

## Climate Change Communication Strategy Worksheet

### Step 1. Audience

A. Who are your utility thought leaders/decision makers?

B. What motivates them, keeps them up at night?

C. Who do they report to?

D. What are your utility drivers for NOT engaging?

Example: *Those in authority do not think climate change needs to be integrated into utility planning because:*

- *The impacts will not occur in our 20-year utility planning horizon.*
- *Our utility does not have water supply concerns in the next 20 years.*
- *I am not convinced the climate is changing*

Add your own:

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E. What are your utility baseline communication responses?

*Those in authority do not think climate change needs to be integrated into utility planning because:*

- *The impacts will not occur in our 20-year utility planning horizon.*
- *Our utility does not have water supply concerns in the next 20 years.*
- *I am not convinced the climate is changing*

Add your own:

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- F. What is your clearly articulated objective with this audience in this situation?
  
- G. What background context information do they need?
  
- H. What are the preferred languages, in your situation, that tie to the mission?
  
- I. If you change the words does it change the conversation? Are they actually adapting in some way?
  
- J. What is the emotional state of the utility regarding climate change? How can you shift?
  
- K. What silent questions of critical concern lurk in your situation?

**Step 2: Information**

- L. What information will you will share to:
  - a) Create engagement by meeting audience needs
  - b) Provide sufficient context content filler to create understanding
  - c) Provide new information that moves the conversation forward

**Audience specific objective:** \_\_\_\_\_  
**Addresses:** QCC, information filler need, new information need, other

**Information #1:    Information #2:    Information #3:**

- |                 |                 |                 |
|-----------------|-----------------|-----------------|
| • Support #1.1  | • Support #2.1  | • Support #3.1  |
| • Support #1.2  | • Support #2.2  | • Support #3.2  |
| • Support # 1.3 | • Support # 2.3 | • Support # 3.3 |

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M. What new information do you think is needed to support understanding?

N. What decision support tools and information do you recommend the utility embrace?

O. How will you present it?

- a) Apply Communication Best Practices
  
  
- b) How will you address potential cognitive barriers?
  
  
- c) Identify Engagement Opportunities

P. Create an Elevator Speech

**Step 4: Build Your Knowledge and Confidence**

Q. What did you learn that really boosted your understanding?

**Step 5: Anticipate, Prepare, and Practice**

R. Select a template and create a critical conversation.

**References and Background Reading**

Covello, V.T. 2004. Risk Communication Templates. Center for Risk Communication Available:  
[http://www.kdheks.gov/tobacco/download/media\\_materials/Templates.pdf](http://www.kdheks.gov/tobacco/download/media_materials/Templates.pdf)

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