

## EFFECTIVE ENVIRONMENTAL LANGUAGE

When you are talking about the environment, the words and phrases that you use are as, if not more, important than the message that you're trying to share with potential voters. Below is a list of suggested vocabulary and phrases proven to be more effective when talking to voters about the environment. In general, you'll see that the language is relatable and highlights the impacts of environmental threats on real people.

- "Clean Energy/Jobs" *not* "Green Energy/Jobs"
- "Climate change" or "climate disruption" *not* "global warming"
- "Carbon Pollution" *not* "Carbon Dioxide," "CO2," or "climate pollution"
- "Asthma attacks" *not* "Asthma"
- "Safeguards" or "protections" *not* "Regulations" or "Rules"
- "Pollution" *not* "Emissions"
- "Land, air and water" *not* "environment"
- "Conservation" *not* "environmental"
- "American" *not* "federal"
- Talk about "dirty" and "outdated" energy sources