

Practical Tips for Complicated Times

Communicating about Climate Change Now



2

Communicate solutions to audiences able to receive them; this is not about persuading denialists

- Remember...
- A majority of Americans are aware and concerned
- They are willing to support solutions that make sense to them
- Many are willing to consider changing their behavior as consumers to drive market-place change
- Don't ask them to become climate experts



3

Messages about climate action — what can we do?

- **Efficacy & Pragmatism**
 - Communicate how the specific action will be **effective and lead to a bigger solution**
- **Saliency**
 - Align messages with the **values and concerns of your audience.**
- **Urgency**
 - **Provide practical examples of responsive actions we can take now** to stave off things like catastrophic floods, fires, etc. in the near future.
- **Hope**
 - No one rallies around gloom and despair, and defeat is not a morally acceptable option



We need transformation, but we also need pragmatism to build momentum

- Where is action in policy and practice most leverage-able now?
 - Local Government
 - Private Sector
 - The marketplace
 - Potentially, the federal government, but not quite yet...

AND/OR, focus on the solutions and co-benefits without leading with the “c” word where it will be a barrier

- Many mitigation and resilience strategies will also be beneficial for...
 - Water quality and flood protection
 - Public Health & Safety
 - Soil conservation and regeneration
 - Community greenspace
 - Workforce development
 - Community planning
- Focus on the local action and just get 'er done

