

# CLIMATE RESILIENCE MESSAGING TIPS



TIP SHEET DEVELOPED FOR PENNSYLVANIA ENVIRONMENTAL COUNCIL | APRIL 2024

## CLIMATE CHANGES TO CLIMATE ACTIONS

Community-based organizations are often at the forefront of advocating for local climate resilience planning and actions. Effective communication plays a pivotal role in this process by educating and mobilizing audiences to take action. This sheet provides a few tips to support your communication efforts around community resilience.

## TAILORED MESSAGES FOR KEY STAKEHOLDERS

Be prepared to communicate about climate change impacts and risks in ways that resonate with your audiences priorities. There is no “one size, fits all message.” Consider different audiences like homeowners, farmers, and municipality representatives and how to resonate with topics they care about including: the economy, jobs, education, public health and safety, and infrastructure.



### Public Health

Emergency services, health impacts including respiratory illnesses like asthma.



### Infrastructure

Damaged or destroyed roads, bridges, buildings, etc.



### Economy

Losses in agriculture, tourism, and recreation industries from extreme weather impacts.

# TIPS FOR FRAMING ENVIRONMENTAL MESSAGES

- 1** Be credible! Use the best available scientific information.
- 2** Doom and gloom are turnoffs. Present problems and solutions.
- 3** Mobilize support and actions by presenting environmental, social, human health, and economic impacts.
- 4** Be persistent. Avoid distractions from those who seek to distract and delay.
- 5** Talk to your audiences to learn about their perceptions and lived experiences. Locally-specific examples resonate more than those far away.

## SELECT RESOURCES

**Climate Change in PA StoryMap** Pennsylvania's Department of Environmental Protection illustrates how climate change is affecting the Commonwealth of Pennsylvania and guides viewers through potential solutions to various climate change symptoms.

**Fifth National Climate Assessment Chapter 21. Northeast** See how extreme weather and ocean and coastal impacts are going to impact the Northeastern U.S. Additionally, learn about disproportionate impacts and the importance of equitable policies and climate action plans to prepare for the future.

**MARISA Community Climate Outlooks** Explore the online MARISA tool that shows outlooks, which highlight climate change and its impacts, for specific localities across Delaware, DC, Maryland, Pennsylvania, and Virginia.

**Talking Climate** Weekly newsletter by Katharine Hayhoe, Climate Scientist on new resources, climate communication, and having difficult but meaningful conversations.



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