

93% of US doctors
vaccinate their own children
on the standard schedule



97% of climate
scientists acknowledge
human-caused climate
change



93%

vaccinate their own children
on the standard schedule

only **60%**

of **US parents** vaccinate on
the standard schedule



97%

scientists

human-caused climate

change
only **57%**

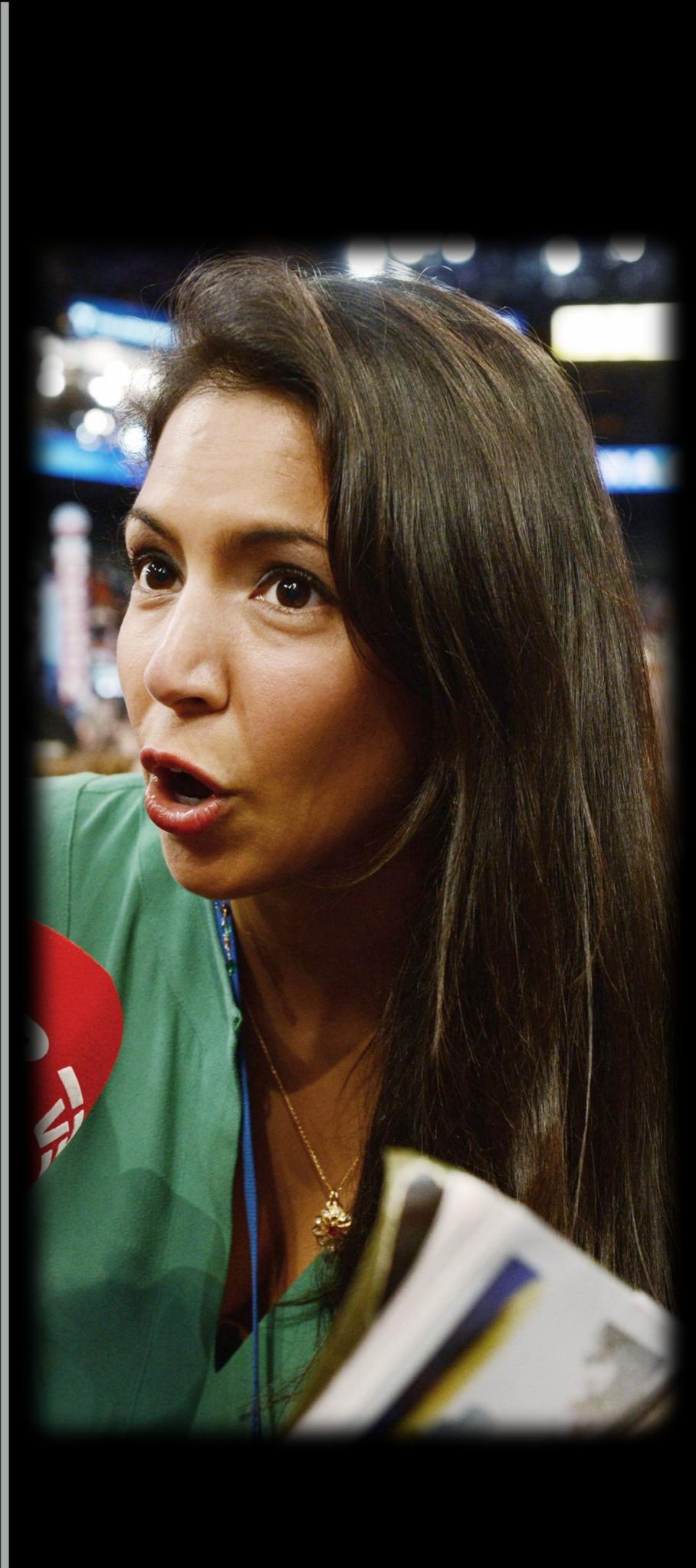
of **American adults**
believe that humans
contribute to climate change



so what can you do?



know thy[audience]



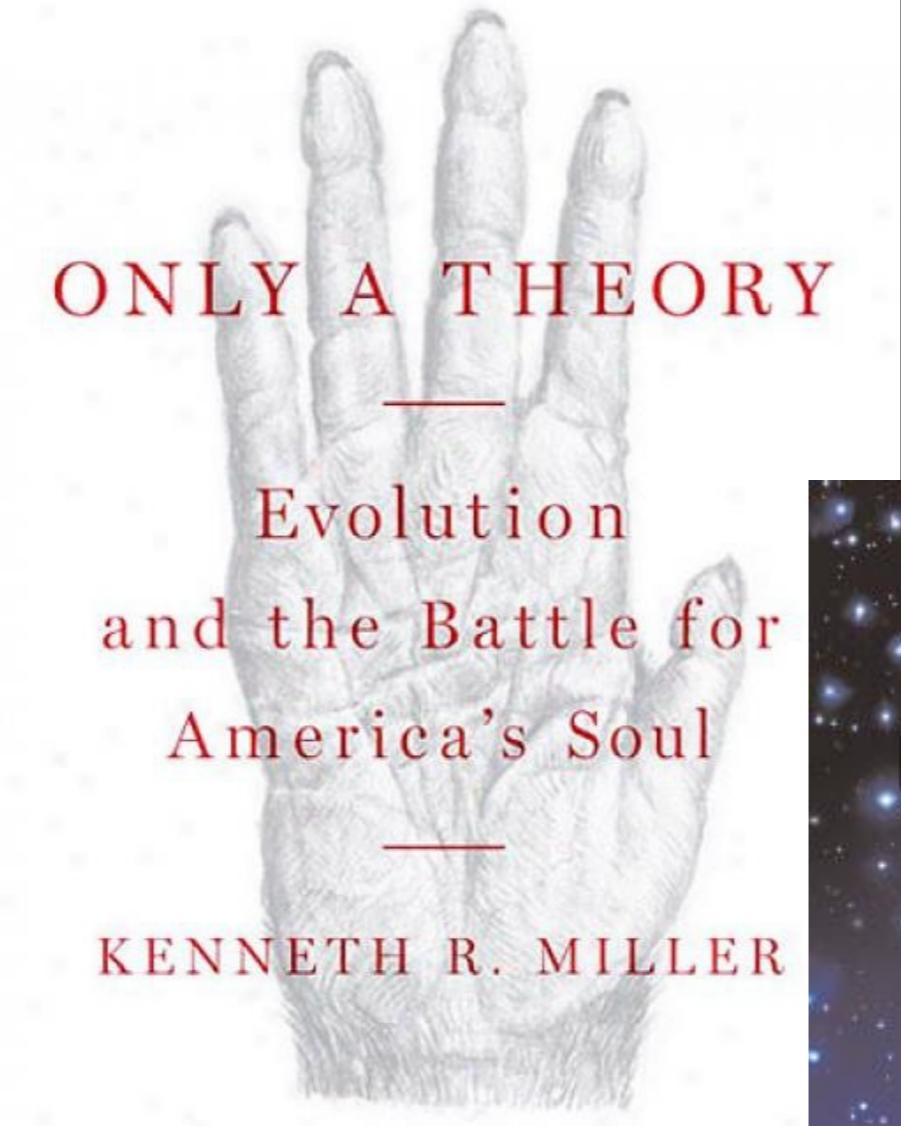


don't attack priors

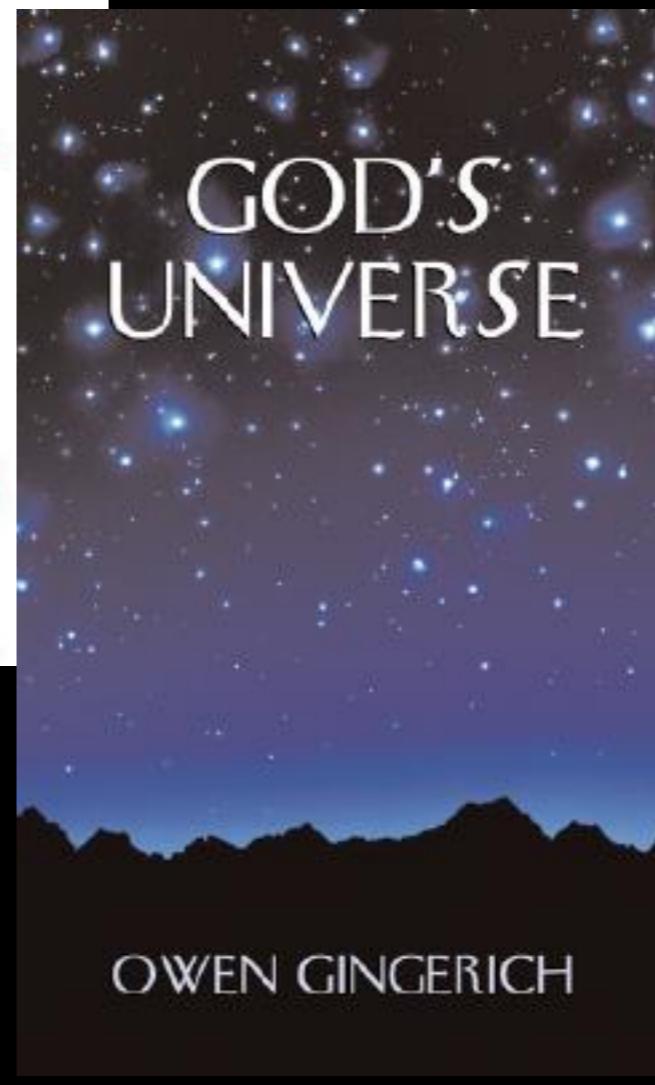
ONLY A THEORY

Evolution
and the Battle for
America's Soul

KENNETH R. MILLER



GOD'S
UNIVERSE



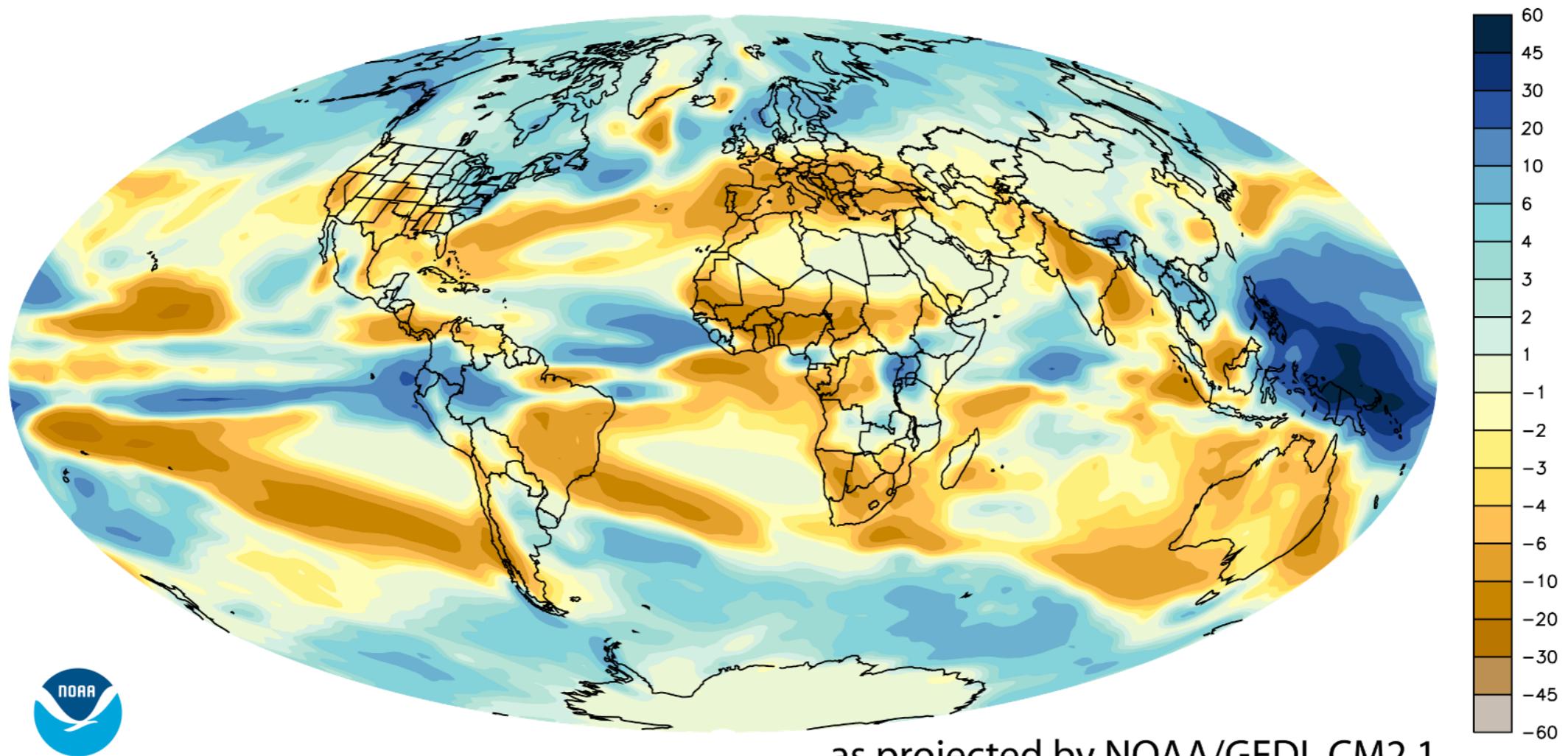
OWEN GINGERICH

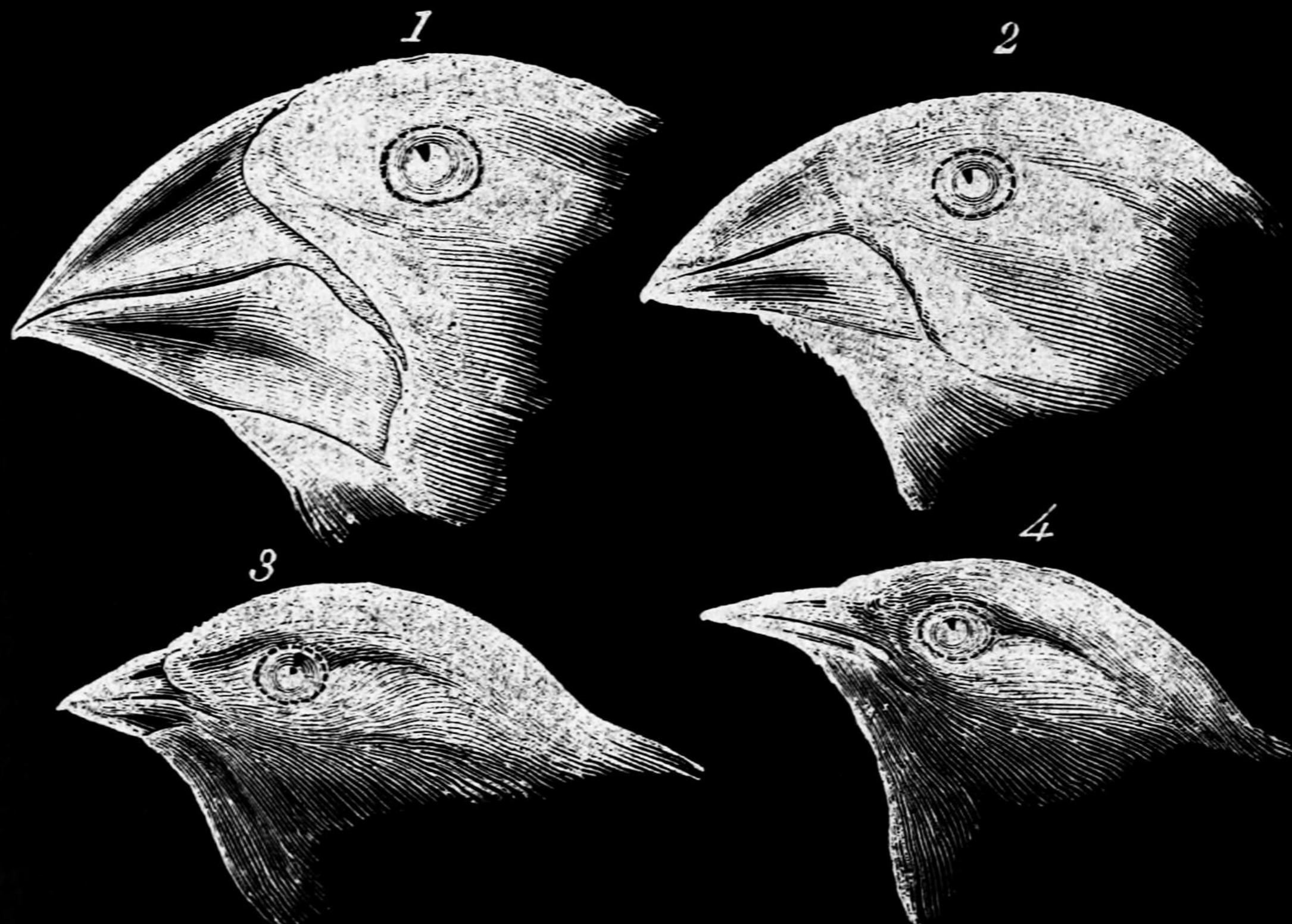
be unequivocal

(when you can)

CHANGE IN PRECIPITATION BY END OF 21st CENTURY

inches of liquid water per year





1. *Geospiza magnirostris.*
3. *Geospiza parvula.*

2. *Geospiza fortis.*
4. *Certhidea olivacea.*

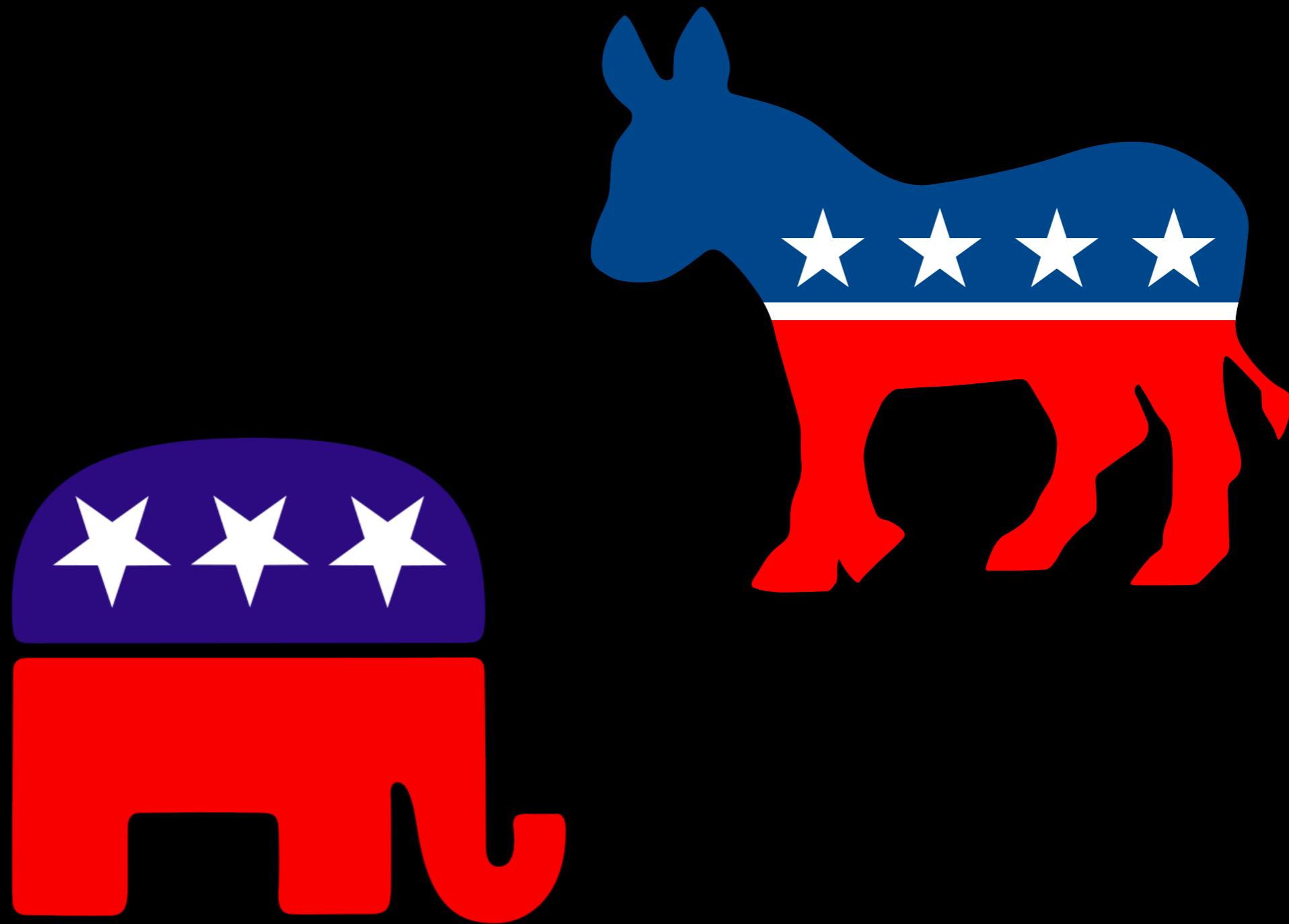
own the anecdote







communication is hard



Syrian Refugees: Flight Into the Unknown

MARCH 2015

NATIONAL GEOGRAPHIC

THE WAR ON SCIENCE

CLIMATE CHANGE DOES NOT EXIST

EVOLUTION NEVER HAPPENED

THE MOON LANDING WAS FAKE

VACCINATIONS CAN LEAD TO AUTISM

GENETICALLY MODIFIED FOOD IS EVIL





Skeptical Advocacy Society

www.skepticaladvocates.org



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