



# ClimateChange

STORYTELLING RESOURCES



## Kids Go Green

*Bugs! Compost! Recycling! Kids' curiosity about the natural world and their enthusiasm for sustainability can be a powerful force for change. The HH&S Climate Change Initiative provides help to writers of children's programming as they create storylines that encourage kids (and parents) to lead greener lives. Here's a few simple things kids can do:*

- Spend time outdoors and develop and appreciation for nature.
- Start an eco-journal and record observations of plants and animals near your home.
- Turn off lights, electronics and other appliances to use less energy at home and school, and talk to your parents or school about switching to green power.
- Be water wise—look for water leaks around the house, turn off the faucet when brushing your teeth and try taking shorter showers.
- Recycle paper, plastic and cans and compost kitchen scraps.
- Plant a garden and reserve a corner for native plants and animals.
- Plant or adopt a tree.

↔ "Sesame Street"



↔ "Dr. Seuss' The Lorax"



↔ "Sid the Science Kid"

- Help organize environmental events in your neighborhood.
- Walk, bike or take public transit.
- Share your stories about your experience in nature with family and friends.

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## Blue Marble Brigade

### Mighty Mia!

Mia Hansen, a 10-year-old Southern California girl, harnessed the power of the web to persuade Bay Area-based Jamba Juice to stop using foam cups. Hansen loves their smoothies, but she learned in her science class that foam is harmful to the environment. So in July 2012, with help from her mom, she started a petition on Change.org that got more than 130,000 signatures. “Whenever I would look ... there was some signatures from Hawaii and then like Germany and then like Maine and then like right here in California,” she says. “And then it was so cool. The world just seemed so small in that situation.” Jamba Juice officials pledged to replace the cups with more sustainable alternatives by 2013.



Mia Hansen took on Jamba Juice over its use of foam cups.

➤ A Student’s Guide to Global Climate Change: [www.epa.gov/climatestudents](http://www.epa.gov/climatestudents)

## What We Do

For more than a decade, Hollywood, Health & Society has provided the entertainment industry with access to top health experts to increase the quality and quantity of health storylines in TV, film and new media—reaching millions of people worldwide. That effort includes the vital issue of climate change through its Climate Change Initiative, with funding from ClimateWorks, the Skoll Global Threats Fund and an anonymous donor. We provide free access to:

- Real stories about real people and places—unusual, compelling and dramatic.
- Tools for writers to accurately depict climate change: in-depth information from field scientists, at-risk communities learning to adapt, and innovators and young activists working to engineer a more sustainable future.
- Expert briefings on the growing health threat from infectious diseases and extreme weather.

## Services

- **The Big Picture:** Exclusive screening events with climate change-related films, and insightful Q&A sessions with their writers and producers.
- **Storybus Tours:** Inspiring and informative trips—connecting writers and producers with local storytellers to give them an edge when it comes to crafting compelling and educational stories.
- **Writer Briefings:** The latest science, sustainability and eco and stories, brought to writers’ rooms by a range of experts who discuss their work.
- **Tip Sheets:** Accessible and immediate, covering a wide range of topics.
- **Real to Reel Newsletter:** Jump-start the creative process with our digital, quarterly newsletter, a lively mix of headlines and news reports relating to health, science and sustainability.
- **Transmedia Outreach:** Our resources are also available to producers of content for new media—from online webisodes to video gaming and social media—who are looking to capture audiences across a range of platforms.
- **Best of the Best:** Our Sentinel for Health Awards recognize exemplary climate storylines, judged by experts in the fields of health and climate science.

## Research: TV Monitoring Project

Every day, millions of people tune in to watch their favorite shows on TV. As they become engrossed in plot twists and turns, viewers engage with a wide array of messages. Topics portrayed in these shows can have far-reaching effects on audiences’ knowledge, attitudes and behaviors. Hollywood, Health & Society conducts regular impact evaluations on aired storylines, which are published in peer-reviewed journals. We also track and analyze web hits and social media discussions around climate topics in relation to aired episodes. HH&S’ TV Monitoring Project analyzes public health and climate change content in top-rated scripted TV shows.