

**DRAFT:**

**News Story Idea: How the Youth Can Help  
Increase Popular Support for Action on Climate Change**

Substantial action is needed to rise to the challenge on climate change, but unfortunately, in many countries, including Canada, there does not appear to be sufficient popular support for this action. To increase this support, the youth can help since [research has shown that educating children may be the best way to reach parents who don't seem to care about climate change](#).

One way to dramatically increase the number of young people who engage their family and friends about this issue is to motivate and empower them with short visuals (videos and images) that help show the cause and effect of components of climate change along with links to more detailed information. Young people, who are already motivated about this issue, can play a key role in motivating and educating more young people by showing them how they can effectively use social media to increase their impact.

As youth, who are already very concerned about climate change, find, highlight and share more information about this change, they will motivate other youth to do the same. This can be expected to create a significant positive feedback loop that can help create a surge of popular support for action on climate change.

We have assembled some background information and ideas for a news story about this topic that could be produced by media outlets that target an audience inclusive of diverse youth populations. This story idea developed after some of us at [Climate Solutions Advancement Network \(ClimateSAN\)](#) viewed a news story by [Campbell Baron](#) on [CBC Kids News](#) about [Understanding climate change, from a kid's perspective](#).

Given below is a summary of the background information and some ideas for the proposed news story:

1) There are a considerable number of short videos coming available about climate change that young people can share with each other, including the following ones:

- a) [National Geographic: Causes and Effects of Climate Change](#)
- b) [Global Warming 101 | National Geographic](#)
- c) [The Weather Channel Immersive Mixed Reality Climate Change](#)

2) Individuals or groups of young people could regularly search for videos about climate change and share the best of them. For example, see:

- a) [YouTube Search: short video climate change](#)
- b) [YouTube search: best short animated video climate change](#)

3) In addition, young people can go to websites that have already assembled interesting visual content about climate change, such as:

a) [Classroom resources reviewed by teachers for teachers](#) by [Learning for a Sustainable Future](#)

b) Practical Action: [Videos about Climate Change](#)

c) [Video Gallery](#) by [Climate Solutions Advancement Network](#)

4) Young people can customize video content to increase the impact of their selected videos:

a) In cases where the most interesting part of the video is somewhere in the middle of the video, they could include a timecode (e.g., ?t=28s) so that the video starts at the desired time such as shown at this link: <https://youtu.be/h9Ug-anYyGY?t=28s> .

b) If permission is given by the creators of a selected video, young people can isolate a very short segment (5 to 30 seconds) and share it on social media. The video can be shared with a link to the full short video, which is often between 2 and 10 minutes long.

c) Create a webpage or social media posting for each selected video that includes links to more detailed information about the topic of this video. For example, here is [a webpage](#) that includes a 38-second video that visually connects melting in the Arctic to coastal flooding and links to supporting information about this topic. (This extra information enables people, especially youth, who want to learn more or show others more detailed information about this topic to do so easily.)



[An Example Short Climate Visual](#)

5) Young people can create their own channel on YouTube of their preferred videos and share them with the friends. For some examples of channels about climate change that have been created on YouTube, see:

a) [Our changing climate channel](#)

b) [Crash Course Kids Channel](#)

c) [Hot Mess Channel](#)

6) The news story could explain that research has shown that educating children may be the best way to reach parents who don't seem to care about climate change. For example, see

this recent [Smithsonian.com](#) article: [How Do You Educate Climate Change Skeptics? Empower Their Kids to Teach Them.](#)

7) This news story could be created in conjunction with some of the students involved in school climate strikes who want to learn more about how to increase their impact.

8) The short visuals that are shared should be about both the reality of, and promising solutions, to climate change. This way the intended audience can see both the need for urgent action and that realistic solutions already exist—we only need to implement them on an adequate scale.

9) In addition to a news story, a set of webinars could be developed and hosted that explain the above information in more detail. This would enable motivated young people to learn more, make suggestions, and be given an opportunity to ask questions about the topics covered in these webinars.

NOTE: We at the [Climate Solutions Advancement Network \(ClimateSAN\)](#)

plan to implement a media campaign that incorporates many of the ideas outlined above. Since we feel action is needed now on climate change and our campaign is not yet funded, we have no problem if media outlets, such as CBC Kids News, produce and broadcast this proposed news story independently of our campaign. For more information about our proposed campaign, see: [Multimedia Campaign Encouraging Action on Climate Change.](#)



[Short Video about Media Campaign to Encourage Action Climate](#)

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