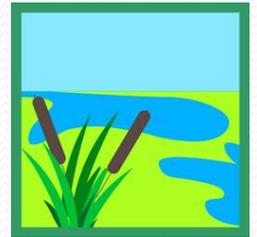


# Speaking of Climate Change: *ins & outs of climate change communication*



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

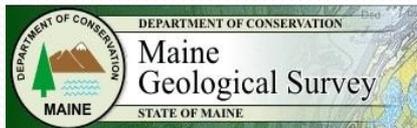
# Building a Resilient Coast: *Social science to ID barriers owners & officials face to taking action advance of impacts*

The Approach:

## Partners in Social Science



Coastal property owner and  
municipal official  
engagement and leadership



Center for Research &  
Evaluation



# 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

The screenshot shows a Safari browser window displaying the website <http://www.seagrants.umaine.edu/coastal-hazards-guide>. The page title is "Maine Property Owner's Guide to Managing Flooding, Erosion & Other Coastal Hazards | Maine Sea Grant". The website header includes the Maine Sea Grant logo and the tagline "Marine Science for Maine People". A "Staff Login" link is in the top right corner. On the left side, there are two search bars: "Search this site:" and "Search this guide:". Below these is a navigation menu with the following items: Guide Home, Beaches & Dunes, Bluffs & Rocky Shores, Coastal Wetlands, The Maine Coast, Maps & Data, Permitting & Rules, About, and References. The main content area is titled "Home" and contains the following text: "Maine Property Owner's Guide to Managing Flooding, Erosion & Other Coastal Hazards". "Storms, flooding, and erosion can damage coastal property and affect valued beaches, dunes, and habitat. This guide will help you evaluate these threats and **what you can do** to protect your property (More...)." "Choose your solution by first identifying your shoreline type. Do you live on a beach, steep bluff or rocky shore, or near a coastal wetland?" Below this text are three large icons: "Beaches & Dunes" (a beach with dunes and waves), "Bluffs & Rocky Shores" (a cliff with a tree and waves), and "Coastal Wetlands" (a marsh with reeds). Below these icons is a map of the Maine coast, which is highlighted with a red border. At the bottom of the map area, it says "Not sure? Learn more about the Maine Coast". On the right side of the page, there is a "Text Size:" control set to 120% and a "Get ADOBE READER" button. The browser's address bar shows the URL, and the system tray at the bottom of the screen displays various application icons.

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

# Partners making progress toward resilience



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