Table 1. Overview of Key Psychological Lessons and Policy Advice

Psychological lesson	Policy guideline	Example policy recommendation
1. The human brain privileges experience over analysis	Highlight relevant personal experiences through affective recall, stories, and metaphors.	The National Park Service (NPS) gives concrete examples of how climate change has already harmed natural resources in specific parks.
2. People are social beings who respond to group norms	Activate and leverage relevant social group norms to promote and increase collective action.	Government climate science agencies could improve efforts to highlight descriptive norms (e.g., the scientific consensus on human-caused climate change).
3. Out of sight, out of mind: reduce psychological distance	Emphasize the present and make climate change impacts and solutions locally relevant.	NASA and The National Oceanic and Atmospheric Administration (NOAA) are supporting efforts to enable TV meteorologists to educate their viewers about current local climate change impacts.
4. Nobody likes losing but everyone likes gaining	Frame policy solutions in terms of what can be gained (not in terms of what is lost).	The Environmental Protection Agency's (EPA) "Clean Power Plan" focuses on cleaning up the nation's fuel supply, which will help clean up the nation's air and water, providing direct health benefits to all Americans.
5. Tapping the potential of human motivation	Leverage intrinsic motivation to support long-term environmental goals.	The President, Congress, and all federal agencies should be openly aspirational in designing climate policy initiatives that tap into citizens' deeply held motivations for building a better tomorrow.

Caption:

Description:

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