



## Presenter

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## Community Communication on Climate Change

One of the biggest barriers to implementing climate adaptation policy and practice is a lack of understanding of the issue of climate change by elected official and the general public. Citizen's Climate Lobby is building communication tools that help inform communities about climate change, how it will impact them, and how they can make a difference. The most important tool is meeting folks where they are. We have seen success with community outreach, direct mail, phone calls, and texts to those who opt in to the program. Providing a community platform for engagement is the best way to ensure political, and ultimately, financial support for your project. What challenges have you faced in getting support for you adaptation projects? How frequently does public opinion help or hurt your ability to implement adaptation strategies? Where is your main support coming from? How about your main opposition? What do you see as the best way to engage the public on the issue of climate change?