

Appendix C16: Specific Recommendations for Communicators

Below, we provide specific recommendations for communicators. Recommendations are organized by the 4Ps of the field, presented in order of priority suggested for this group. They are consistent with, but in some cases more detailed than, the synthesis of recommendations offered in the main report.

Purpose

- Vastly improve communication of the urgency of the problem (by balancing with messages of efficacy).
- Move away from mere disaster reporting and commit instead to solution-oriented communication (not just problems and risks).
- Tell success stories of communities averting threats, being safer due to the full range of climate actions taken, illustrating in real places what adaptation success and maintained or increased human well-being looks like.
- Share stories of persevering through challenge, stories of resilience, stories of greater equity, and stories of renewal after hardship.

People

- Hire dedicated communications staff, experts, and organizations to help spread a common language for key concepts.
- Work with researchers to translate scientific work into valuable, widely understood communications for the public (e.g., by establishing what constitutes effective [shared] language(s) for different audiences).
- Tell and widely share stories of different actors uniting around common problems and solutions.
- Assist networks with effective internal communication and with external communication to those outside the networks.
- Use networks to share and elicit knowledge, ideas, and practices.

Practice

- Tell stories of successful (and unusual, innovative) collaborations to solve adaptation challenges within and beyond the field (stories of “silobusting”).
- Tell stories of maverick or outside-the-box solutions.
- Report on new discoveries, ideas, and solutions.
- Share stories of communities arriving at shared goals. Goals become shared when they are widely known and made resonant with different audiences.

- Tell empathic stories of communities successfully making big and difficult changes.
- Help people frame and understand the difficulties and benefits of adaptation and transformation (along a pathway with many uncertainties and unknowns).
- Improve your own skill in communicating issues related to social justice.
- Insist on being integral to projects and programs from the start, and support internal and external communication.
- Facilitate conversations in organizations, communities, sectors, and elsewhere that honestly acknowledge the depth of change required to close the resilience gap, including needed cultural or political shifts and the legacies of social injustice that must be addressed.
- Effectively integrate the translation of scientific concepts, findings, and language in values-based communication.
- Tell narratives of society grappling with deep cultural change.
- Share success stories of people coming together, across values differences, around common goals.
- Develop narratives of change (adaptive and transformative) to assist in the cultural shift to adaptive and dynamic cultural norms.
- Seek out trainings (basic or refresher) in best communications practices; become skilled in the translation of scientific findings and in connecting across sectors, disciplines, cultural and political differences; effectively communicate the urgency of climate change.
- Seek out knowledge (basic or constantly advancing) on evidence-based communication practices to improve communication practice. Practice values-first communication strategies.
- Develop greater skill in dialogue facilitation (rather than just messaging).

Pillars

- Share stories of successful funding approaches.
- Share stories of innovative policy approaches.