
BEST PRACTICES FOR CLIMATE COMMUNICATION

Speak to hearts and minds

Emphasize community and relationships as resilience strategies

Be realistic about current tragedies, but optimistic about potential for the future

Connect to your congregations' personal/tangible stake in the climate crisis

Use prayer, scripture, and faith language to ground climate action

Give positive examples of what regular people can do to make a difference

Use trusted community leaders and ethnic media as your megaphones

Utilize photos and videos, or other visual media (with explanations)

Invite CBOs and experts to speak and share resources at your gatherings or events

BEST PRACTICES FOR CLIMATE COMMUNICATION

Use clear, concise messaging

Share personal testimonies and communicate through storytelling

Use everyday language, not jargon

Use multilingual messaging

Translate content with native language speakers

Engage multiple generations

Communicate about the benefits of proactive planning, like economic opportunities

Incorporate fun, educational events like movie screenings

PRACTICES TO AVOID FOR CLIMATE COMMUNICATION

Doomerism

Jumping to conclusions about congregants' needs without asking them

Talking too much without acting

Emphasizing the problems without talking solutions

Ignoring community-based recommendations

Sharing unvetted information

Pressuring people to accept your view

Shaming or blaming

Using language that you know will be divisive in your community

PRACTICES TO AVOID FOR CLIMATE COMMUNICATION

Top-down organizing

*Feeling or making others feel
like you need to have all the
answers*

*Doing it alone – use others as
a resource*

*Failing to properly assess and
understand the obstacles to
action*

*Oversaturating the conversation
with talk about climate*

Rushing without thinking

*Avoiding talking about climate
altogether – if there's an opportunity
to make the tie, take it*

Exaggerating or over-promising