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
  o 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

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