

Environmental Literacy Ladder: Current situation analysis

These questions are not exhaustive, but rather examples. Come up with your own questions to determine where your target audience is on the literacy ladder.

Phase of literacy ladder	What the data tells you
Awareness <ul style="list-style-type: none">• Is the target audience aware the issue of unnecessary vehicle idling?	
Knowledge <ul style="list-style-type: none">• Does the target audience know the negative effects of unnecessary vehicle idling?• Does the target audience know how idling affects their vehicle?• Does the target audience know the difference between necessary and unnecessary vehicle idling?	
Attitude <ul style="list-style-type: none">• Does the target audience feel the topic is important?• Do they want to engage on this topic?• Do they think feel their individual action can make a difference?• Is the target audience concerned about the negative impacts of idling?	
Skill <ul style="list-style-type: none">• Does the target audience have the necessary skills to take action?• If yes, do they acknowledge they are skilled enough to take action? What information did they provide to support this?	
Action <ul style="list-style-type: none">• Is anyone currently taking action to reduce their idling?	