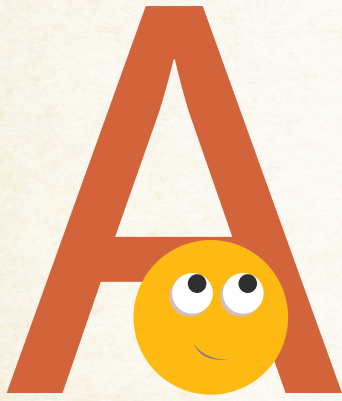


ACTIVATE

8 Psychological strategies to tackle climate change



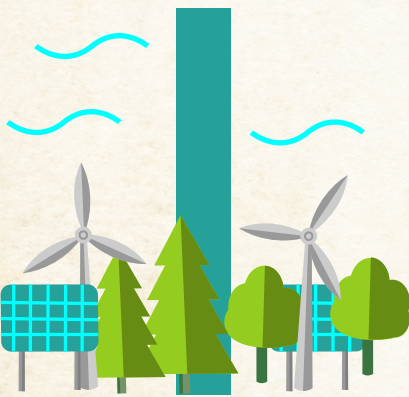
Acknowledge
feelings



Create
social norms



Talk
about it



Inspire
positive visions



Value it



Act



Time
is now



Engage
with nature

ACTIVATE

8 strategies from psychology to tackle climate change

Climate change is the biggest health threat in the 21st century. Already we are seeing climate disruption in many places on the globe, with far worse forecast.

These 8 simple but important insights from psychological science, summarised with the acronym A.C.T.I.V.A.T.E., help people come to terms and cope with the profound implications of climate change.

We hope they will ACTIVATE the public into more effectively engaging with the challenge of climate change and participate in speedy societal change to restore a safe climate.

Acknowledge feelings about climate change to yourself and others and learn ways of managing feelings so you can face and not avoid the reality of climate change.

Create social norms about protecting the environment so that people see that 'everyone is doing it' and 'it's normal to be green'.

Talk about climate change and break the collective silence so that more and more people see it as a risk that requires action.

Inspire positive visions of a low-energy, sustainable, zero carbon world so that people know what we are working towards and can identify steps to get there.

Value it. Show people how their core values are often linked to other values that are about restoring a safe climate, and that caring about these issues actually reinforces their core values.

Act personally and collectively to contribute to climate change solutions and feel engaged and less despairing.

Time is now. Show people that climate change is here, now and for sure so they see it is timely and relevant to them and impacts the things that they care deeply about.

Engage with nature to restore your spirits and connect with the very places that you are trying to protect.

This booklet is part of the APS 2016 Presidential Initiative looking at how the science of psychology can help us to understand and participate in solutions to the 'big issues' facing the world today.

For more information visit
psychology.org.au/public-interest/environment