



## Strategic Framing Primer—Moms and Cubs

Whether you are sharing information about a new cub or an SSP breeding recommendation at your institution, or posting pics of the bears enjoying the snow and participating in enrichment - is there an opportunity to make a link to the conservation of moms and cubs in the wild? Incorporating these three pieces to the story will help your community better understand climate change impacts on polar bears:

- Why does this matter?
- How does it work?
- How do we improve the situation?

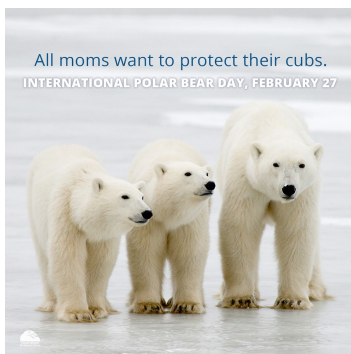
### Why does it matter?

You will hear PBI use the tested values, protection and responsible management. Our team incorporates values into social media content, blogs and press releases, videos, and educational webcasts.

For International Polar Bear Day, we begin by either sharing our concern for denning families and the need to protect them during the most vulnerable period in a polar bear's life OR by sharing the legacy we leave behind - that future generations of polar bears (and people) depend on the decisions we make (or influence) today.

*Help protect moms and cubs! Keeping moms and cubs safe while also addressing climate change is a critical part of our work on behalf of polar bears. The denning period is the most vulnerable time in a polar bear's life. And in a warming Arctic, where polar bears face enormous challenges, the survival of every single cub is critically important. Sea ice loss due to climate change is impacting denning polar bears across the Arctic. In Svalbard, Norway—where sea ice loss is most dramatic—we are observing fewer maternal dens, as well as moms and cubs in poorer condition when they emerge from their dens.*

This is just one example. Consider the ways you could tailor to your institutional goals and mission. How could you include the bears in your care? What videos, pictures, or links could include? Consider linking your message to a blog post about our [Svalbard Maternal Den Research](#) for #PolarBearDay. Here are a few messages that have resonated most with social media viewers ([Also found in AAC Toolbox Folder](#)).



## How does it work?

It is helpful to use a tested metaphor for the basic mechanism of climate change. You will hear PBI refer to the Rampant vs. Regular and the Heat Trapping Blanket (HTB) metaphors most often. There are several that NNOCCI has in their toolbox. You can review them in this [pocket guide](#).

Above we started with a value statement to share what's at stake, followed by an introduction to climate impacts. Now, we use a tested metaphor to explain how it works.

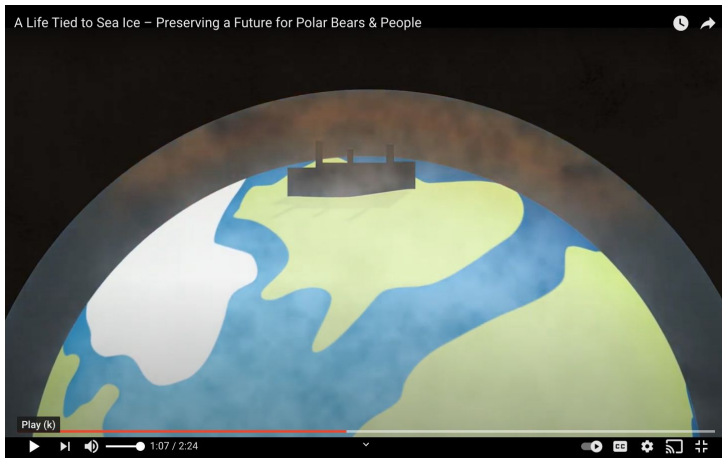
*You see, when we burn fossil fuels for energy, like coal, oil, and natural gas, we add more and more carbon dioxide into the atmosphere. This buildup acts like a blanket that traps heat around the world - disrupting the climate and melting Arctic sea ice.*

This is just one metaphor. There are several in the NNOCCI toolbox and PBI has created visuals for social media, educational handouts, and videos that further illustrate these metaphors. Which assets does your team find helpful? ([Also found in AAC Toolbox Folder](#))

## Share memes in with HTB Graphic Imagery

 <p><b>FACT:</b> Gases in the atmosphere act like a blanket that traps heat around Earth. When we burn fossil fuels like coal, oil, and gas, we pump extra CO<sub>2</sub> into the atmosphere, thickening the blanket and disrupting our global climate. Just as a hot summer day melts ice in a glass of water, a warming planet melts Arctic sea ice.</p> <p><b>TOGETHER WE CAN REDUCE CO<sub>2</sub></b></p>  <p><b>INTERNATIONAL POLAR BEAR DAY   FEBRUARY 27</b> www.polarbearsinternational.org</p>	 <p><b>INFO:</b> Gase in der Atmosphäre wirken wie eine Schutzhülle um die Erde, indem sie die Wärme einschließen. Wenn wir aber fossile Brennstoffe wie Kohle, Öl und Gas verbrennen, pumpen wir immense Mengen an CO<sub>2</sub> in die Atmosphäre. Diese Entwicklung verstärkt die Hülle um die Erde und bringt das Klima aus dem Gleichgewicht. So wie an einem heißen Sommertag das Eis in einem Glas schmilzt, führt die zunehmende Erderwärmung zum vermehrten Schmelzen des arktischen Meereises.</p> <p><b>GEMEINSAM KÖNNEN WIR CO<sub>2</sub> REDUZIEREN!</b></p>  <p><b>INTERNATIONALER EISBÄREN TAG   27. FEBRUAR</b> www.polarbearsinternational.org</p>	 <p><b>OURS INFO:</b> Les gaz dans l'atmosphère agissent comme une couverture qui garde la chaleur autour de la Terre. Quand nous consomons des énergies fossiles comme le charbon, le pétrole et le gaz naturel, nous injectons dans l'atmosphère un surplus de CO<sub>2</sub>, qui épaissit la couverture et perturbe le climat mondial. Tout comme une chaude journée d'été fait fondre la glace dans un verre d'eau, la planète qui se réchauffe fait fondre la glace de l'Arctique.</p> <p><b>ENSEMBLE, NOUS POUVONS RÉDUIRE LE CO<sub>2</sub></b></p>  <p><b>JOURNÉE INTERNATIONALE DE L'OURS BLANC   27 FÉVRIER</b> www.polarbearsinternational.org</p>
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## Watch A Life Tied to Sea Ice for HTB animation



## How do we improve the situation? The solutions piece!

Here, it's important to leave people feeling a sense of hope, efficacy and agency about climate change. Let's shed some light on just how our energy system works and how to change it - from one that burns fossil fuels, the energy of the past that traps too much heat - to one that relies on renewable energy sources like wind, solar, and water.

*The key to saving sea ice for polar bears and getting the climate back to functioning the way it should is to get away from using fossil fuels for energy altogether. Let's hold our civic leaders accountable for strengthening renewable energy approaches - making options like wind, solar, and water the affordable choice, available to all communities.*

We have many resources that promote solutions that *Talk About it, Focus on Energy Shift, and Focus on Energy Efficiency*. How might you incorporate the stories we all have about our communities and institutions working together to minimize risk and manage our resources wisely?

**Bookmark and share Solutions** for [adults](#) and [youth](#). It's broad, positive, and inclusive—offering everyone a way to do their part.

**Pledge to share your voice and let your leaders know** you support bold action to reduce carbon dioxide emissions. Communities and governments are hard at work to recover and redesign our economies. Let them know you support the administration's efforts to work with other nations in going beyond the promises made in the Paris Climate Agreement. Let's use what we've learned to move forward with bold, coordinated action to handle other major threats - like sea ice loss due to climate change.

We've prepared some engaging [postcards with important talking points](#) for you - let us know if you need more! Virtually attending your local [Citizens Climate Lobby](#) chapter meeting is also a great place to start!

**Thank you for reading this introduction to a strategically framed conversation about moms and cubs AND discussing it with our team. We're sharing NNOCCI's scaled down, [pocket guide](#) with you. Printing and keeping at your workspace is a great place to start to incorporate this into your work!**