

The state of Oregon is under threat. That threat is global warming, a climate crisis that has already started to hurt us and is certain to cause much more human and economic suffering.

Among the many efforts under way to combat that threat, one is glaringly missing. My plea to our legislators is that they allocate funding for a media campaign aimed at all Oregonians to energize their efforts to reduce their contributions to greenhouse gas emissions. We need all hands on deck. It won't be enough to legislate a transition to emission-free energy. Much of greenhouse gases come from residential uses, waste of food, personal transportation, consumerism, food choices and other activities decided by each person. It is critically important that as many people as possible change their lifestyles in significant ways.

This is uncomfortable. We are talking about myriads of changes like flying less, turning the thermostat down and eating less meat. These are not fun, unless it's for a noble cause. And What more noble cause can there be than to do our part to save humanity from untold suffering?

Think of the "Rosie the riveter" poster during the WWII ad campaign. Governments at all levels must launch such media campaigns to support citizens in stepping out of their comfort zones and do what needs to be done in order to keep our beautiful blue planet comfortable to inhabit. The longer we delay large scale behavioral changes, the more painful and costly the environmental shifts will be. The time is now.

Any money we invest now will pale in comparison to the expenses of coping with increasingly frequent and devastating wildfires, megastorms, and ecosystems collapses. Please invest resources into bringing together a coalition of scientists, environmental organizations, private entities, and governments to create such a media campaign.

Thank you.