

Education, Communication and Outreach (ECO) Working Group
of the Maryland Commission on Climate Change (MCCC)

February 15, 2017 Meeting Minutes

The meeting was convened at 10:30 at the Maryland Department of the Environment (MDE) by the Working Group Chair, Allison Rich.

Attending in person: Allison Rich (MD Environmental Health Network/MdEHN), Lori Arguelles (Alice Ferguson Foundation), Pat Harcourt (UMCES), Kris Hoellen (Aquarium), John Coleman (MDP), Kaymie Owen (MEA), Dave Costello (IEER), Tad Aburn (MDE), Liz Entwisle (MDE), Lisa Nissley (MDE), Jessica Herpel (MDE), Brian Hug (MDE).

Attending by phone: Coreen Weilminster (DNR), Grant Samms (Washington College Center for Environment & Society), Allison Gost (DHMH), Colleen Turner (MDOT), Laura Rogers (MDOT), staff member for Prince George's County Council Member Deni Taveris.

Welcome and Introductions. Allison Rich convened the meeting and attendees introduced themselves.

2017 ECO Workplan. Allison Rich proposed three workplan goals for 2017: 1) getting funding for MCCC website development; 2) producing Spanish language factsheets and other MCCC report communications; and 3) an outreach plan. She asked members to identify fact sheet topics for translation at different literacy levels and noted that a fact sheet on the MCCC itself is needed. Pat Harcourt recommended public health topics and suggested that fact sheets provide basic climate education, identify resources and groups that are taking action, and lead to to what you can do. Allison Gost said the DHMH climate and health resource webpage has heat and salmonella fact sheets in Spanish and offered to work with ECO to develop other work sheets. Lori Arguelles said Councilperson Taveris's district in Prince George's County includes a lot of Spanish speaking constituents and Taveris's representative said there is more flooding in neighborhoods there so information on this is needed, noting there is a meeting coming up on this on March 23. Allison Rich recapped 2017 workplan priorities and added that ECO and MDE were exploring new funding sources for a Climate Ambassador outreach training program. Kaymie, Pat, Allison Gost and Allison Rich volunteered to work on a draft a workplan for submission to the MCCC Steering Committee on March 13.

Calendar of Climate Events. Allison Gost asked people to send event notices with RSVP and contact information to her to put on DHMH's calendar, which is to be used by and accessible to interest groups. She said she would send a link to ECO members so each group can put events on their own calendars and sync up with the DHMH calendar. The two Allison's agreed to work offline on this. Tad Aburn said the MCCC and it working group meetings/events should be included in the calendar. Kris Hoellen reported that the Aquarium is doing a social media training series on how to effectively communicate climate change and is getting a lot of positive feedback. Kaymie Owen said MEA can develop infographs instead of full fact sheets on short notice. These could drive people to the website and be a call to action. She invited people to send her ideas

and she will help massage it. MDE (Lisa Nissley) and DNR (Coreen Weilminster) offered agency resources to help with this.

Presentation by Kristin Baja, Baltimore Office of Sustainability – Community Sustainability Ambassador Program.

Note: Kristin is the Climate and Resilience Planner with the Office of Sustainability at Baltimore City. She is responsible for development and implementation of the City’s Disaster Preparedness Project and Plan (DP3) which integrates climate adaptation with hazard mitigation efforts. She has developed town halls and a Sustainability Ambassador Program to increase equitable models for education, communications, and outreach on the work of the Baltimore Office of Sustainability. In 2016, Kristin was recognized by the White House as a Champion of Change for her work on climate equity and resilience.

Kristen presented on the Community Sustainability Ambassador Program and invited ECO members to come to an Ambassador network presentation to learn more about how Ambassadors are trained. Her presentation to ECO is summarized in a powerpoint posted with ECO’s February 15 meeting materials on the Maryland Commission on Climate Change (MCCC) webpage of the MDE website.

Meeting Adjournment. The discussions and presentation having taken up the allotted time, Allison Rich adjourned the meeting at 12:00.