



Hours of Reality™

— Truth in Action —

Continuing the Conversation: **TRADITIONAL VALUES**

Because the Crisis Affects All of Us

You believe in limited government and the power of free enterprise and markets to solve the world's problems. You refuse to compromise on individual freedoms and are proud to love your country. And you're concerned about what the climate crisis means for your family and your country.

You're not alone. And it's time to start talking about it. With your friends and family. With everyone you know.

Because climate action isn't just an issue for one group of people. In fact, it's one of the issues we all agree on. Today, seven out of 10 Americans support bold action to solve the climate crisis.

The danger is real, but so are the opportunities. With the world moving forward to a clean-energy economy and the chance to create millions of American jobs in low-carbon sectors — especially in rural communities that need them — we all *have* to be part of the conversation.

But we can't be part of the conversation if we're not talking to each other first — and here's where you come in. The good news is that you don't have

to be an expert to talk about climate and repowering our economy with clean energy. You just have to tell a simple story. So simple, in fact, you can remember it with just 11 words:

We must act. We can act. We will act. Here's how.

Below are a set of talking points to help you fill out this story so your friends and family understand both the challenge ahead and the opportunity in our hands.

WE MUST ACT

- **We know our climate is changing, thanks to human activity.** As [NASA notes](#), at least 97 percent of climate scientists agree that human activity is changing the climate. If 97 percent of doctors told us our kid was sick, we'd listen.
- **Fossil fuel pollution is changing our climate and making us sick.** Shifting to clean energy cuts down on the carbon pollution heating our planet and the air pollution causing asthma, lung illnesses, and higher cancer risks here at home. Bottom line: clean energy is good for our families and future.
- **Our military is telling us we need to act.** As

[former Secretary of Defense, General James Mattis said](#), “[C]limate change is a challenge that requires a broader, whole-of government response.” General Matthis isn’t alone. Numerous retired top military officials — including US Navy Vice Admiral Richard Truly, US Army General Gordon Sullivan, and US Air Force General Larry Welch — have called for [making the climate crisis a vital national security priority](#).

- **Supporters of traditional values have always cared for the environment and our families.** From Teddy Roosevelt establishing our national parks to Richard Nixon signing the Clean Air Act to George H.W. Bush tackling acid rain, conservatives have a proud tradition of protecting the environment. Acting on climate today to protect our families and our country is the next chapter.

WE CAN ACT

- **The clean energy technology to slash fossil fuel emissions and create millions of American jobs is here today.**
- **Renewable energy can power our lives without putting our health or planet in danger.** [More energy from the sun’s rays strikes the earth every hour than humanity uses in an entire year. Globally, wind could supply the Earth’s electricity needs 40 times over.](#) That’s free energy just waiting to be harnessed.
- **Clean energy can help save the planet — and save you money.** Already, renewables [are cheaper than fossil fuels for two-thirds of the planet. Experts project market forces will make renewables cheaper than fossil fuels worldwide by 2020. That’s next year.](#)
- **The transition to clean energy can create tremendous jobs and opportunities for America.** Experts project that the clean energy and efficiency transition will [add \\$26 trillion to the world economy and create 65 million jobs through 2030](#). With a strong Made in America plan for climate action, we can bring millions of jobs to struggling rural communities and help fossil fuel workers and their families

transition to new green careers so no one is left behind.

WE WILL ACT

- **Americans of all stripes agree on climate action.** [Seven in 10 Americans support government action on climate.](#)
- **Businesses are embracing climate solutions.** Global leaders from [Walmart to Target, Ikea to Johnson & Johnson](#) are shifting to renewable energy and cutting emissions throughout their operations.
- **Clean energy is now a mainstream issue.** [Over 100 US cities and towns and seven states are committed to 100 percent clean energy.](#) Farmers with wind turbines on their properties and home and business owners with solar panels are turning to renewables to save money and achieve greater energy independence.
- **Young people recognize the reality of the climate crisis and support action.** [The majority of traditional values Millennials agree the crisis is already impacting the US and seven in 10 support expanding wind and solar.](#)

HERE’S HOW

- **We all have the power to shape direction our climate takes by talking about climate action.** The crisis affects us all, but so far many of the voices making headlines don’t reflect all our views. We need a nonpartisan plan for action that includes all voices.
- **One question for every elected official: “What will you do about the climate crisis?”** Elected officials need to have a plan for solving the crisis threatening our future.