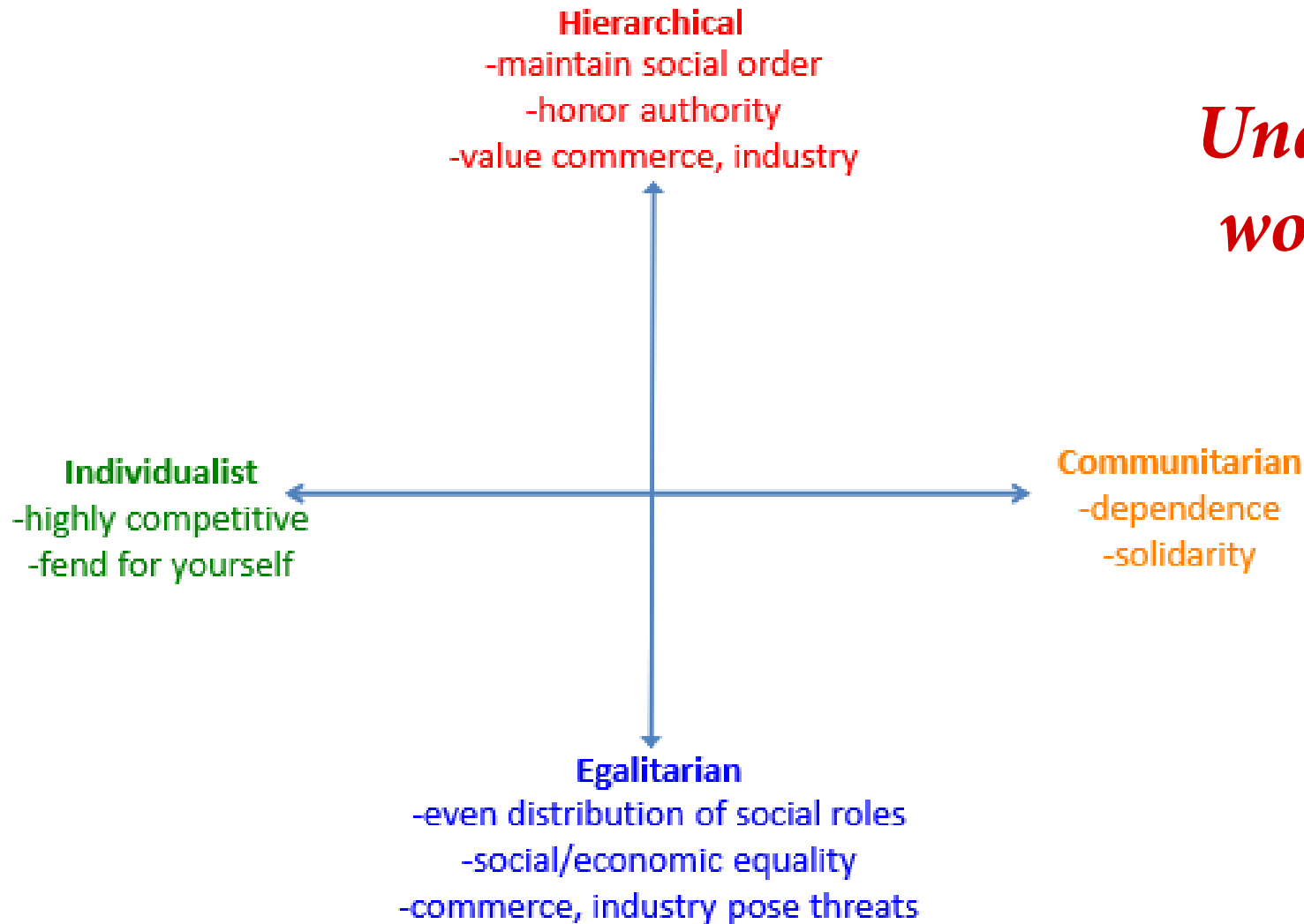
Outcomes - motivation





"If they only understood the facts, then we'd all agree!"

Understand worldviews



People don't care how much
you know, until they know
how much you care

Teddy Roosevelt

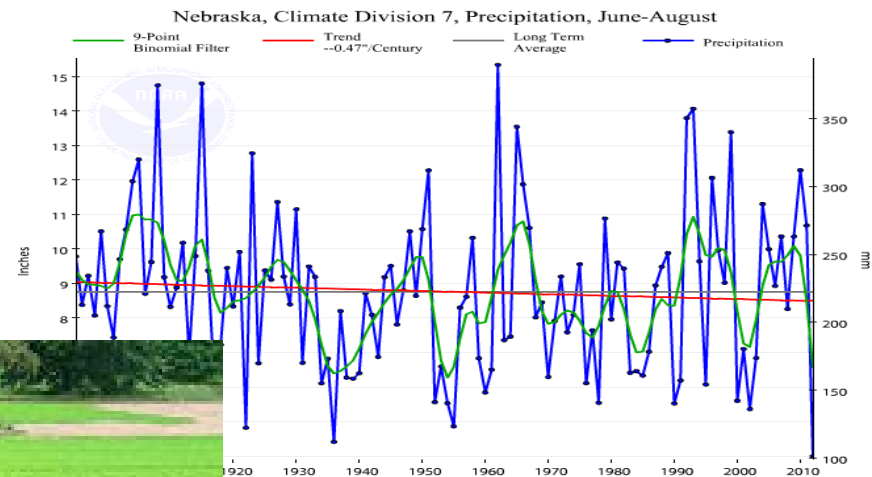
Meet people where they are

Know your audience and their concerns



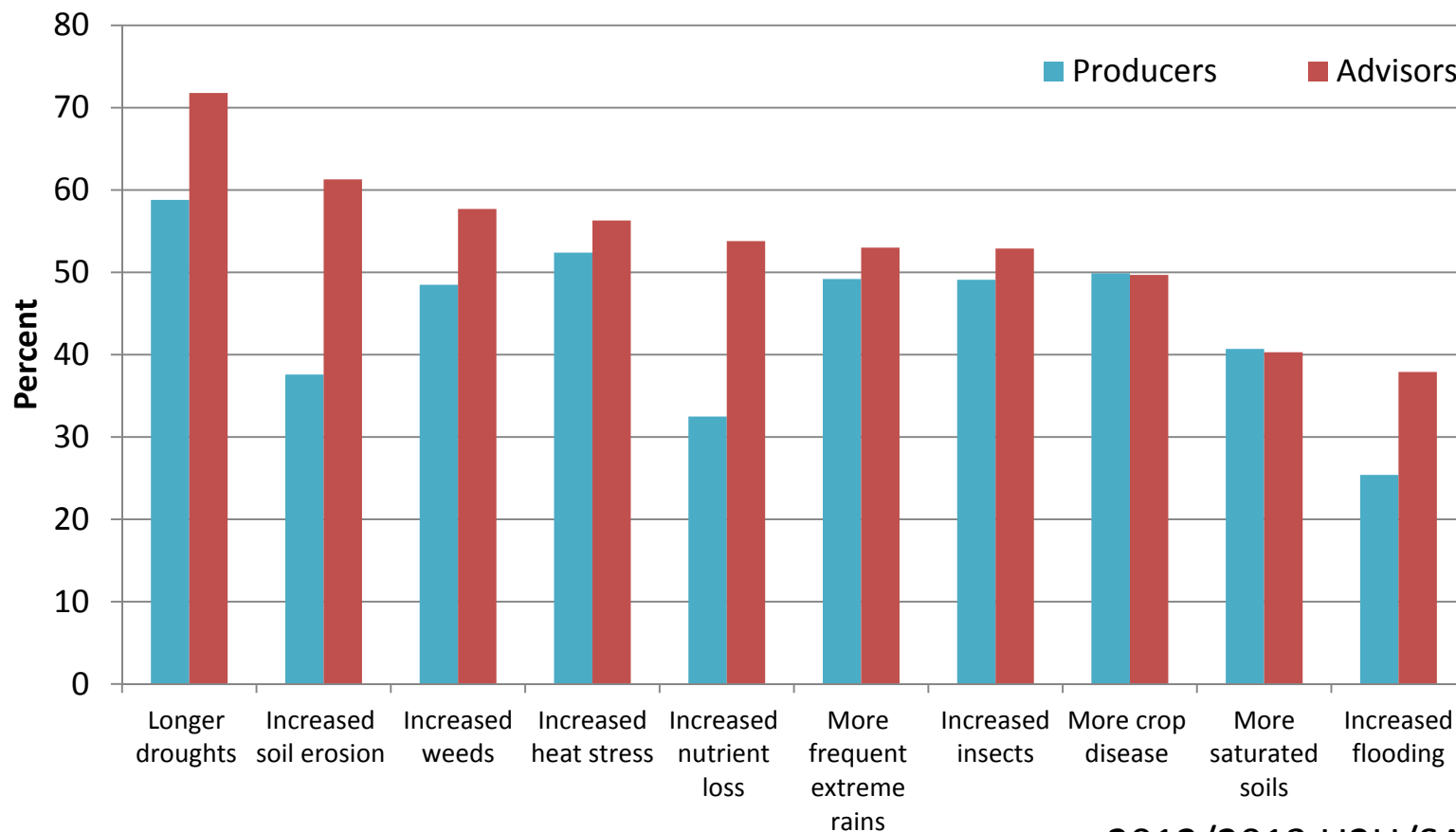
2012/2013 U2U/SARP surveys

Start with local history

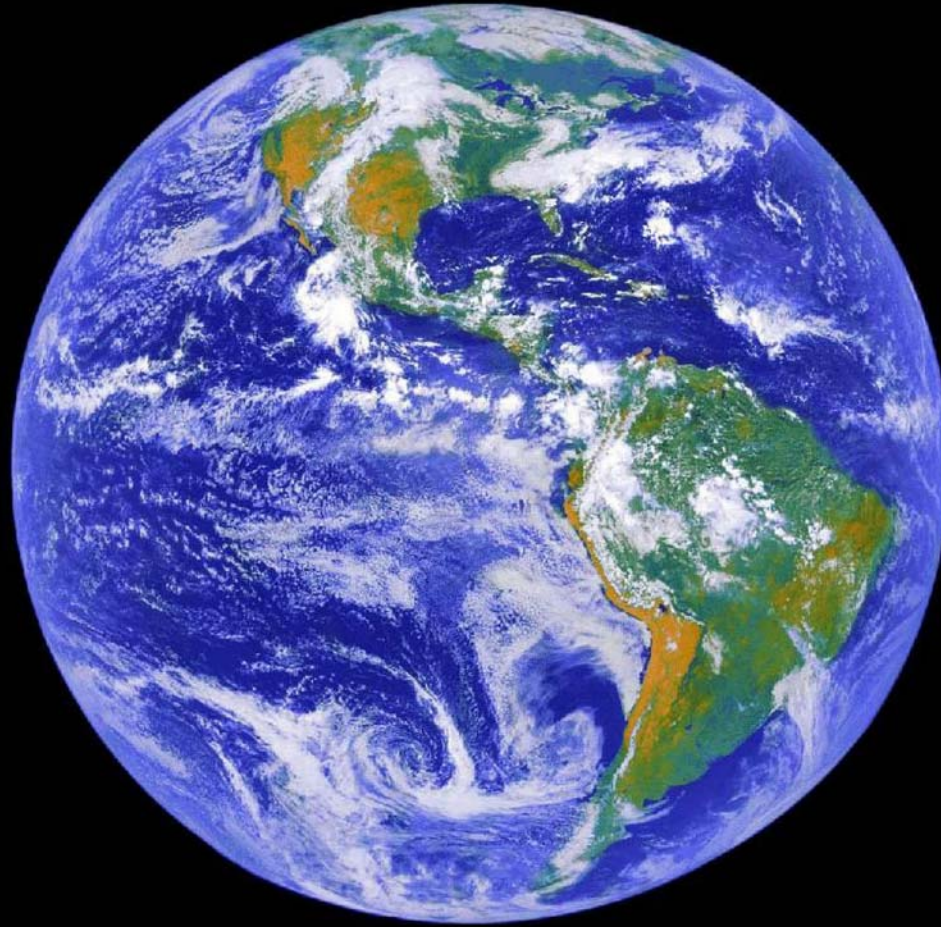


Framing

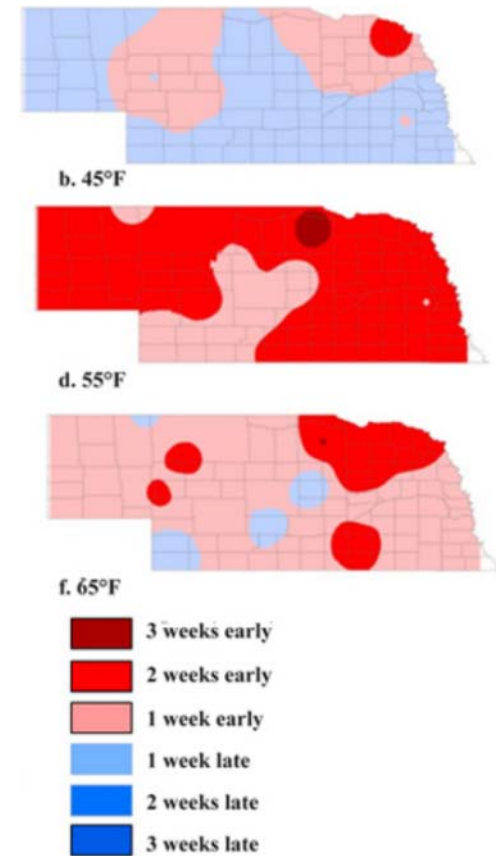
Focus on audience's values & concerns:



2012/2013 U2U/SARP surveys



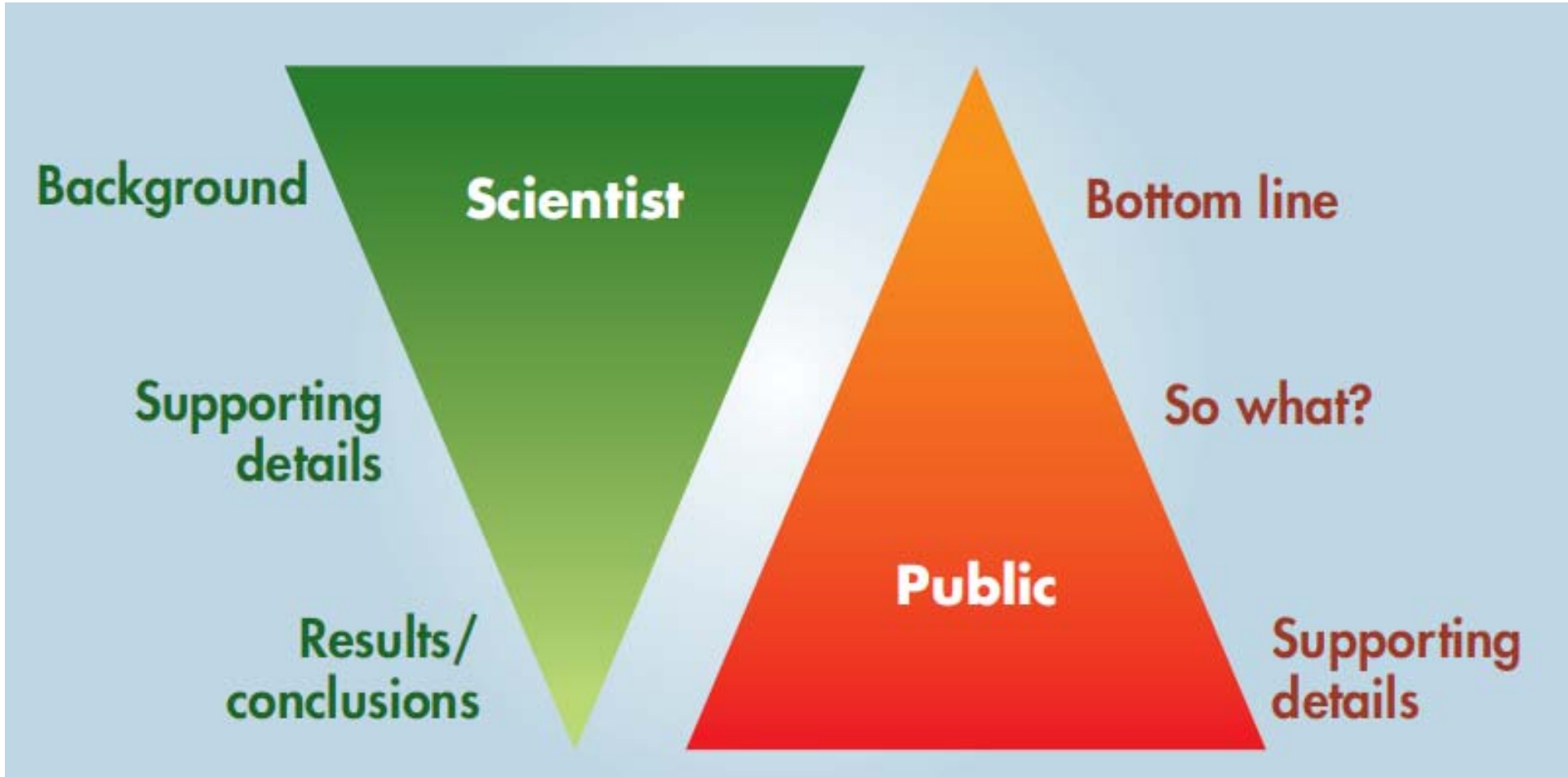
Present new information so it can be heard



Concrete

Local

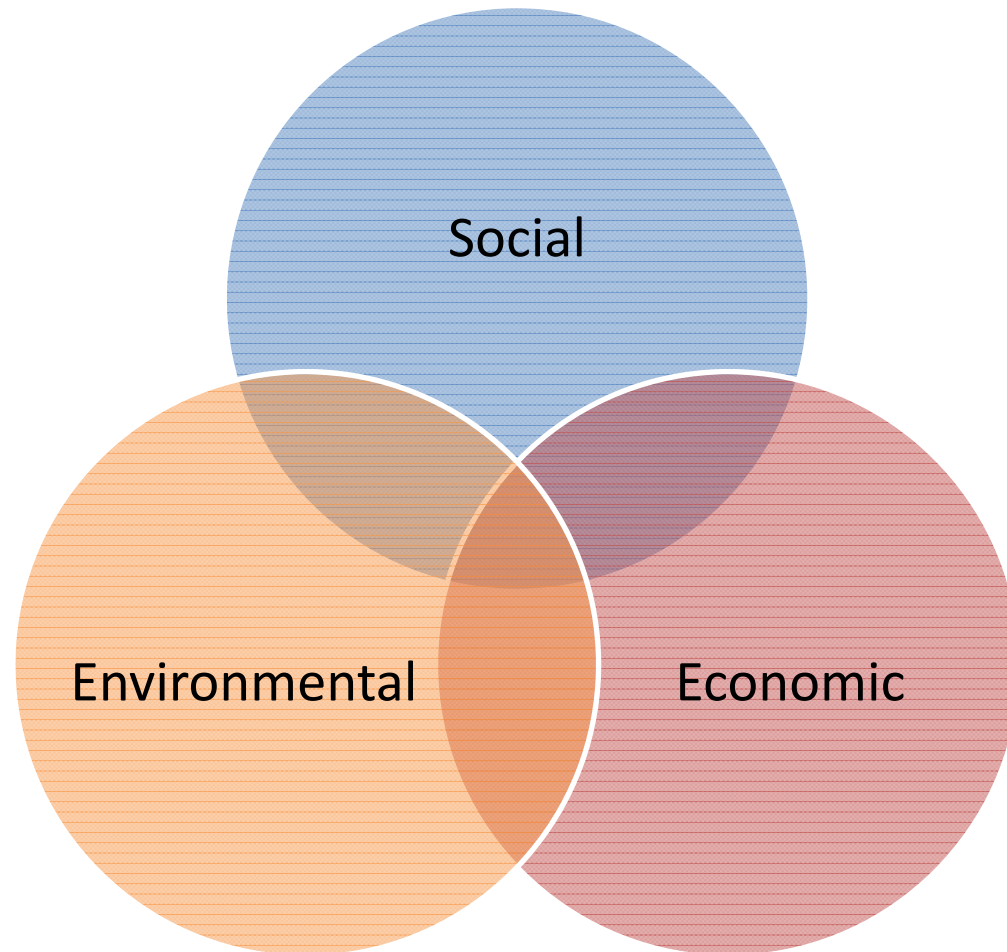
Now



Co-create solutions



*Win-win across
shared values*



Share success stories

Anaerobic Digesters - Case Study Vanderhaak Dairy. Benefits and Feasibility



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BIG GAS ANAEROBIC MANURE DIGESTER
"Helping to Sustain Agriculture"
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N EXTENSION
Save the Date
2016 On-Farm Research Updates



Feb 8: North Platte
Feb 9: Grand Island
Feb 11: Norfolk
Feb 12: ARDC near Mead



23:31

Science in Action

- Public wants to know how the science applies to their life.
- We can point back to the basic science



SciComm Lessons Learned

1. We needed to use SciComm strategies AND teach them
2. Meet people where they are
3. Start with LOCAL, historical information
4. Present new information in ways that are heard
5. Co-create solutions
6. It's about how the science is APPLIED

*“There are things science can answer and
things that ethics can answer..”
Temple Grandin*

How will you take on the challenge?

CRYSTAL POWERS:

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ANIMAL AGRICULTURE IN A CHANGING CLIMATE

animalagclimatechange.org, [@ClimateAnimals](https://twitter.com/ClimateAnimals)

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