YOUTH & COLLEGE ORGANIZING TOOLKIT
FOR
Environmental & Climate Justice

NAACP
Environmental and Climate Justice Program
NAACCP Environmental and Climate Justice Program

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Environmental and Climate Justice Program’s Mission
Advancing the leadership of frontline communities to eliminate environmental and climate injustices and ignite an environmental, social, and economic revolution.

NAACP Mission
The mission of the National Association for the Advancement of Colored People (NAACP) is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

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Introduction to NAACP & Environmental and Climate Justice

Environmental justice is defined by the Environmental Protection Agency as "fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies."

Climate justice recognizes that climate change exacerbates environmental and public health challenges for women, minorities, indigenous and low-income communities, and fights to ensure that these communities have a seat at the table in creating and implementing climate resilient policies.

The NAACP believes that environmental justice and energy justice are civil and human rights issues. We started the Environmental and Climate Justice Program in 2009, after decades of policymaking advocacy, because we saw a connection between issues like pollution and sea levels rising and the affects those are having on the health and wellbeing of African American communities and lower-income communities. The NAACP Environmental and Climate Justice Program works at addressing the many practices that are harming communities nationwide and worldwide and the policies needed to rectify these impacts and advance a society that fosters sustainable, cooperative, regenerative communities that uphold all rights for all people in harmony with the earth.

On the national level, the NAACP’s Environmental and Climate Justice Program staff help to educate and uplift the leadership of the local NAACP units so that you can address environmental and climate justice issues in your own communities. We are here to help you start and/or continue your journey to make real change in your environment and community.
STATISTICS ON AFRICAN AMERICAN COMMUNITIES AND ENVIRONMENTAL AND CLIMATE JUSTICE

- African Americans are disproportionately impacted by air pollution, particularly from fossil fuel based energy production processes. 71% of African Americans live in counties in violation of air pollution standards and African Americans are twice as likely to die from asthma and more likely to die from lung disease in spite of lower smoking rates. Yet, African Americans lacking access to health insurance is 150% the rate of uninsured persons in the general population. There are 91 counties across the U.S. that are building oil refineries or where refineries exist close to more than 6.7 million African Americans, disproportionately exposing the community to toxic and hazardous emissions such as benzene, sulfur dioxide and formaldehyde.

- African Americans spend the greatest proportion of our income on energy, yet we benefit from a disproportionately low fraction of the revenue from the energy industry. Though African Americans spent $40 billion on energy in 2009, African Americans only comprised 1.1% of those employed in the energy sector and earn less than 1% of the revenue derived from the energy market.

- African Americans are more vulnerable to impacts of climate change, such as the increase in extreme weather events, because of pre-existing vulnerabilities such as having homes built in the flood plain, being underinsured for housing and health, and being less mobile. After Hurricane Katrina, while 71% of Caucasian Americans returned to New Orleans, only 51% of African Americans returned.
NAACP Environmental and Climate Justice Program Objectives

1. Reduce harmful emissions, particularly greenhouse gases:

   Combines action on shutting down coal plants at the local level with advocacy to strengthen development and monitor enforcement of regulations at the federal, state, and local levels. Also includes a focus on corporate responsibility and accountability.

2. Advance energy efficiency and clean energy:

   Works at the state level on campaigns to pass renewable energy and energy efficiency standards while simultaneously working at the local level with small businesses, unions, and others to develop demonstration projects to ensure that communities of color are accessing revenue generation opportunities in the new energy economy, while providing safer, more sustainable mechanisms for managing energy needs for our communities and beyond.

3. Strengthen community resilience in the context of climate adaptation:

   Ensures that communities are equipped to engage in climate action planning that integrates policies and practices on advancing food justice, advocating for transportation equity and upholding civil and human rights in emergency management.
How NAACP Youth & College Units can Advance Environmental and Climate Justice

The purpose of the Youth and College ECJ (Environmental and Climate Justice) Leadership Initiative is to engage youth as leaders on environmental and climate justice! Building on their existing strengths and passion to advance justice and social change in their communities, youth leaders will deliver concrete outcomes towards achievement of the three NAACP Environmental and Climate Justice Objectives: Reduce Harmful Emissions, Advance Energy Efficiency and Clean Energy, and Improve Community Livability and Resilience.

How Youth and College Leaders Can Use this Toolkit

Our ECJ Youth and College Leadership Initiative is an opportunity for your Youth or College Chapter to take steps towards achieving our vision of Environmental and Climate Justice. This vision means that all communities share equal access to clean air, safe water, uncontaminated land, healthy food, a thriving livelihood, and overall health and wellbeing. Towards this vision we have laid out a series of activities youth councils or college chapters can engage in to take us closer to claiming this vision for our communities, one step at a time.

Each activity is unique in that it allows for different levels of engagement and participation to achieve the main objectives of the ECJP Program. The activities were designed for you and your colleagues to achieve these goals in promoting environmental and climate justice at your school, in your local communities, in your states, and beyond! Not only are you representing your youth council or college chapter but you are implementing a plan of action to take our communities and world closer to achieving environmental and climate justice!

This toolkit will give your youth council or college chapter a framework and the knowledge and skills you need to implement plans of action to succeed in your strategy.

The Toolkit Tip Sheets will give you quick ideas that we hope will inspire you and equip you to “Be the Change You Want to See in The World”...starting with Our Communities. Sections include “How to Get Started”, “Who Can Help” and you’ll also find information on where to “Learn More”.

Read and enjoy the variety of methods to start your path on our joint quest for environmental and climate justice!
How to Begin Organizing

Because this initiative is part of the overarching NAACP Environmental and Climate Justice Program, with its existing aims, we have identified activities that will contribute to the overarching objectives and intended outcomes of the program to aid you as you begin your engagement on environmental and climate justice!

The first place a youth council/chapter may start with is an after-school program, church, school, community setting or college campus. The activities listed in this toolkit will create awareness and lead to action among your peers, family/neighbors, local organizations, school institutions, as well as local businesses. It is important for your youth council/chapter to discuss goals and the message that you want to channel out to your community. Getting your community involved takes effort, but with diligence the group can succeed. As each youth council/youth chapter reaches out to the community, you will begin to uncover the levels of engagement that people will involve themselves. The levels of engagement that you are striving for will likely vary. The more engaged people are in your activities the better. The aim is to establish the wheels of real change in your community toward environmental and climate justice. A first step in implementing your action plan is to decide the activities that will help achieve your plan. Check out the list of activities below and how they fit into the broader NAACP ECJP aims. These activities are discussed in greater details in sections throughout the toolkit.
Organizing Initiatives

Voter Registration: Civic engagement means that we have people in office who understand our communities and are committed to representing our interests in decision making.

Coal Blooded Campaign: Launching this campaign to address pollution from coal fired power plants means reducing community exposure to mercury, arsenic, lead, particulate matter, benzene and other illness causing agents.

Divesting from Fossil Fuels: Fossil fuel divestment on campus is key to taking back political and economic power from fossil fuel corporations that continue to disproportionately pollute African-American communities.

Bring solar energy to your community by working with GRID Alternatives (https://gridalternatives.org): GRID offers a number of opportunities for your chapter to bring solar energy and jobs to your community. Solar is better for our environment and better for our economy, and is a great resource for advancing energy justice.

Energy Efficiency/Clean Energy Entrepreneurial Demonstration Projects: In order to reduce harmful emissions from fossil fuel based energy production, we must advance energy efficiency and clean energy initiatives so that we have alternatives. This is also an opportunity for communities of color to lead in the new energy economy.

Community/Campus Education Workshops/Teach-Ins/Skills Building/Awareness Raising Events on Environmental and Climate Justice Issues: We must increase the understanding of the threats of hazards in our communities and opportunities with the new energy economy, in the field of environmental and climate justice.

Launch an Environmental Justice Communications Campaign: This can include Op-Eds and Radio Interview on Clean Air, Energy Efficiency, Clean Energy and Climate Change. Online, radio and print media are key opportunities to educate the public about issues related to ECJ.

Create an art project inspired by Environmental and Climate Justice (Clean Air, Energy Efficiency, Clean Energy, or Climate Change): This could include a video, poem, photography, painting, whatever you want! This is an opportunity to creatively express your relationship to the environment and your commitment to justice.

Commitment from Local Businesses on Just and Sustainable Practices: Businesses are key leaders and thus their commitment to sustainable practices is essential to the health and wellbeing of communities and the planet.

Certification in Emergency Management Preparedness & Response: Given the increase in the frequency and severity of extreme weather events resulting from climate change and the fact that communities of color are often more vulnerable to and impacted by disasters, youth certification in emergency management is a critical key to ensuring that NAACP can live its role as a steward of civil and human rights in times of disaster.

Community/Campus Based Climate Action Plans: Working with city councils, mayor’s offices, and/or campus administrators to develop and implement climate action plan will advance environmental and climate justice one campus, city, and/or community at a time by instituting healthy and sustainable practices.

Launch a Campaign to Influence Decision Makers: The local decision makers are critical to fomenting real change, whether it is in zoning/siting/permitting of toxic facilities, or establishing subsidies and rebates for energy efficiency and clean energy. In order for justice to be served, decision makers must be educated.
How to use this Toolkit

This toolkit consists of various sections that include activities, projects, and campaigns that your youth and college unit can focus on.

Part I: This part discusses how your youth/college unit speak truth to power to raise consciousness, pass policies, and advance environmental and climate justice at the policy level. This part includes sections on voter registration, meeting with local decision makers, and running a legislative campaign.

Part II: Run a Coal Blooded Campaign: This part discusses running a campaign for clean air, clean water, clean soil in your community. The Coal Blooded campaign specifically focuses on the how to fight coal power plants, that pollute our communities.

Part III: Engaging the Community on the Path to Sustainability and Justice: In this part you can learn how to engage your community in environmental and climate justice related projects. This part includes information on how to hold community educational events, implement community/ campus sustainability/ climate action plans, how to get local businesses to commit to sustainable practices, and how to implement a community/ campus art project.

Part IV: Fossil Fuel Divestment Campaign: In this part, you will learn about the importance of fossil fuel divestment campaigns and learn how your ECJ team can advocate for fossil fuel divestment in your schools to create a cleaner, more sustainable future.

Part V: Raising the Volume Through Media: This part discusses how to engage with media to educate the public about environmental and climate justice issues. The sections in this part include how to create viral videos, op-eds, radio interviews and a “Don't Believe the Fossil Fuel Hype” video.

Part VI: Leading by Example and Being the Change: This part discusses various initiatives, certifications, and projects you can lead on your campus and in your community. This part includes information on bringing solar into your community, implementing an energy efficiency demonstration project, getting certified in emergency management, and implementing a Youth Citizens Science Project in your school.
How the ECJP Team Can Support You

In your endeavors, remember that you have a team of people dedicated to supporting you and your work.

Research & Policy

Our research and policy team is here to support you on a broad range of subjects. Whether you are interested in composing a bill, researching environmental and climate justice issues in your community or finding out more about national or local environmental justice policies, this is the team to reach out to!

Communications

Our Communications Team can provide support when you are working on social media, op-eds, articles or any other written materials and can also provide further support on running social media campaigns.

The Field

Through the national NAACP’s Environmental and Climate Justice Program, each NAACP region has an assigned regional field organizer to support the NAACP’s amazing ECJ leaders throughout the country. Your organizer can give you guidance and support in creating an ECJ committee within your NAACP chapter and help you connect with other strong environmental and climate justice activists, groups, and coalitions doing work in your region. They can also provide you with training and various resources to help you identify the key ECJ concerns in your area, prioritize which issues you would like to address, and create a strategy to accomplish your goals!

If you are interested in contacting a specific team, please email ecjp@naacpnet.org and address it to the team you would like to contact. If you have general questions, please feel free to email us here as well.
Part I: Lifting your Voice to the Powers that Be

Interested in learning how can your youth/college unit speak truth to power to raise consciousness, pass policies, and advance environmental and climate justice? This section will show you how!

Sections:

A. Voter Registration

B. Meeting with Local Decision Makers

C. Run a Legislative Campaign!
Registering people to vote in your state is an important step in ensuring that the perspectives and interests of our communities are heard by those elected to office. Environmental justice issues are multi-layered and require a number of players to tackle them. The issues that will directly affect each and every one of you can be invisible to those not accountable to you if you do not ensure you are represented by elected officials. Registering individuals to vote in your community and college/university will be beneficial especially when the election is linked to important issues such as environmental and climate justice. Your school or a local organization may already provide means for people to register.

a. Call your local post offices to ask for information regarding new voter registration.

b. Find out if your state allows 3rd party registration

c. Check out the NAACP’s resources on voter registration: http://www.naacp.org/campaigns/voter-registration/

Consider the following: Who is eligible to vote? Can anyone regardless of residency requirements register people to vote?

SCHOOL: Communicate with your school administrators. Ask about options for students to get involved in providing voter registration. Recruit your classmates to participate in voter registration activities

ORGANIZATIONS: Contact local organizations/city offices to acquire information on training for voter registration

Resources
League of Women Voters guide to registering high school students: http://www.lww.org/content/high-school-voter-registration

League of Conservation Voters: http://www.lcv.org/

Rock the Vote: http://www.rockthevote.com/

ElectionLand: (find information about your state and voter registration/election info) http://electionland.com/

USA.gov: www.usa.gov/Citizen/Topics/Voting/Learn.shtml

Hip-Hop Caucus: http://www.hiphopcaucus.org/respectmyvote/
Meeting with Decision Makers

Meeting with decision makers is a critical step towards ensuring that policies and practices reflect the needs of the community. When meeting with a decision maker it is important to be prepared with information to share but with a central message. The conversation you have with your decision maker is one that can give you the opportunity to discuss concerns about environmental justice issues. Another component to your meeting is to be being able to share a personal story. As a constituent it is helpful to share why these issues matter to you and your community. Here are a few steps in preparation to meeting with key decision makers:

- Recruit a few members to participate in the meeting. A group of 3-5 peers will allow for the group to feel comfortable but small enough that everyone can ask at least one question each.

- Research Clean Air/Climate Change issues that directly impact your community.

- Find out the prior activities/positions of the decision maker: After you have selected the issue you want to discuss, find out about any engagement the decision maker has had on these issues so that you know what to ask/recommend, based on where they are currently.

- Contact the office of the decision maker: You will need to contact the office official to set-up an appointment 4-6 weeks prior to the meeting date. This may take a few tries to set an appointment. You will need to have information regarding the number of people attending the meeting, the purpose of your meeting, and who you are representing.

- Develop a strategy: Before your meeting, it will be important in preparation to assign roles to each attending member. Who will ask what questions, will one person introduce each member or each member introduce themselves, etc.

- Make an agenda of the meeting: this will also be included in the packet you give to the decision maker and their staff.

- Create a packet of information to give to the decision maker: Have a copy for the staff and one for the decision maker. This information will be information you have gathered to give the basic but essential information to support the conversation you have with the decision maker. The information you likely research will be reflected in this packet of information.

Who Can Help:

a. The assistant and or staff member of the local/state decision maker can be helpful to answering your questions
b. Visit the decision makers webpage for information for how to set up a meeting
c. The group’s sponsor will be important in assisting with possible travel arrangements
d. NAACP Washington Bureau, washingtonbureau@naacpnet.org.
Resources for Meeting with Decision Makers


“Scheduling Your Meeting”: http://www.ifpb.org/education/resources/congress.html

Educating local council members: http://www.voluntarymatters1and2.org/message/campaigning/more_depth/local_council.html
One effective way to organize for environmental and climate justice in your community or campus is through legislative advocacy. This module will guide you through legislative advocacy strategies, including how to build your coalition, how to successfully engage your legislator or representative, how to host a town hall, and how to design policies or legislation at the state level.

We will start from the basics of legislative advocacy and work our way towards specific policies that will promote energy justice. Let’s get started!

What is legislative advocacy?

Legislative advocacy is when an individual or community advocates for a policy or law to governing bodies. This could be a Public Service Commission, city council, state representative and senator, your school board, U.S Congress members, or Governors. Actions you might take to be an advocate include:

- Raising public awareness
- Organizing a protest
- Drafting a petition
- Working with the media
- Community organizing
- Meeting with your school board officials
- Meetings with your legislators

Other Examples of Legislative Advocacy Include

Advocating for a bill: A bill supporting specific legislation that promotes divesting from fossil fuels, or clean air ordinances, are two examples of bills you would help get introduced in your area by legislative advocacy.

Advocating for a local ordinance: Proposing or advocating for a local ordinance is a great way to advance energy democracy and justice right in your backyard. Local Energy Committees or Conservation Committees are great to partner with in creating your ordinance and proposals.

Budget advocacy: Federal, state, and local governments create and approve budgets every year. You can make sure your energy justice interests are being listened to and protected by advocating for funding.

Speaking at your town hall: Town halls are a great opportunity to engage your members of Congress.
Legislative advocacy is a great way to fight for sustainable change in your community around environmental and climate justice issues. There is a misconception that students can’t advocate for legislative change, that’s not true! Even if you’re not of voting age, you can still familiarize yourself with local and state policies. Youth voices are too often deliberately overlooked, but when it comes to fighting climate change and the destruction of the environment, no one will be more impacted than youth. You may not have created the problem, but you will create the solutions!

There are several steps you can follow to get successfully involved in the legislative process. Your ECJ Team will want to meet to discuss your goals and devise a plan of action. Below is a basic guide on how to get involved in the legislative process, if you are interested in learning more, please see the resource guide.

1. Familiarize yourself with the legislation you want to pass

- How does it benefit your community?
- How does it benefit your state’s economy?
- What are the pros and cons to this piece of legislation?
- What similar legislation already exists?
- Why should your representative be interested in passing your legislation?
- How does this piece of legislation promote civil rights and why is that important?
- How does this legislation compare to other states that have passed similar bills?
  What were the impacts of passing the bill in these states?

2. Gather the support of community members and organizations that are working on energy justice, economic justice, racial justice and health justice

- Inform your members and partners of how this policy will positively impact the causes they are passionate about.

- Inform community members about how this policy will create a healthier community, a thriving green economy, and create green jobs.

- Create a working group of community members and representatives from partner organizations to help carry out this campaign.

- Contact media about your campaign and hold educational meetings and town halls about your intended piece of legislation.
3. Create Your Team

- You can meet with your ECJ Committee or team and create roles for each member. Possible roles include people to lead, people who research and draft proposals, a communications officer as your public relations person and point of contact, a grassroots manager to manage activists and organizing, and a liaison who’s responsible for building a coalition.

4. Design your policy

- With your working group, create a clear message for your legislative campaign.
- Is the goal of the campaign to pass legislation? To strengthen current policies? To promote certain programs that align with energy justice? To increase funding for standing legislation?
- What are the solutions that your piece of legislation is promoting and are they feasible in your state’s current economy, the current political and social climate, and the success of these policies in other states?
- Write the legislation that you want to pass, if your goal is to pass a new bill. If you are working to amend an existing policy, create a detailed list of changes you would like to make to the policy (including any budgetary proposals).

A bill should include the following:

- The general rule, or the message of your bill
- Exceptions to the rule, or who or what the bill does not apply to
- Special rules, or if the main message applies differently to some parties
- Transitional rules
- Other provisions
- Definitions
- Effective date (when the law would go into effect if passed)
- Authorization of Appropriations

5. Gather the support of your representatives

- Familiarize yourself with your representatives, the issues they care about, and their history in advocating for (or against) energy justice or environmental justice policies.
- Contact them through emails, letters and phone calls and invite community members and partner organizations to do the same.
- Invite them to town halls, education sessions and community meetings so that they can hear directly from the impacted communities.
- Organize a one-on-one meeting with them where you can present your piece of legislation. Stay engaged in the campaign until the bill passes. Keeping the media and the public updated on regular advancements in the campaign is key.
- Keep in contact with legislators that are interested in your bill and keep underlining the importance of the bill.
- Stay engaged through social media. Post updates through Facebook, Twitter and Instagram and encourage people to engage in the campaign.
Resources for Legislative Campaigns

Citizen Advocacy Center
Citizen Advocacy Center’s mission is to build democracy for the 21st Century by strengthening the citizenry's capacities, resources, and institutions for self governance. Learn more: http://www.citizenadvocacycenter.org/

Climate Justice Alliance

Community Environmental Legal Defense Fund
The Community Environmental Legal Defense Fund offers free and low-cost legal support to communities facing environmental injustice. They provide samples of Bill of Rights Ordinances on their website. These ordinances prioritize community rights over corporate ones, and rest on the Declaration of Independence’s affirmation that our government must derive power from the consent of the governed. If you’re interested in working with the CELDF on this issue, they work with communities nationally and can be reached on their website at www.celdf.org

Community Toolbox
The Community Tool Box is a free, online resource for those working to build healthier communities and bring about social change. Our mission is to promote community health and development by connecting people, ideas, and resources. They created several resources on how to work on legislative campaigning: http://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/legislativeadvocacy/main

FrackTracker Alliance
FrackTracker Alliance studies, maps, and communicates the risks of oil and gas development to protect our planet and support the renewable energy transformation. Their website is loaded with information on fracking and how it affects the environmental health of your community. Learn more: www.fracktracker.org/
Running a campaign for clean air, clean water, clean soil in your community can be an incredibly important for environmental justice in your community. The Coal Blooded campaign specifically focuses on the air pollution from coal plants. This section will show you how!
Who Can Help:

- Local/State environmental justice groups
- Church leaders: as a leader in the community, These individuals may be interested in voicing their stance on coal issues publicly and to their congregation.
- Sierra Student Coalition: https://www.sierraclub.org/youth. The Sierra Club's Youth campaign has been launched across several college campuses to support clean energy and to leave coal in the past. If your campus has a Beyond Coal Campaign, you might want to collaborate.
- Power Shift- Frontlines to Power Run for Office Training Program: https://powershift.org/frontlinestopower. Frontlines to Power is a training program to help prepare young climate leaders of color and from frontline communities to run for local office.

Resources

The NAACP ECJ Program has resources on taking down coal fired plants, including the Coal Blooded Report and the Coal Blooded Action Toolkit. This toolkit serves as a plan of action for NAACP units who want to take action on the findings of the report, particularly on the failing coal fired power plants highlighted in the report. The Coal Blooded Action Toolkit is a step-by-step guide on how to take action to address toxins from coal fired power plants that are polluting low-income communities and communities of color.

http://www.naacc.org/climate-justice-resources/coal-blooded

See the websites below to learn more about coal fired plants and clean air injustices:

a. Union of Concerned Scientists: https://www.ucsusa.org/

b. Little Village Environmental Justice Organization www.lvejo.org

c. Indigenous Environmental Network www.ienearth.org
Who Can Help:

Local/State environmental protection groups

- Church leaders: as a leader in the community, these individuals may be interested in voicing their stance on coal issues publically and to their congregation.
- Sierra Student Coalition: https://www.sierraclub.org/youth. The Sierra Club's Youth campaign has been launched across several college campuses to support clean energy and to leave coal in the past. If your campus has a Beyond Coal Campaign, you might want to collaborate.

- Power Shift- Frontlines to Power Run for Office Training Program: https://powershift.org/frontlinestopower. Frontlines to Power is a training program to help prepare young climate leaders of color and from frontline communities to run for local office.

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http://www.naacp.org/climate-justice-resources/coal-blooded

See the websites below to learn more about coal fired plants and clean air injustices:


b. Little Village Environmental Justice Organization www.lvejo.org

c. Indigenous Environmental Network: www.inearth.org
Part III: Engaging the Community on the Path to Sustainability and Justice

We can't achieve lasting, sustainable change without collective action. This section shows you how to engage your community through these four strategies:

A. Community Educational Events

B. Community or Campus Based Sustainability/Climate Action Plan

C. Commitment from Local Business for Just and Sustainable Practices

D. Community/Campus Art Project
Community Educational Events

Events can gain attention and educate your community or campus about environmental and climate justice issues. Spreading awareness is one of the most important tools we have in advocating for justice. Keep in mind who your audience is and what information you are sharing. Some may already have insight to these issues, but many may not. The following list has a number of events that qualify as awareness or education events. Conduct a workshop on air, water, and land pollution hazards in your community. One great way to spread awareness about environmental and climate injustices happening in your community is by conducting a community assessment, which examines impact on human and environmental health. Use these resources to inspire your own advocacy campaign.

- Conduct a community assessment using an existing tool

  - Community Environmental Health Assessment Toolbox: https://nmhealth.org/publication/view/general/308

- Host a Teach-In on Energy Efficiency and Renewable Energy: Invite Local/State Experts who can share information on energy saving and/or clean energy opportunities for home/business usage

- Host a Disaster Planning Workshop: Invite Local Emergency Management Officials, American Red Cross, and other local members of Voluntary Organizations Active in Disasters

- Host a Local Food Event: Invite people who can speak about the local food movement and the benefits of buying locally as well as the challenges with having food shipped. o Invite local food producers

- Conduct local food demonstrations
Who can help:

**SCHOOLS:** Your teachers/professors may be a good place to start in asking for help to prepare information on certain topics or even present at a community wide event.

**LOCAL ORGANIZATIONS:** Local groups may be willing to partner with you to host groups and help to advertise them among their members.

**CHURCHES:** Churches may be willing to host events in their facilities and invite parishioners to participate.

Examples of community and campus awareness/educational events:

- Green Schools Alliance: https://www.greenschoolsalliance.org/calendar

- Baltimore Green Works: http://baltimoregreenworks.com/
Community or Campus Based Sustainability/Climate Action Plan

Your community or campus based climate action plan will be a multifaceted plan filled with ideas such as how to reduce your food waste to the possible investment in renewable energy. Students from middle/high school to college across the U.S. are developing plans to reduce their schools impact on the earth.

Your plan will consist of collaborating with your neighbors, peers, parents, teachers, staff and administrators. Here are a few things to consider when developing your plan:

1. Develop vision, mission statement, and the objectives of the plan.

2. What will be a part of your strategy to your climate action plan? Some possibilities include:
   a. Reduce waste and industrial pollution
   b. Increase access to clean energy as a way to power buildings/homes
   c. Have local farmers produce more organic products
   d. Encourage local farmers to develop a farmers market
   e. City-wide recycling
   f. Improving transportation options

3. What programs or services are missing or could be stronger at your school/community, such as, promoting bicycling to school, increasing bike paths, recycling, car-pooling, or increasing local foods in your schools food plan.

4. Reach out to student leaders, community members, business owners, elected officials to gain input for ideas for the action plan.

5. Research communities or schools that have Climate Action Plans to learn from their experiences.
Who can you reach out to for help?

- United Negro College Fund: https://www.uncf.org/
- Transition Network: www.transitionnetwork.org/
- ICLEI Local Governments for Sustainability offers consulting, publications, and studies for local governments globally: www.iclei.org.

Resources

- Center for Biological Diversity: http://www.biologicaldiversity.org/
- Draft of the Oakland, CA Climate Action Plan: http://www2.oaklandnet.com/Government/o/PWA/s/PA/OAK025294
- EPA list of states with community climate change plans: http://www.epa.gov/statelocalclimate/local/local-examples/action-plans.html
- City of Chicago’s Climate Action Plan: http://www.chicagoclimatetion.org/
Commitment from Local Businesses on Just and Sustainable Practices

Businesses across the U.S. and likely in your community are beginning to take on more ‘green’ practices. Those practices not only help their business and community but also the environment. You may be wondering, how to approach this task.

Initial Steps:

- Investigate how businesses can integrate just and sustainable practices into their business
- Compile a list of businesses to approach
- Contact members of Chamber of Commerce: Survey businesses about ‘green’ practices that they have implemented
- Research local/state grants and or programs that fund efforts for businesses to become energy efficient
- Develop some kind of incentive such as an “NAACP Green Seal of Approval” that they can place their window or in another position of prominence.

Examples of just and sustainable practices:

- Low flow toilets
- Faucet aerators
- Recycle
- Compact fluorescent light bulbs
- LED lights
- Eco-friendly tile, has no PVC’s, VOC’s, plasticizers, chlorine, halogens
- Fair trade products
- Donations to local sustainability efforts

Resource:
Santa Barbara County’s “Green Toolkit”,
http://www.greenbizsbc.org/green-tool-kit/
Create a Community or Campus Art Project

Another way your Youth Chapter can advance environmental and climate justice is by creating a community or campus art project. The arts, including visual arts, music, film, writing, and more, provides an important platform for expressing our relationship to the environment and how environmental and climate injustice affects our communities. The following list provides some ideas for how to creatively spread the message of justice for the environment, climate, and our communities:

- Create an eco-mural: A mural is a great way for your chapter to creatively collaborate on a topic related to environmental and climate justice. Whether you’re inspired by climate resiliency, food justice, energy democracy, or any other topic related to environmental and climate justice, find a surface at your school, faith institution, or community center and create your own vision for a more environmentally just world. Remember to get permission first!

- Oral history is another way to creatively explore environmental and climate justice. Interviewing elders or adults in your community about their relationship to the environment can reveal important knowledge on how our communities have historically coexisted with nature. Older generations can also pass on experience about climate resiliency, how to revive sustainable living practices from our ancestors, ecological knowledge and more. Oral history will allow your chapter to engage with elders, listen to their stories, and engage in cross-generational community resilience and movement building.

- Create a spoken word poem. Poetry is another way that your chapter can express the injustices inflicted upon our earth and communities. Spoken word in particular has long been a medium for artists to express their commitment to social justice. It's also a great medium for using your imagination to envision a more just, healthy, and sustainable future. Here’s an example of a spoken word poem about climate justice performed at the 2014 United Nations Framework Convention on Climate Change: https://www.youtube.com/watch?v=UIRybPymylc

- Organize a film screening! Recommended films are:
  - Food Inc.
  - An Inconvenient Truth
  - Arctic Tale
  - Crude
  - The Garden
  - Who Killed the Electric Car
  - Earth Days
  - The Corporation
  - If God is Willing and Da Creek Don’t Rise
  - Trouble the Waters
Torture

When they torture your mother
plant a tree
When they torture your father
plant a tree
When they torture your brother
and your sister
plant a tree
When they assassinate
your leaders
and lovers
plant a tree
When they torture you
too bad
to talk
plant a tree.
When they begin to torture
the trees
and cut down the forest
they have made
start another.

Alice Walker
Part IV: Fossil Fuel Divestment on Campus

Fossil fuel corporations are poisoning our communities and contributing heavily to climate change. They have a large hold over our economy, and it is up to us to bring it down. Over 300 colleges and universities across the country have divested from fossil fuels as a result of student activism, including Stanford University, San Francisco State University, and Green Mountain College. Other schools, like the University of North Carolina Chapel Hill, have successfully closed on-campus coal plants.

Part IV will help your ECJ team advocate for fossil fuel divestment at your school and create a cleaner, more sustainable future.
Divesting on your campus

Why campuses?
Scientists determined that we need to limit global temperature rise to 2 degrees Celsius. This means that we can only emit 565 gigatons more of carbon dioxide overall but the fossil fuel industry has 2,765 gigatons of carbon in their reserves and they are searching for more. Some large contributors to the fossil fuel industry are colleges and universities. They invest millions to billions of dollars the fossil fuel industry, so getting our universities to divest from fossil fuels can really impact the fossil fuel industry financially and thus decrease their political and economic power.

Why is this important?
African American communities are disproportionately impacted by the negative effects of oil and gas corporations and it is critical that we be a part of changing this situation. Below is a short outline of how your chapter can organize to have your university divest from fossil fuels, if you are interested in pursuing this, please see this detailed guide from Fossil Free USA, a project of 350.org. https://gofossilfree.org/usa/divestment-guide/

"The struggle to save the planet, to stop climate change, to guarantee the accessibility of water from the lands of the Standing Rock Sioux, to Flint, Michigan, to the West Bank and Gaza. The struggle to save our flora and fauna, to save the air —this is ground zero of the struggle for social justice."

-Dr. Angela Davis
How to Divest: Drafting Your Demands

Below is a short outline of how your chapter can organize to have your university divest from fossil fuels, if you are interested in pursuing this, please see this detailed guide from Fossil Free USA, a project of 350.org. https://gofossilfree.org/usa/divestment-guide/

Demands to your university:

a. Demand that the university freeze new fossil fuel investments immediately.

b. Demand that the university fully divests from fossil fuels within five years.

c. Demand that your university transitions to 100% renewable energy over a certain period of time.

A lot of these demands can be coupled with other divestment campaigns such as divesting from corporations that support prison-labor or militarized state violence in the U.S. and globally.
Follow these steps to organize your divestment campaign:

1. Build a Team: The first steps of your campaign is to build a coalition of people that are committed to the cause. Start with your friend group then reach out to other activists on campus as well as student organizations. It is important to reach out to a variety of student organizations and people working to address various issues on campus to make this coalition as intersectional as possible.

2. Planning your Campaign: This step involves putting your heads together and researching the school’s endowment and who is in charge of finances at your university. It is important to determine if you have the support of the college president and of student government. If so, these are key allies to reach out to for your campaign. Gathering support of faculty can also be powerful. Finally, it is important to understand what obstacles you will face during your campaign.

3. Building Campus Support: Getting students and faculty to support your cause will help create an urgency to the divestment campaign. One way to do so is creating a petition to show that there is support on campus. At this stage you can also host events such as educational events, debates and events involving music and movies about the impact of fossil fuels on our communities. If possible, arrange meetings with various campus organizations and get them to sign on to the petition.
"Turning up the Heat": This is where you make this campaign very public. This step includes delivering your petition to the Chancellor/President of the University, hosting a demonstration outside the administration building, and creating campus-wide awareness by publishing an op-ed in the campus newspaper. At this step in the process, it can be helpful to reach out to alumni and have them email, call or write to the university saying they are in support of divestment.

Pressuring the Board of Trustees: Meeting with the Board of Trustees, who make the final decision on the budget allocations, is key. They usually meet on campus a few times a year, so be sure to research this ahead of time and reach out to see if you can arrange a meeting with them. Hosting events and demonstrations leading up to the meeting will put pressure on them to pass the divestment request.

Escalation: If the trustees decline to divest from fossil fuels, it is time to ramp up the campaign. One way this can be done is occupying the administration building or holding a march or a sit-in etc.

Remember that every college/university is different, thus it is important to do research and figure out a method and plan of action that works best for your campus.
Part V: Raising the Volume Through Media

Engaging with media is an important way to create awareness and educate the public about environmental and climate justice issues. Part V will take you though various techniques with which you can engage the public

Sections:  
A. Viral Videos  
B. "Don't Believe the Fossil Fuel Hype"  
C. Op-ed  
D. Radio Interview
Viral videos on environmental and climate justice topics can engage a wide audience on a subject they might not know about, influence law makers to take action on a topic, and get people to join the movement for environmental and climate justice. Below, you can find steps on how to get started.

1. Identify the issue or message you would like to share as well as your target audience:
   - Whether your addressing pollution, energy efficiency, bringing renewable energy to your community/school, addressing disasters, etc., crafting an effective message requires doing your research and identifying your audience.

2. Develop the concept for your video:
   - Be creative! Will it be modeled after a reality TV show? Are you shooting in black and white?
   - Once you develop your concept, start thinking about how many actors you’ll need, as well as what camera angles, props and settings you want to use.

3. Develop the storyline:
   - What type of video will it be? Will it be a dramatic or comical video?
   - What are the key facts and information that you want people to know?
   - Will it be a “how to video” or just informational?

4. Create a plan to debut your video:
   - Social media sites like Facebook, Twitter, YouTube, etc. or through email or a showing of your video with friends and or community members.
   - Show your video at an event you are holding to be able to get initial exposure to your video. Promote your video so that it goes viral.
   - Encourage your friends to share the video.
   - Upload a link to the video and blurb about it on the NAACP Facebook page, which has 80K followers!
Resources for Viral Videos

Youth-Made Videos

One minute videos made by youth:
http://www.theoneminutesjr.org/

McCormick Media Matters
http://mccormickmediamatters.blogspot.com/2012/04/20-years-of-youth-made-media.html

Examples of videos on Environmental Justice:
- Youth Environmental Stewardship:
  http://www.youtube.com/watch?v=cTIK_28NeoQ
- Youth United Toward Environmental Protection:
  http://www.youtube.com/watch?v=kmAjrBXylKc
- The Sierra Youth Coalition is Going to Power Shift:
  http://www.youtube.com/watch?v=fwkSBZuT53o&feature=plcp
- Youthbuild Buffalo: http://www.youtube.com/watch?v=z7Q33r2XLUw&list=UUGnzyjihZdNC0Bf0lmXEfdA&index=3&feature=plpp_video
- Sites that offer free programs to make a video and information for ‘How to make a video’: Masher: website that allows people to put a video together for free: http://www.masher.com/ - Windows Movie Mak
Don't Believe the Fossil Fuel Hype

Video

Your video should be in an engaging and humorous spoof style product that demonstrates common messaging/tactics used by some (not all) entities in the fossil fuel energy industry to maintain the status quo. You can use one of the following tactics to frame the plot of your spoof video. Or you can come up with your own! Feel free to exercise your creativity through your choice of design, content, video production style, cast of characters, etc. Focus on clearly communicating the deception and displaying the challenging aspects of the relationships between some companies and frontline communities. The aim is to make your video something anyone can relate to so that people understand and are prepared for the manipulation tactics communities may encounter. Through this video, you will spread awareness about the tactics of fossil fuel companies and help communities combat these tactics.

Top Ten Fossil Fuel Industry Tactics/Messages

What They Do:

I. Financial Enticements for Community Organizations/Leaders
   PLOY: Companies provide money, gifts, small grants, or wining and dining leaders
   i. Companies will provide relatively meager amounts of money to struggling community organizations and/or community leaders.
   ii. Companies will give gifts, take leaders to lunch, provide tickets to sporting events, including VIP boxes, etc.

II. Commissioned “Research”
   PLOY: Backed by funding from energy companies, scientists from prestigious universities will come out in support of polluting energy production practices or against sustainable practices like energy efficiency or clean energy.
   i. Companies will directly hire or provide grants to scientists to produce fraudulent data on fossil fuel impacts rather than commission industry approved/ non-bias scientists to study the matter
   ii. Companies will use fraudulent data to denounce consensus amongst scientists on climate change impacts.

III. Buying Elections and Opposing Just Energy Policies
   PLOY: As a result of backing from the fossil fuel industry, politician XX announces her/his support for destructive energy practices, like fracking, clean coal, etc. claiming that it is environmentally sound and will create jobs
   i. Politicians and public figures will endorse energy falsehoods (i.e. clean coal) in exchange for campaign money that will secure their seat during next election.
   ii. Fossil fuel energy companies or coalitions heavily invest in anti-regulatory lobbying and/or lobbying against energy efficiency or clean energy legislation.
Don't Believe the Fossil Fuel Hype Video

What They Say:

IV. We Can't Afford to Clean Up Our Operations—Regulations Kill Jobs
PLOY: Companies claim they will have to pass on costs to consumers and/or cut jobs.
i. Companies are making significant profits and, instead of investing in retrofits or conversion to clean energy, they are giving for large compensation packages to executives, such as paying $9-16 million per year to their CEOs.
ii. Instead of investing in technology to protect communities from pollution, companies are also investing millions in anti-regulatory lobbying. iii. Companies state that complying with regulations will create such an economic burden, that it will result in massive employee layoffs and/or rate hikes.

V. Our Emissions Are Safe
PLOY: Emissions from these plants aren’t dangerous. For example, according to one company “Researchers from Harvard University found that the XX coal plants only contributed less than 1% of the particulate matter in the communities surrounding those plants.”
i. Companies will uphold supposedly scientific claims that denounce the hazardous effects of noxious facilities but the development of the “science” is often funded by the same polluting industries.
ii. Companies will deny the existence of climate change and/or deny any notion that their polluting facilities are contributing to its advancement.

VI. It's Not Our Fault—Our Facility Was Here Before the Community
PLOY: Companies will deny responsibility for the disproportionate impact of polluting facilities on communities of color and/or low income communities citing the fact that often the facility is there and the community moved in around it.
i. Companies fail to accept responsibility for the fact that no matter who moved there first, it is their facility emissions that are harming the health and wellbeing of the community and it is up to them to take action.

VII. We Are Committed to Energy Efficiency and Clean Energy a.
PLOY: Companies claim, “We are an eco-friendly company which continuously invests in new energy technology to replace our outdated equipment for more energy efficiency”.
i. Fossil fuel companies don’t always choose to use new energy technologies to replace older, dirtier processes.
ii. Proposed new technology is often a Band-Aid for polluting problems, having little impact on emissions and therefore not providing a sustainable solution.
iii. While claiming to support energy efficiency and clean energy, companies will actively oppose legislation which advances the same.

VIII. Renewable Energy Is Expensive and Unrealistic
PLOY: “Renewable energy mandates will impose tremendous expenditures on our company with little to no return.”
i. Fossil fuel companies will make statements that the sun doesn’t always shine, the wind doesn’t always blow, and that the storage and transmission barriers are impossible to overcome. Some also state that certain areas don’t have solar or wind potential.
ii. Energy companies are spending record amounts on lobbying the federal government denouncing clean energy rather than using that money towards renewable energy research and development investments (For example, in 2009 the oil and gas industry outspent all other sectors lobbying on climate change)
iii. In the economic analysis, fossil fuel companies often fail to acknowledge the extensive federal subsidies received by fossil fuel industry vs. Renewables.
What They Say Continued:
IX. We Have Jobs For You!
PLOY: Companies will claim this new power plant will bring 100 new jobs to the community or this new pipeline will bring 20,000 jobs to the nation.
i. Companies will promise jobs in exchange for having permits to sidestep zoning regulations that protect the community and the environment.
ii. Companies often neglect to acknowledge that not all promised jobs will be filled with people from the community and often neglect to acknowledge that many of the promised jobs will have meager pay and high exposure to toxins iv. Companies often fail to qualify that jobs promised are short term jobs, only securing employment for 3-5 years, with little to no benefits.

X. We ARE you
PLOY: Companies will often hire people of color to be the “external relations” and “community engagement” representatives while not having people of color in executive leadership. They will also go after leaders of local organizations to join their boards to secure their investment in the company and defense of its practices.
i. Companies send out people of color to leverage cultural similarities to gain trust with the community
ii. Company representatives will omit information about polluting business practices and weak job opportunities to get communities on board with proposed projects.

Creating your video
The following list of “spoof” ideas provide examples of how satire is used to highlight falsehoods and challenge inconsistencies.

Community Bribery
A company pandering to a community leader, plying them with gifts, tickets and grants. This common tactic can have two endings:
1. The community leader takes the gifts, sporting event tickets, and grants and the community goes down in a toxic cloud.
2. The leader refuses the bribes, instead makes demands for just action from the energy company, and everyone’s happy...the energy company transitions to clean energy and still makes a profit, and the community is healthy and thriving.

Our Emissions Are Safe
A company rejects new air quality technology and claims their emissions are safe according to a commissioned study done by a prestigious university. The frontline community can have two reactions: 1. The community accepts their claims as valid because of the study from a “prestigious university,” and continues to suffer respiratory illnesses induced by the noxious emissions.
2. The community mobilizes an air monitoring study, measuring real-time air quality data related to facility. Juxtapose findings against university study to expose risks, and demand emission reduction technologies are implemented.

We Have Jobs for You
A company claims that they will be able to provide 100+ jobs if their new facility is approved and environmental regulations are waived. Community leaders can react in two ways:
1. Support the permit waivers that the energy company seeks, in exchange for new jobs in their neighborhood and suffer future environmental hazards.
2. Leverage ability to attract negative media coverage through protest and delay if not stop development unless company complies with environmental regulations and commit to local hiring practices.
Resources for Don't Believe the Fossil Fuel Hype Videos

Example Videos:
I. Climate Name Change https://www.youtube.com/watch?v=efAUCG9oTb8
II. Keystone XL Has a Job For YOU: https://www.youtube.com/watch?v=g4YUVmYBYIA

How to submit your video:

Please upload your video onto Youtube/ Vimeo/ Dropbox and send the link to the NAACP Environmental and Climate Justice Program: ecjp@naacpnet.org
You may have never written a letter to the editor, or perhaps you have had some experience in doing so. However, maybe the topic is one you had not written about before. You can approach an op-ed from different angles. You will want to personalize it, but highlight the issue(s) at hand. Remember to reach out to the communications team at ecjp@naacpnet.org for any assistance!

These are some guidelines to begin with:

- Contact the local paper and ask what length/word count is allowed for an Op-ed; typically no more than 750 words.

- Ask for the name and email of the person/Editor the Op-ed will be sent to.

- Op-eds and letters to the editor need to be timely and address issues that are currently in the news.

- Opinion editors look for articles that are provocative and succinctly argue particular points of view on issues that are dominating the headlines.

- Op-eds in general-circulation publications should be comprehensible to all readers. Avoid acronyms and academic or legalistic language, use active voice and a moderate tone.

- Double-check all the facts, the spelling of names and places, and make certain to have no grammatical errors!

Who can you reach out to for help?

- English teacher/Journalism professor
- School newspaper editor in chief,
- Editor-in-Chief of the local newspaper,
- Group advisor,
- NAACP ECJ Communications Manager (ecjp@naacpnet.org)
Resources for Op-Eds

- DePaul University List of Best Practices: http://newsroom.depaul.edu/facultyresources/OPEDTips/index.html
- Sample Clean Air Op-Ed I: http://www.explorebigsky.com/op-ed-clean-air-act-key-to-a-healthy-future/4352
Radio Interviews on Environmental and Climate Justice

Your local radio station may be the initial place you think to start but there are also other pathways one can go about this task. There are many different environmental radio based programs across the U.S., and those are important to consider. Again, reach out to the communications team at ecjp@naacpnet.org for help!

These are some tips for approaching this activity:

· Contact local radio programs: Perhaps you are planning a clean air/climate change community event or just won a major award this would be a great opportunity to request for an interview.

· Focus on programs that have news and talk formats

· Email/Mail/Call several radio station producers in the surrounding areas: You may get an immediate answer or no answer at all but keep on contacting stations.

· Write up a letter template with a short biography or description of your youth council/chapters’ work/awards, etc., and why you want to be a guest on the show.

· Contact the radio station weeks before the actual event

· Ask what type of audiences does the radio program target primarily

· Now you and/or youth council/chapter have booked an interview it is time to prepare for it!

· Prepare for the Interview!
Radio Interviews on Environmental and Climate Justice continued...

More tips for Radio Interviews:

Generate a list of talking points you will take this with you to the interview; it will be a very brief description of the youth council/chapter work or projects. Use adjectives to be able to describe the work you have been doing for the community. Make a point to highlight the significance of the youth council/chapters’ work to the community.

- Find out if the interview will be live and the number of commercial breaks, so you will have enough information to discuss.

- Ask about the audience that typically tunes in of the time of the interview

- Don’t talk to fast and avoid ‘umms’ and ‘like’. Stay calm and enunciate your words

- Keep your answers brief, be aware of the time you have on air

- Thank the host in the beginning and end of the interview, while on air

After the Interview and Follow Up:

a. Ask for a recording of the interview and/or a link to the online recording

b. Ask the producer of the show for referrals to sister stations that would be willing to interview you.

c. Send a thank you note/card two days after the interview to the producers

Who can help:

- Local radio station program(s)
- English/Journalism/Communications teachers/professors
- Communications/Journalism students,
- NAACP ECJ Communication Manager (ecjp@naacpnet.org)
Resources for Radio Interviews

- Sierra Student Coalition: Media Toolkit: http://powershift.org/100actions/guide

- NPR’s living on earth: http://www.loe.org/where/where.html. The website list several states that have environmental radio station programs
Part VI: Leading by Example and Being the Change

Part VI provides a number of different initiatives, certifications, and organizations you can partner with to lead by example in your community or on your campus. It’s up to us to be the change we want to see in the world!

Sections:

A. Bring Solar into your Community!
B. Energy Efficiency/Clean Energy Entrepreneurial Demonstration Project
C. Youth Scientists Project
D. Certification in Emergency Management
E. President’s Environmental Youth Award
Installing solar for low income homes in your community, at your local community center or place of worship will help increase access to safe, clean energy while lowering utility costs and increasing economic incentives. One way your unit can get involved in installing solar is to partner with GRID Alternatives and Solar Energy Industries Association.

GRID Alternatives provides no cost solar power to qualifying households and works with affordable housing providers and utilities to develop and implement rooftop and community solar power systems that benefit their low-income tenants and subscribers. They also lead teams of community volunteers and job trainees to install solar electric systems exclusively for low-income homeowners.

How your unit can sign up to install solar

The first step is to go on the GRID Alternatives website and sign up and register on the website: https://gridalternatives.org/get-involved/volunteer. After registering, there will be a handful of opportunities that you can sign up for through your account. GRID Alternatives requires no prior experience or skills in solar installation, which means this is a great opportunity for building your skills.

Volunteering for Grid Alternatives

Volunteering for GRID Alternatives not only means that you are engaged in the movement towards just transition and energy equity, but it also allows you to build important skills that are important for the workforce. Plus, volunteer hours look great on resumes and college applications! Volunteer opportunities include:

- Canvassing with our outreach team to introduce families to their services
- Resume building and mock interview workshops to help job trainees prepare for the workforce
- Special event support

Resources

If your chapter wants to learn more about how solar energy works, how much energy and employment opportunities solar provides in your state, how to advance solar-friendly policies at the local, state, and federal levels and more, check out the Solar Energy Industry Association’s website (https://www.seia.org). It’s a great resource for researching solar energy and the many benefits it provides to communities across the United States. You can visit their interactive state-by-state map at https://www.seia.org/states-map to research solar energy in your community.
Energy Efficiency/Clean Energy Entrepreneurial Demonstration Project

Tips for how to get started

Study the energy consumption on your community and/or campus. Ask yourself if there is a need in the community that is not being met, and could it be met through a green entrepreneurial project? Some possibilities include:

- Installation of low flow shower heads
- Conducting Energy Audits
- Retrofitting/Weatherizing energy inefficient homes
- Developing an eco-friendly business plan
- Create or improve a new technology
- Develop your idea: What assets do you have or can you harness that can be applied?
- Develop a business plan, including a budget.
- Identify resources for any start-up funds needed, including performing fundraisers.
- Research possible competitions and conferences that focus on energy efficiency and clean energy entrepreneurial initiatives that you and the youth council/youth chapter can attend.

Who can help

Organizations

- SCORE (Entrepreneurship): http://www.score.org/
- Youth Business America: https://www.youthbusiness.org/where-we-work/united-states-of-america/
- The Coleman Foundation: (information on grants): https://colemangfoundation.org/presencehost.net/
- Sundance Family Foundation: (provides grants for training programs for youth entrepreneurship): http://www.sundancefamilyfoundation.org/grants/grant-guidelines/
- Global Student Entrepreneur Awards: (competition for high school, college and graduate level students): http://www.gsea.org/

People

- Find local entrepreneurs who are invested in energy efficiency or clean energy
- Seek out teachers/mentors/professors, etc. to discuss your idea(s)/project(s)
- Technology teachers/professors/professionals
- U.S. Small Business Administration’s “youth” section: https://www.sba.gov/tools/sba-learning-center/training/young-entrepreneurs
- Green For All: “Where to Get the Green: Sources of Funds for Green Entrepreneurs” https://www.greenforall.org/
- Sustainability and Green Entrepreneurship Project resource page: http://www.esf.edu/outreach/sage/resources.htm
- PRWeb (article on two young eco-entrepreneurs): http://www.prweb.com/releases/green/entrepreneurs/prweb4251204.htm
What is the NAACP Youth Scientists Project?

The NAACP Youth Science Project empowers youth NAACP scientists and activists to fight pollution and contamination in their communities. Whether it’s due to waste incinerators, landfills, oil refineries, coal plants, nuclear reactors, or other sources, African American communities are more likely to be exposed to toxins in our air, water and soil. We are more likely to have illnesses that are linked to pollution. Through training and facilitation of youth engagement around data collection, analysis, strategic planning, campaign execution, documentation, and storytelling, the NAACP Youth Science Project will create a coalition of youth leaders dedicated to ending environmental racism and injustices in their communities. The project will also feature exposure to STEM practices and career paths for students that can help increase diverse leadership in the STEM fields. By the conclusion of each NAACP Youth Science Project, participating students will be able to:

- Articulate the connection between science and the communities in which we dwell.
- Demonstrate concrete skill acquisition in data collection and analysis in assessing air, water, and soil quality.
- Execute development and implementation of a strategy to enact positive change in communities through a science based project that results in the elimination of pollution.
- Describe at least 3 professions in STEM and how these occupations benefit communities.
- Develop at least one journalism product arising from the findings and analysis of the science project. Examples include op-eds/letters to your local or campus editor, a short video, photojournalism project, blog post article, oral history project, poem, etc.

Students moving water in Flint, Michigan. Photograph by Shan Wallace, 2017
Youth Scientist Project components:

A. Air, water, soil testing—Assessing Environmental Risks in Our Communities

B. Synthesis and Analysis—Connecting the Dots Between Testing Findings, Pollution Sources, Patterns of Illness in the Community

C. Strategy Development—Determining What We Want and How To Get It

D. Policy and Practice Change—Eliminating Pollution and Advancing a Just Transition
   a. Community owned production/processes
   b. Corporate Social Responsibility (CSR) Initiatives
   c. Local and state policy / regulation change/ enforcement

E. Career Development—Exposure to Professionals in STEM

F. Youth Journalism—Telling Our Own Stories

Case Study: The Indiana NAACP's "Our Youth Scientists" Training Program

In the fall of 2017, the Indiana NAACP launched the "Our Youth Scientist" Project at two middle schools in East Chicago. Launched in partnership with Indiana State University, the project trained over 170 students on how to assess environmental pollutants like lead in their communities. The students were given testing kits to collect samples of the soil, water and dust quality in their homes. Once the data was collected, they sent it to labs at Indiana State University, where it was tested for toxic contaminants like lead, nitrogen oxides, sulfur dioxide, and more. The Indiana NAACP's initiative is a great example of what a youth scientist project could look like in your community or campus! They took the environmental health of their community in their own hands by empowering youths through science.

"It's extremely important that these youth learn the legacy of the lead in the community that they live in. They have the right to feel safe, and that we're giving them tools to help them to know their own living space and environment." Denise Abdul-Rahman, Environmental Justice Chair of the Indiana NAACP
Certification in Emergency Management

Why is emergency management preparedness & response important to environmental and climate justice?

It holds significance in that climate change results in an increase in the frequency and severity of extreme weather events. In the past decade, the U.S. and across the globe has experienced severe and numerous hurricanes, floods, tornadoes and more. The impact has left people without shelter, food, water, and has caused loss of life. Communities of color are disproportionately impacted due to political marginalization and other vulnerability factors including under insurance, poor housing stock, etc. Also communities of color are often underserved by disaster response efforts.

Disaster response starts on the local level and as a young person you can be an asset to your community. Being prepared for such disasters on the most basic level is crucial to survival of you and your community. As the NAACP, our critical roles include acting as monitors and advocates for civil and human rights in disaster times. Below are suggestions for getting started on building you and the youth council/chapters’ capacity to play these important parts in emergency management:

- Know what Emergency Management Preparedness & Response means
- Recruit friends/classmates/church members to participate in training
- Find out what your schools emergency management plan
- Reach out to your school officials about the groups’ interest in emergency management preparedness training
- Research and contact local emergency management preparedness organizations such as Citizen Corp or American Red Cross to set up a training session for a youth group
- Uncover what groups in your community are most vulnerable to emergency situations/disasters

Who can help

- FEMA: http://www.fema.gov/ find your state and the resources it offers
- Citizens Corp: http://www.citzencorps.gov find your state and the resources it offers to your community
- Find your local branch of American Red Cross: http://www.redcross.org/
- Local Emergency Management Department
- VOAD: National Voluntary Organizations Active in Disaster: https://www.nvoad.org/
Resources

- FEMA sponsored programs: For example, the "It's Time To Get Ready" manual
- Citizens Corp website for youth: https://www.ready.gov/youth-preparedness
- American Red Cross youth website: http://redcrossyouth.org/
President’s Environmental Youth Awards (PEYA)

What is PEYA?

The PEYA program is geared toward awarding middle/high school aged students. It primarily focuses on awarding students for projects, and programs that promote environmental sustainability and that benefit their school and community. The EPA describes this program as promoting awareness of our nation’s natural resources and encourages positive community involvement. Since 1971, the President of the United States has joined with EPA to recognize young people across the U.S. for protecting our nation’s air, water, land, and ecology. It is one of the most important ways EPA and the Administration demonstrate commitment to environmental stewardship efforts created and conducted by our nation’s young people. Winning projects in the past have covered a wide range of subject areas, including:

- restoring native habitats
- recycling in schools and communities
- construction of nature preserves
- tree planting
- installing renewable energy projects
- creating videos, skits and newsletters that focused on environmental issues
- participating in many other creative sustainability efforts

Visit PEYA’s website at https://www.epa.gov/education/presidents-environmental-youth-award to learn more!

Other examples of youth/college groups organizing for environmental and climate justice:

- Youth Speak Collective: http://www.youthspeakcollective.org
- Detroit Youth Energy Squad (D-YES): http://www.youthenergysquad.org/
- Student Environmental Action Coalition (SEAC): http://www.seac.org/
- Youth Environmental Justice Network: http://youthunited.net/
- Energy Action Coalition: http://www.energyactioncoalition.org/about
Let's Get Started!

Now you have the tools, insight and roadmap to execute these activities. This journey will give each of your youth council and youth chapters the tools necessary to become even stronger youth leaders in the community. It's up to you and your team to go forward and ignite an environmental justice revolution in your communities!

These activities were designed for you to succeed and most importantly use them as tools to do so. Though this is a competition each youth council and chapter will be setting the foundation for strong environmental justice policies and actions for the NAACP Youth and College Division.

Keep in mind the goals to Reduce Harmful Emissions, Advance Energy Efficiency and Clean Energy, and Improve Community Livability and Resilience are being reflected in the work each of you do. These three pillars are crucial to your work in transforming the community and the world. As representatives of the NAACP, your youth council/chapter will be among the first youth to become environmental justice ambassadors and that is an achievement in itself.

The role each and every one of you will play in creating the pathway to environmental justice is an ambitious one but a crucial one! Committing to environmental and climate justice is no easy task and you pave the way for those to come after you.

So start the challenge with this in mind as you develop your campaign and create the change you want to see in your community and in our world!