

# COMMUNICATION STRATEGY

## **Community Forum** **Climate Change Adaptation Advisory Committee**

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### **1.0 PROGRAM GOAL(S):**

- 1) Provide knowledge to the community about climate adaptation
- 2) Raise awareness of climate change adaptation actions individuals can take
- 3) Specifically, the following goals have been identified for each topic:
  - a. Agriculture:
  - b. Stewardship, Tree Planting and Grants
  - c. Green Infrastructure/Low Impact Development
  - d. Flooding Protection
  - e. Waste Reduction
  - f. Energy Efficiency
  - g. Water and Wastewater

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#### **TIPS:**

*Why does your program exist? This informs our communication work and is usually found in a strategic plan for your department or the organization. Express the purpose in terms of an outcome or S.M.A.R.T\* goal that you would like to achieve.*

*For example:*

<b>GOAL X)</b>	<b><i>For the Parks and Recreation Department, increase usage of the camping equipment rental program by 20% in 2016</i></b>
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*(\*S.M.A.R.T = specific, measureable, attainable, relevant, time-bound)*

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2.0 TARGET AUDIENCE(S):

Audience Persona (age, career, home, interests, etc)	Problem they are facing	Solution this program offers	Message
<i>Boomer, 60's, retired, living in Town, affluent</i>			
<i>32 years old male, works in ag sector, likes outdoors (hunting, fishing)</i>			
<i>28 years old, mother, lives town,</i>			
<i>Regional Municipalities</i>			
<i>Industry, Eng. firms</i>			
<i>Local Youth</i>			

(ICLEI ,2012)

### Exhibit 3: The Dos and Don'ts



#### **TIPS:**

*Who do you want to communicate to? List the audience(s) you want to target and try to be as specific as possible. It's sometimes useful to create a persona of someone you're trying to target.*

*Continuing on with our fictional goal:*

*GOAL X) Increase camping equipment rentals by 20% in 2016*

**AUDIENCE A) Parents/guardians of young children planning a family vacation**

**AUDIENCE B) Young adults seeking an inexpensive holiday before going back to college/university**

### 3.0 KEY MESSAGES:

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**TIPS:**

*What do you want the audience to know, think, or do? (this is often named the 'call to action')  
Basically, you want to tell a complete story to your audience that proactively answers most of the standard questions they might have. Using simple language, craft 3-5 short messages that answer the following questions.*

*What is happening?*

*Why is this happening?*

*How and when is this happening?*

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## 4.0 MEDIUMS/PRODUCTS:

### PRODUCTS FOR AUDIENCE A)

Audience	Products for Audience
Boomer, 60's, retired, living in Town, affluent	The Hub (newspaper and online), News release on municipal website, website content, community events/ in-person meetings
32 years old male, works in ag sector, likes outdoors (hunting, fishing)	The Hub (newspaper and online), Facebook posts
28 years old, mother, lives town,	The Hub (newspaper and online), Facebook posts
Regional Municipalities	Letter from Committee, in-person meetings
Industry, Eng. firms	News release on municipal website, website content, in-person meetings (i.e. Chamber)
Local Youth	Instagram/Facebook posts, community or school events/ in-person meetings

**\*\*AVOID\*\*:** Given the nature of the project, unless an accessible format of materials is requested, products should not include printed newsletters/brochures/hardcopies that are not already created. For example, the inclusion of information in locally printed newspapers would be acceptable since they are already established, however, the creation of a new newsletter/brochure/hardcopy would not align with the project.

### PRODUCTS FOR AUDIENCE B)

**TIPS:**

*What's the best way to connect your audience with your message? The mediums available are endless ranging from 'personal' delivery methods like PowerPoint presentations, one-on-one discussions or even... birthday cakes to 'non-personal' methods like webpages, social media posts, brochures. It's important to understand your audience's media consumption preferences. Also, make sure that the medium you choose has either a neutral or ideally a reinforcing effect on your message and does not distract from it. For example, if your program is about reducing single-use plastics, then don't put your message on a disposable item.*

**GOAL X)** Increase camping equipment rentals by 20% in 2016

**AUDIENCE A)** Parents/guardians of young children planning a family vacation

**PRODUCTS)** Newsletter/brochure pdf & hardcopy, news release, Facebook posts, website

## 5.0 ENVIRONMENTAL SCAN

- Ausable Bayfield Conservation Authority
- Upper Thames River Conservation Authority
- Avon Maitland District School Board / Huron Perth Catholic District School Board
- Eco Exeter / Cultural Collective (youth)
- Huron Perth Public Heath
- Lake Huron Centre for Coastal Conservation
- South Huron Chamber of Commerce/ Exeter BIA
- Ontario Federation of Agriculture
- South Huron Council
- General Public

### **TIPS:**

Are there other stakeholders either internal or external to our organization who could be involved in our communication efforts? Make note of partners who may have similar communication goals and who may work with us to amplify our message. Also, are there competing or prevailing initiatives that will distract from our messages or undermine our communication efforts? Answering these questions will help determine the timing of our communications.

For example,

*GOAL X) Increase camping equipment rentals by 20% in 2016*

*AUDIENCE A) Parents/guardians of young children planning a family vacation*

*PRODUCTS) Newsletter/brochure pdf & hardcopy, news release, Facebook posts, website*

**POTENTIAL PARTNERS) school boards, scout/brownie units, Pinery Provincial Park, conservation authorities**

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6.0 ACTION PLANNING

**TIPS:**

*Put all of the above thinking together, add in accountabilities for who does what, when and you get a simple communications action plan.*

Scheduling for sessions:

- a. Intro into the adaptation strategy/committee (May/June)
- b. Stewardship, Tree Planting and Grants (June)
- c. Green Infrastructure/Low Impact Development (July)
- d. Agriculture (August):
- e. Energy Efficiency (September)
- f. Waste Reduction (October, coincide with Waste Reduction Week)
- g. Water and Wastewater (November)
- h. Flooding Protection (December)

GOAL	AUDIENCE(S)	KEY MESSAGES	PRODUCT(S)	LEAD	FREQUENCY	DUE DATE

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## 7.0 LOGO/BRAND

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## 8.0 MESSAGING SCRIPT

### South Huron invites public to enjoy free monthly webinar series about adapting to weather extremes, climate

The Municipality of South Huron is welcoming the public to enjoy a free, monthly online series of short webinars about how they can help the community adapt to extreme weather and a changing climate.

The series begins with the first lunch-and-learn virtual presentation on DATE PENDING.

“...” said Municipality of South Huron Mayor George Finch.

#### SAMPLE QUOTE:

“... The residents of South Huron can help our municipality prepare and adapt for the future. The community forum webinar series is a great way for our citizens to learn about what’s needed and find out how we can be part of the work to adapt for the future ...”

To watch one of the presentations visit this link: WEBSITE

The presentations are also available here: VIDEO CHANNEL LINK

Public outreach through a community forum is a recommendation of the municipality’s Climate Change Adaptation Strategy.

During the current coronavirus (COVID-19) pandemic, the online webinars provide a way for the public to find out about adaptation efforts and to become part of it while being safe at home.

In 2020, the Municipality of South Huron developed *South Huron’s Climate Change Adaptation Strategy* with financial support provided by the Government of Canada through the Federation of Canadian Municipalities (FCM) Municipalities for Climate Innovation Program (MCIP). South Huron Council adopted the strategy on September 8, 2020.

South Huron is one of the only municipalities, of its size, in Canada, to have completed a climate change strategy of this scope.

The strategy has a vision of a “... future-ready South Huron that is resilient to the impacts of a changing climate.” The strategy has eight goals: 1) Integrate climate change adaptation into municipal planning, asset management and operations; 2) Support municipal and community resilience awareness and action; 3) Ensure community readiness and a coordinated response to extreme weather events; 4) Reduce risks to buildings, properties and people from flooding; 5) Minimize disruption to municipal service delivery; 6) Reduce health and safety risks to municipal workers and community members from extreme temperatures; 7) Protect and enhance the natural landscape to mitigate impact; and 8) Strengthen the resiliency of municipal infrastructure and facilities.

Visit SouthHuron.ca or contact the municipality for more information.

CONTACT: Municipality of South Huron Media Contact

## 9.0 FEEDBACK METHODS

Incorporating questions from the stakeholders and target audience can be completed through the products/medium and directed to a webpage on the municipal website through a form submission.

## 10.0 REFERENCE MATERIALS

- [Corporate Climate Change Adaptation Strategy - South Huron](#)
- [Community Guide to Climate Change - South Huron](#)
- ICLEI (2012). Having the Climate Conversation. Strategies for Local Governments. Exhibit 3 Page 27.

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**TIPS:**

*It can be helpful to list background sources of information for this communication plan. For example, corporate strategies, links to industry best-practices or web-based sources, legislative requirements, etc.*