



Changing the Conversation on Climate and Ocean Change:
An online course in strategic framing for informal science educators

The National Network for Ocean and Climate Change Interpretation is delighted to announce a new online course in effective climate interpretation: ***Changing the Conversation on Climate and Ocean Change***. The course offers an engaging, guided tour of rigorous communications research recently conducted by the FrameWorks Institute on behalf of NNOCCI with support from the National Science Foundation.

With a virtual learning journey hosted by Lindsay Jordan of the New England Aquarium, and a ton of downloadable resources that informal educators can use to lead discussions or trainings with colleagues and volunteers, *Changing the Conversation* is an incredibly rich resource for taking framing back to your institution.

The course is hosted in the FrameWorks Institute's new online learning platform, FrameWorks Academy. *Registering is easy, but it is also easy to overlook the most important step. Please follow the instructions below carefully:*

To access this course – free of charge - visit frameworksacademy.org and look for the link to "Sign Up Here." **As you are registering for the site and creating your profile, be sure to enter the code NNOCCI in the box that asks for a "code."** Entering the code is an essential step – it is what will make the course visible in the catalogue for you. Once you have registered, you will see the course from the cover-flow catalogue and you can then follow the directions on the site to launch the course.

Feel free to share this information, including the code, with your professional networks. The approach to environmental communication explored in this course has the potential to shift our national discourse on climate change to be more productive, hopeful, and solution-oriented.