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Psychological Solutions and Strategies

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EMOTIONAL BEHAVIORAL SOLUTION	HEALTHY BEHAVIORAL SOLUTION
Reframe climate change and environmental challenges from "environmental" to "psychological/behavioral"	Highlight the positive, and inspire hope
Emphasize the immediacy and local nature of the issues	Encourage individuals to partake in behaviors that will be most impactful
Emphasize problem-focused coping and enhance perceived behavioral control	
Provide incentives (both financial and social) for desired behaviors and ask for a commitment to conservation and efficiency	
Encourage experiences in nature, and emphasize health benefits of preserving/experiencing nature	
Increase personal connectedness with nature ("ecological identity")	Appeal to morals, ethics, faith, and altruism

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Acknowledgment

The authors thank the following individuals for their assistance in the development of this manuscript: [illegible names]

Author Disclosure Statement

No financial disclosures were reported by the authors of this article.

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Received: September 8, 2011
 Accepted: November 29, 2011

