

**PDC2019
Washington, DC, USA**

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- Decision to Act**
- Public Education & Communication**

**PLANETARY SOCIETY NEO PUBLIC EDUCATION FROM POSTERS TO
STICKERS TO CLASSES**

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ABSTRACT

One of The Planetary Society's three core enterprises is Planetary Defense, and a key part of that is a commitment to NEO public education. In addition to ongoing coverage of planetary defense through web, print, and radio/podcast, and collaboration in the PDC public event, we have several recent products as well as an upcoming online class that will be discussed at the conference and that we hope will be of use to others.

The Planetary Society (TPS) carried out a successful Kickstarter campaign (with 1,617 backers) to raise planetary defense awareness, raise funding for planetary defense programs, and fund the creation of planetary defense products. TPS partnered with space artist and designer Thomas Romer to create a Kick Asteroid graphic poster that illustrates the effect of past catastrophic impacts, and methods to deflect future asteroid threats. Compelling and scientifically accurate art was created for the poster as well as a variety of other products that backers can use in their everyday lives to spread the word about planetary defense. T-shirts, stickers, and pins, now available through ChopShopStore.com raise awareness through interesting and compelling art.

The successful Kickstarter stretch goals will also fund development of a planetary defender digital toolkit, and a TPS online Planetary Defense course that will utilize the Teachable interface, images, graphics, video, and humor to give information about the asteroid threat and how to be a Planetary Defender. This class will be our second online course, and it will equip viewers in the general public to become actively involved in saving the planet by raising awareness of the asteroid threat. We plan to release the class to coincide with the PDC.