

## International Dark-Sky Association (IDA)

### IDA's Approach to People About Bad Lighting

Bad lighting is bad; good lighting is good.

There are bad lights, not bad people.

Most people are trying to solve their apparent needs for light; they are just not aware of the issues. Help them learn so they can better meet their needs.

Make allies, not enemies.

Educate people; don't preach to them or fight with them.

Don't get mad at people. It never helps. It just polarizes them and makes an enemy.

Avoid confrontation, even in a crisis mode. Be professional, and calm.

Two wrongs don't make a right.

Educate everyone, starting with yourself. A little knowledge is a dangerous thing; a lot of knowledge is not. Knowledge is power.

It is critical to speak from knowledge and experience, not just emotion.

Not just at times of crises and problems, but all the time. It is usually more effective when not at a time of crisis.

Network; build allies. Build them, then keep them. It takes time.

There are many ways to get educated. Review IDA Information Sheets and other material. Ask questions of knowledgeable colleagues and friends. Attend meetings and classes. Etc.

Few people know much about lighting, or even notice it. Some do, but many of those know little about the obtrusive effects of lighting. Awareness is growing rapidly though!

There are no enemies, just the uninformed.

There are no problems, just opportunities.

Persistence is the real key to success. Don't get discouraged.

**We are in it for the long haul.**