



## **Protect California: How You Can Send the Message from Home**

Most government officials--whether elected, appointed, or civil service--sincerely care about how their constituents at home feel about the state of the State. They want to do a good job for you. And that's why your voice is so important in helping send the Protect California message in your own community.

Here we suggest some of the things you can do, from the comfort of your own community, to impress upon government officials and opinion leaders that California needs a clean and healthy environment. We can't have a healthy economy without a healthy environment.

- **Write letters to your local newspaper editorial page**

Share with your community the issues facing our environment. To get as much momentum behind our campaign as possible, it's important to not only educate legislators and their staff, but their employers (the general public). Why? Well, as a person who stays actively informed on the subject, if you are appalled by the amount of toxins that can be found in places such as our drinking water, for instance, imagine the shock that somebody without prior knowledge might experience. An informed community holds the most promise for improvement.

- **Send letters to your local government official**

Use the power of a well-crafted letter to inform your representatives about local environmental issues and your support for environmental protection. If your legislators are among those who have been actively working to protect our environment, don't be shy about including praise in your letter. Remember that the Protect California Campaign goal is to educate. Positive reinforcement can make learning easier.

- **Keep informed of local environmental issues**

Follow your local newspaper and keep an eye out for issues regarding your local environment. Write letters to the editor in response to those stories, or forward the stories along with your concerns to your local government official. Even in today's high-tech world, awareness of news stories can move slowly or get lost in the shuffle if nobody brings attention to them.

- **Organize an "Environment 101" event**

Many people want to help protect the environment, but feel reluctant to get involved because they don't know the basics. Help yourself and others come up to speed by holding an event that allows community experts share their knowledge. Help answer those basic questions: What causes air pollution, what are its effects, and how can we stop it in our community? What are the hurdles to clean water? Why are some of California's forests still facing clear cutting? How can we improve transportation alternatives to automobiles? What impacts are toxics having on our community and who is protecting us? Why are our parks at risk?

- **Be involved in your community**

What's better than sharing a story of environmental concern that you found in the news? Sharing one that you came across before it got picked up in the news! Get involved by attending meetings with your local Metropolitan Planning Organization as they draft their Transportation plans, or attend City Hall meetings to hear firsthand about any potential threats to your local environment. And once again, share what you find! Whether it's with your neighbors, your newspaper, or your legislator, it is vital that people be aware of what is happening in our state.

- **Share your Protect California stories with the campaign**

Show your support as we educate the legislature on the issues threatening our environment, our health and our economy. Visit our website at <http://www.protectcalifornia.org> and share with us your personal experiences regarding the paring back of environmental regulations and the effects on your community!

- **Support one of our sponsoring organizations**

Protect California is a campaign put on by numerous allied organizations; without these groups and their supporters, this would not be possible. A list of just some of our sponsors can be found on the Protect California website.

- **Share our campaign**

You can find Protect California on both Facebook and Twitter. Show your support and encourage friends and family to Protect California! The more that people are informed of the issues facing our environment, the more likely we can make a positive change together.