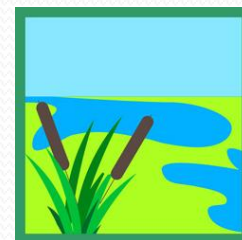# Speaking of Climate Change:
ins & outs of climate change communication

A joint project of **Maine & Oregon Sea Grant Programs**

presented by *Kristen Grant, Maine Sea Grant & UM Cooperative Extension*

funded by NOAA's Sectoral Applications Research Program

The Issue:
Coastal property owners plan to rebuild.

How to communicate risks and best practices?

- **Who** is the audience?

- **What** do we know about the audience ?

- What are we asking them **TO DO**?

- **How** do we ask them to do it?

Patriot's Day Storm, 2007, Camp Ellis, ME
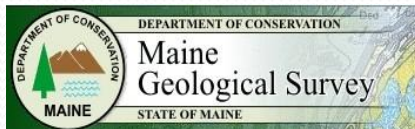
Building a Resilient Coast:
Social science to ID barriers owners & officials face to taking action advance of impacts

The Approach:
Partners in Social Science

Coastal property owner and municipal official engagement and leadership

What's the theme?

Theme: *Coastal property owners don't know which strategies are most effective*.
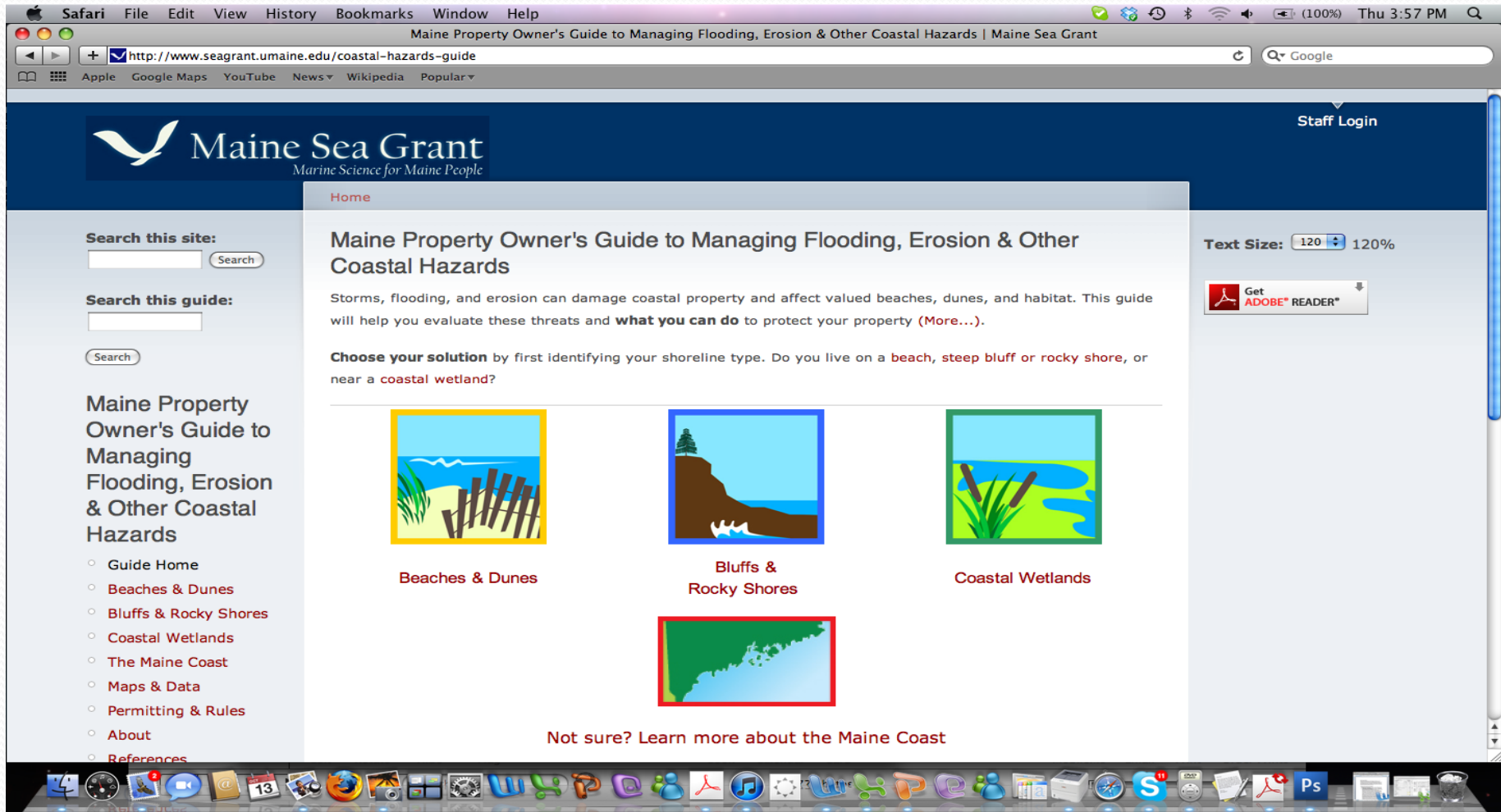
Theme to Message

Frame for
- Relevance
  - viewpoint, words, pictures
- Trusted sources
- Preferred approaches

What's the message?

Message: *If you are dealing with erosion and flooding on your property, reliable resources are available to help you decide what to do.*

Addressing identified barriers to action

**Maine Property Owner's Guide to
Managing Flooding, Erosion & Other Coastal Hazards**
http://www.seagrant.umaine.edu/coastal-hazards-guide

Partners making progress toward resilience

Kristen Grant, Maine Sea Grant & UMaine Cooperative Extension

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