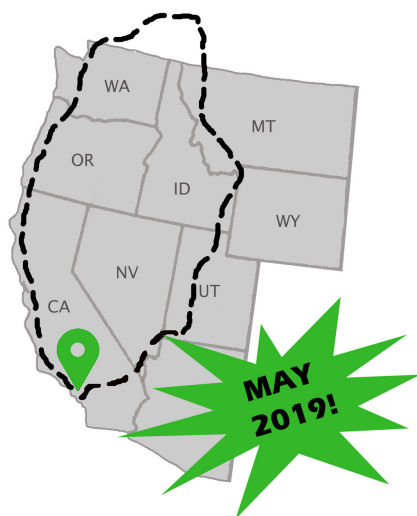


## The Road Report & More

Health, Science, & Climate Action  
Dr. Shahir Masri

### New Year Updates

**WE'RE BACK**  
On the Road for Climate Action!



### Returning to the Road!!

In 2018, we went “On the Road for Climate Action” to raise awareness about climate change and help point the nation toward solutions. We hit 36 states over 11 weeks! Although the journey was a success, we feel that our work is far from over. As the window to prevent dramatic and irreversible climate change shrinks, the necessity to inform, inspire, and mobilize the public is that much greater. With that said, we’ve given it some thought and are excited to announce that we’ll be returning to the road this spring to keep the climate action rolling! This time,

it’s 16 cities over 6 weeks, taking us through the Northwest and Canada. A shorter distance will mean less driving and more outreach. If your town falls along our route, and you’d like us to come speak to your community, please send us an email at [RoadForAction@gmail.com](mailto:RoadForAction@gmail.com). To learn other ways you can help, keep reading!

### 2018 Accomplishments

Launched in 2018, “[On the Road for Climate Action](#)” raised \$7,900,

allowing us to deliver on MANY endpoints. These included an 11-week climate outreach project across 36 states. Let's have a look at some specific accomplishments.

- 42 climate talks reaching 2,000+ kids, 200 college students, & 750 adults!
- 11 news articles published
- 13 videos recorded and posted online ([click to watch](#))
- 5 radio interviews
- 475 climate sentiment questionnaires collected across the country
- 27,000 visits to our website. That's A LOT of public engagement!



This means that for every \$100 we received last year, we produced a climate presentation for 36 people, collected 15 climate surveys, and had either a radio, news, or video publication about climate change; not to mention managing transportation, lodging, & food for two people while on the road for 11 weeks. Not a bad bang for your buck! By donating to our project, your dollar goes far!!



**Read the Full Interview**



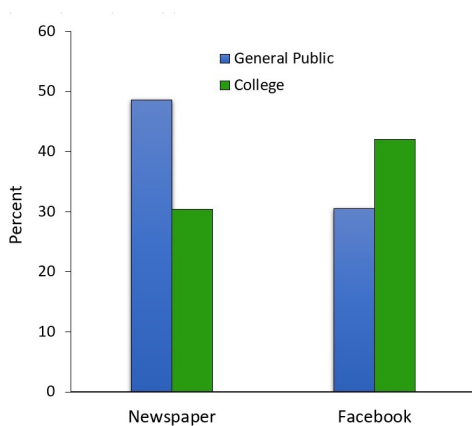
## News & Blog

Recently, Citizens' Climate Lobby published an interview about our 2018 climate action project across the U.S. [Click here](#) to view the article, along with a variety of blogs documenting our recent climate activities!

## We Need Your Help!

The #1 obstacle to our continued climate outreach is funding. While we believe in our mission, doing what we do requires A LOT of time and unpaid leave from work. Without corporate sponsors, this is clearly not sustainable. Or is it?! In 2018, small donations

from all of you made our project a reality. As we now gear up for 2019, we're asking for your support once more. With our project, we keep all events free to ensure as many people hear about climate change as possible. If you enjoyed one of our climate events in person, or otherwise find our work valuable, now is your chance to help ensure that it all continues. [CLICK HERE TO DONATE](#). To see how far your contribution will go, check out our list of 2018 accomplishments above. We thank you so much!



## Survey Results: Where do people get their news?

In 2018, we collected nearly 500 surveys to better understand how climate change concern and sentiment differ around the country, so as to better inform climate communication. As we dive into the data, we'll begin to share our findings with you. Here is one finding as it relates to where people get

their news. The graph shows the proportion of survey participants who ranked either "newspaper" or "Facebook" among their top three news sources. As you can see, the newspaper was not a go-to source for college students. **Take-Away Message:** As we strive to raise awareness about climate change, let's not forget the power of social media. While it may take months to get an article published in the newspaper, it only takes a second to share an existing article on Facebook. And that Facebook article will probably reach more youth. Happy advocacy!

Have a great week,  
Dr. Shahir Masri

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