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# KNOW YOUR AUDIENCE TUTORIAL

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## Key Points

In the Guide, review Step 1, Task 4 (Lay the Foundation for Engaging Your Community); some of the information in this tutorial can be found in this section of the Guide

## Summary Points

- ▶ Different communities will have different perspectives on climate change, it's important to understand the prevailing attitudes in your community
- ▶ Yale climate opinion maps (2016) provide information down to the county level
- ▶ Differences in views on climate change between communities within a county can be striking
- ▶ It's also important to understand the level of awareness in your community for current impacts
- ▶ Some professions are more likely to be aware of the current impacts: farmers, ranchers, Native Americans, fishermen, and outdoor recreation outfitters
- ▶ The most credible messengers on climate change impacts are: farmers, meteorologists, and health professionals
- ▶ There is much potential common ground even when a community is divided on the causes for climate change: support of clean energy, bike trails, efficient public transportation, a healthy environment, and emergency preparedness measures
- ▶ Framing the issue is a key to success in communicating about climate resilience
  - ▶ Focus on how community members are or will be impacted personally (local impacts such as floods, wildfires, or heat waves)
  - ▶ Not just an environmental issue – it's about impacts to people (economy, health, outdoor recreation, water supplies, and agriculture)
  - ▶ Focus on resilience/preparedness, may not even mention climate change if it's too divisive within your community
  - ▶ Climate resilience solutions have many positive benefits (save money, protect the environment, create a healthier community)
  - ▶ Keep the message positive
- ▶ Template on assessing community climate change attitudes; directions are included with the template. The template is for use within your task force and/or group of stakeholders