



Western Washington University
Western CEDAR

Salish Sea Ecosystem Conference

2014 Salish Sea Ecosystem Conference
(Seattle, Wash.)

May 1st, 3:30 PM - 5:00 PM

Ocean Acidification - A Collaborative Response at the Seattle Aquarium

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SEATTLE AQUARIUM

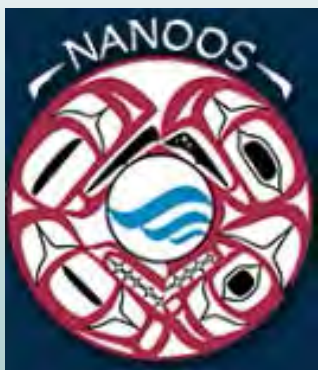
Ocean Acidification - A Collaborative Response at the Seattle Aquarium



Nicole Starr Killebrew
Salish Sea Conference 2014

“Inspiring Conservation of our Marine Environment.”

Collaborative OA Partnerships



Marine Conservation Network



The Suquamish Tribe
Port Madison Indian Reservation, WA

National Network for Ocean & Climate Change Interpretation (NNOCCI)



NNOCCI is a partnership between informal science educators, climate scientists, cognitive & social scientists and evaluators whose mission is to change the world through better communication techniques around climate change.



NATIONAL AQUARIUM



Golden Opportunity...

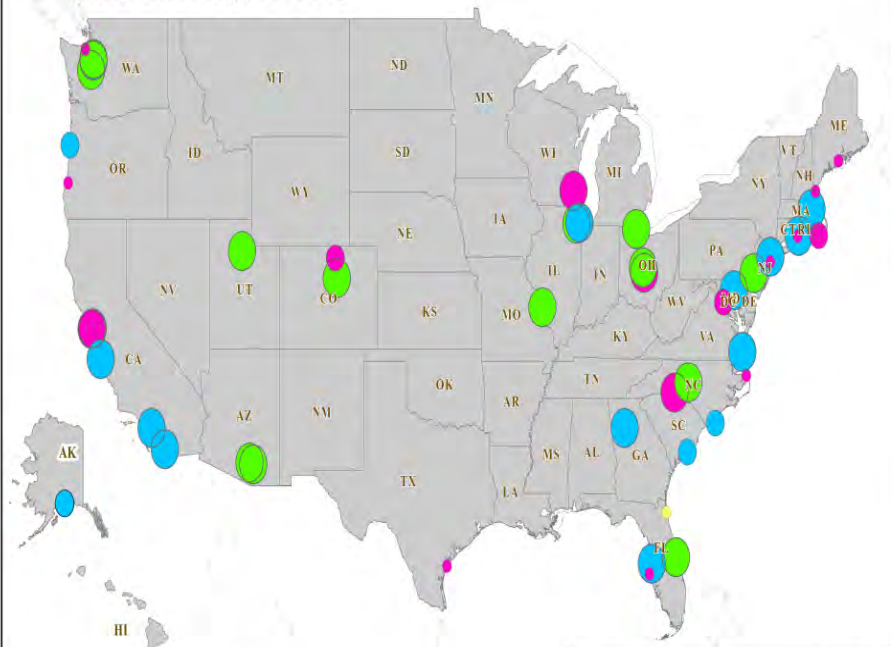
The Opportunity: Audience



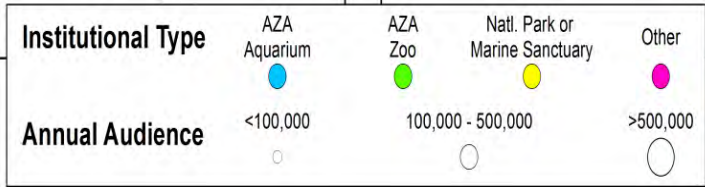
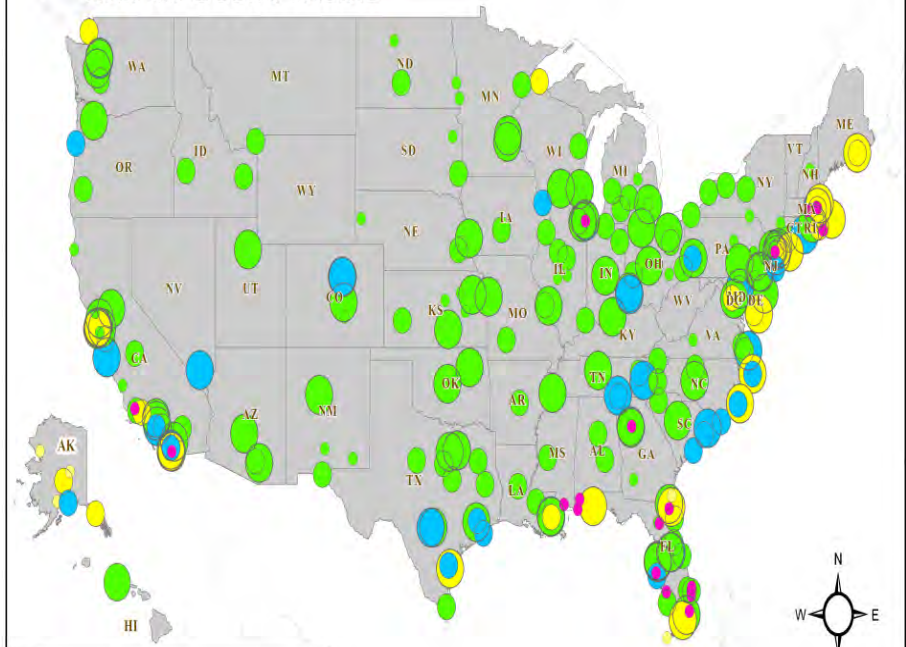
130 Million Visitors a
Year

The Ripple Effect

A) Institutions Engaged
(inception through Fall 2013)



B) Informal Science Education Institutions with an Ocean Theme





Cultural models create a pathway for learning



You Say...They Think



What cognitive gaps exist in understanding?

Strategic Framing Tools

A set of recommended communication elements...

- **Inspirational Values:** *Why should I care?*
- **Reasonable Tone:** *Are you blaming me for the problem?*
- **Metaphors for the Scientific Mechanisms:** *What is the problem?*
- **Community Level Solutions:** *What is my role in solving this problem?*



Linking the Elements Together

- Provides an understanding of the mechanisms of ocean change
- People can be 'heroes' of the story
- There is a sense of hope and feeling of empowerment



It is Time to Wake the Sleeping Giant!

Collaboration, training and skilled communication among educators and scientists is key to shifting the public conversation on global climate and ocean change.



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