

EPN Save EPA Campaign

*Personalize and Localize
North Carolina Action Network Pilot*

Overview

The EPN Save EPA Campaign is a national initiative designed to strengthen public support for environmental and public health protections. By translating complex federal policy into clear, community-level impacts, the campaign equips trusted messengers—former EPA professionals, health experts, and local leaders—to communicate credibly with persuadable audiences through local media and civic channels. This **personalizes** and **localizes** both the impacts and the action.

The North Carolina Action Network serves as the pilot to test this scalable, state-based model, converting expert credibility into sustained public and political impact.

The Challenge

Environmental rollbacks are often debated in abstract terms, disconnected from the everyday health and economic realities facing families and communities. National messaging frequently fails to penetrate local media ecosystems or reach persuadable audiences who rely on trusted local voices for information.

Core Theory of Change

People are more likely to support environmental protections when they understand how federal decisions affect their own health, families, and local economies, and when that information comes from trusted local messengers.

By empowering former EPA experts and allied professionals to tell personal, place-based stories, EPN will build durable public and political pressure to defend the EPA's mission, counter harmful rollbacks and prepare for rebuilding environmental protections and programs.

The Strategy

EPN builds durable, volunteer-driven infrastructure that enables trusted experts to:

- Personalize environmental protections through lived experience and professional expertise
- Localize national policy debates to county- and community-level impacts

- Engage consistently with local media, policymakers, and civic audiences

Rather than creating new coalitions, EPN can strengthen existing state capacity by connecting volunteers with local advocacy organizations and public health partners.

North Carolina Action Network Pilot

The North Carolina Action Network will establish the foundation for a replicable state model by:

- Building volunteer leadership and peer-to-peer recruitment pathways
- Preparing volunteers to engage local press and respond rapidly to policy developments
- Providing localized data, messaging tools, and staff support
- Partnering with existing state-based coalitions to amplify impact without duplication

The Network also serves as a long-term capacity-building platform, keeping volunteers connected through technical assistance, mentoring, and professional engagement.

Why North Carolina

North Carolina is a politically consequential state where environmental and public health decisions have direct implications for air quality, drinking water, and local economies. The state's strong base of former EPA professionals and allied experts makes it well-suited to pilot a trusted-messenger model that can be adapted elsewhere.

Scalability & Long-Term Impact

The NC Action Network is intentionally designed as a replicable pilot. Investments support immediate state-level outcomes while producing a tested blueprint that can be efficiently adapted across additional states. As training, infrastructure, and content are reused and refined, EPN can expand impact nationally while increasing cost efficiency over time.

Current Status & Timeline

- Core leadership cohort established and refining the model
- Initial volunteer base identified with additional recruitment underway
- First statewide meeting planned for **January 14**, aligned with the full separation of Deferred Resignation Program participants

Planned Expansion States

Following North Carolina, EPN plans to expand the Action Network model to: **Pennsylvania, Michigan, Georgia, Arizona, Virginia, and Nevada**