

best practices in climate change communications

1. Make climate change solutions local, relevant and urgent.
2. Focus on “too much carbon.”
3. Correct basic misperceptions with a simple, consistent description of climate change. (“a thickening blanket of carbon...”)
4. Connect climate change with the economy.
5. Align messaging with supportive structural change.
6. Tap into people’s identities.
7. Communicate through trusted, local sources and reach people through their existing networks.
8. Celebrate local successes.
9. Do your research: tie messages to values that resonate with your audience, and test/refine messages based on local feedback.
10. Integrate communications with program design.
11. Go beyond the media buy.



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