

Resources to Help Communicate Effectively about Climate Change

Yale Program on Climate Change Communication: climatecommunication.yale.edu

- *Climate Opinion Maps*
- *Climate Connections* podcasts
- *Global Warming's Six Americas Audience Segmentation*



George Mason University Center for Climate Change Communication: climatechangecommunication.org

- *Climate Change in the American Mind* reports



EcoAmerica: ecoamerica.org

- *Climate Talking Points*
- *Let's Talk Climate* guides for different audiences
- *15 Steps to Create Effective Climate Communications*
- *Connecting on Climate: A Guide to Effective Climate Change Communication*
- *Moving Forward: A Guide to Building Momentum on Climate Solutions in Your Community*
- *American Climate Values* research, *American Perspectives* survey, *American Climate Metrics* survey



How to Talk about Climate Change (land trust guide): openspaceinstitute.org/research/how-to-talk-about-climate-change-2018

Tips for Crafting your Message

(from EcoAmerica's *15 Steps to Create Effective Climate Communications*)

1. Start with people, stay with people
2. Connect on common values
3. Acknowledge ambivalence
4. Make it real
5. Emphasize solutions
6. Inspire and empower
7. Focus on personal benefit
8. End with your "ask"
9. Sequence matters (i.e. start with positive, personal, and relevant, not negative and impersonal)
10. Describe, don't label
11. Have at least 1 powerful fact from a trusted messenger
12. Ditch doom and gloom
13. Use stories to strengthen engagement
14. Stay above the fray
15. Message discipline is critical (be consistent)

Questions, ideas, or examples to share? Contact Lisa Wise, Climate Adaptation Program Manager, NH Sea Grant Extension: Lisa.Wise@unh.edu, 603-862-2356.