

# 10 ways to promote metrication



metricationmatters.com

**Pat Naughtin**

**Act metric, encourage metric, learn metric, live metric, plan metric, promote metric, support metric, teach metric, think metric, and write metric.**

## **Act metric**

Metricate your own life. Get to know your height in metres, your body mass in kilograms, the width of your little fingernail, and the width of your hand. Have metric thermometers and do metric cooking, etc.

## **Encourage metric**

Gently tell others of the benefits of 'going metric'. Get the article, '*What is metrication*' from <http://www.MetricationMatters.com/articles.html> to help you with ideas for this.

If you state a metric measurement and some asks you 'What is that in inches (cups, etc.)?' respond with a description rather than a conversion to an old pre-metric measure:

*'I found a caterpillar that was 95 millimetres long!'*

*'What's that in inches?'*

*'Oh, about as wide as your hand.'*

## **Learn metric**

Find out as much as you can from others who have successfully completed a metrication transition. This includes other people, other groups, other companies, other industries, and other nations – all of these have metrication ideas, stories, and tactics you can use. You might find the '*Metrication timeline*' from <http://www.MetricationMatters.com/articles.html> helpful to put your metrication ideas into an historical perspective.

Download the SI Brochure from the BIPM in Paris – it's free. Get the English language edition from [http://www.bipm.org/en/si/si\\_brochure/general.html](http://www.bipm.org/en/si/si_brochure/general.html)

This brochure, '*The International System of Units (SI)*' is the essential reference for anyone who wants to use the modern metric system correctly.

## **Live metric**

Where you have a choice, buy metric products, avoid old measures, and especially avoid dual measures.

## **Plan metric**

Promote metric in your job, to your co-workers, your boss and in any volunteer activities you do.

## **Promote metric**

Join the United States Metric Association (USMA) as an individual member, and ask your employer to join the USMA as a corporate member. Go to <http://lamar.colostate.edu/~hillger/> for resources and ideas to get started with this.

## **Support metric**

Get a CMS or CAMS certification from the USMA to give substance to your metric opinions. Get details from <http://lamar.colostate.edu/~hillger/cms.htm>

Volunteer to help the USMA in some capacity (e.g., become an expert on FPLA legislation, review upcoming legislation for pro/anti metric content, etc.)

### Teach metric

Volunteer to coach or tutor at local science fairs or your children's schools.

### Think metric

Seek out, and report by writing letters to the publication or organisations responsible. These reports are often highly appreciated by the company that receives them as valuable consumer feedback. Write about:

- ◇ errors in product specifications;
- ◇ errors on packaging labels;
- ◇ failures to comply with metric laws; or
- ◇ misuse of metric notation.

### Write metric

Write letters, email, and articles that are polite and to the point. Angry, long or abusive letters are, at best, ignored, and at worst do the opposite of what they intend. Post any letters you write to the USMA listserv (at <http://lamar.colostate.edu/~hillger/listserv.htm>), to provide ideas and encouragement to others. Write:

- ◇ to editors promoting metrication and send them to trade journals of your profession;
- ◇ to elected officials supporting metric legislation and denigrating anti-metric legislation;
- ◇ to manufacturers politely chiding them when they do not use metric;
- ◇ to manufacturers praising them when they produce hard-metric products and use metric notation properly. Also write to them with helpful criticisms about the correct use of SI units and SI symbols;
- ◇ to manufacturers when you find products that don't comply with fair packaging and labelling laws requirements for metric units. In fraudulent cases, write to the appropriate state authorities;
- ◇ to media supporting metrication and explaining its benefits;
- ◇ to media praising them when they use metric notation properly, and with helpful criticisms about the correct use of SI units and SI symbols; and
- ◇ your own web site for a hobby that interests you and promote metric on it ('Heavy Metric Metal!' or 'Metric Home Brewers').

© Pat Naughtin 2009

Metric system consultant, writer, and speaker, Pat Naughtin, has helped thousands of people and hundreds of companies upgrade to the modern metric system smoothly, quickly, and so economically that they now save money each year when buying, processing, or selling for their businesses. Pat provides services and resources for many different trades, crafts, and professions for commercial, industrial and government metrication leaders in Asia, Europe, and in the USA. Pat's clients include the Australian Government, Google, NASA, NIST, and the metric associations of Canada, the UK, and the USA.

Pat specialises in the modern metric system based on the International System of Units (SI), but he is mostly concerned with the processes that people use for themselves, their groups, their businesses, their industries, and their nations as they go about their inevitable metrication process. See <http://www.metricationmatters.com/> for more metrication information, contact Pat at [pat.naughtin@metricationmatters.com](mailto:pat.naughtin@metricationmatters.com) or subscribe to the free 'Metrication matters' newsletter at <http://www.metricationmatters.com/newsletter>

