**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.

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| **Phase of literacy ladder** | **What the data tells you** |
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| Awareness   * Is the target audience aware the issue of unnecessary vehicle idling? |  |
| Knowledge   * 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   * 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   * 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   * Is anyone currently taking action to reduce their idling? |  |