**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?
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| 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?
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| 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?
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| 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?
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| Action* Is anyone currently taking action to reduce their idling?
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