

---

## 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*