

COMMUNICATION PLAN AND WORKPLAN

South Huron's Video Series Climate Change Adaptation Advisory Committee

1.0 PROGRAM GOAL(S):

- 1) Raise awareness of climate change adaptation and mitigation actions happening within the Municipality of South Huron (some initiatives may be more regional but have a direct tie to South Huron).
 - a. The Committee would like to showcase South Huron in climate change adaptation and mitigation efforts.
- 2) Position the entire community of South Huron as regional leaders in climate change adaptation and mitigation actions through showcasing initiatives.
 - a. The Committee would like to keep hearing the actions occurring beyond the video series in our community.
- 3) Provide the knowledge for the community to apply a 'climate change lens' during individual and community decision-making.
 - a. The Committee would like our community to think about their own property, decisions, business practices, etc. in a way that they can pause and think about the impact from climate change and their impact to climate change and how they can provide positive actions.
- 4) Specifically, the following goals have been identified for each theme:
 - a. Agriculture
 - i. Self-evaluate potential best management practices (BMPs) and project adoption
 - b. Stewardship, Tree Planting and Grants
 - i. Increase trees planted and stewardship projects completed in South Huron.
 - c. Green Infrastructure/Low Impact Development
 - i. Introduce more Low Impact Development (LID) natural/green infrastructure innovations in South Huron
 - ii. Showcase examples of LID projects (e.g., rain barrels, rain gardens, permeable pavement, soakaway pits, etc.) in South Huron so other residents can be encouraged to adopt these practices on their own properties.
 - d. Flooding Protection
 - i. Add wetlands and other natural features that help to reduce risk from natural hazards such as flooding and erosion.
 - ii. Showcase examples of actions that South Huron homeowners and businesses can take to protect their property from high-intensity rainfall events
 - e. Waste Reduction
 - i. Showcase examples of innovative approaches to reduce waste through re-use of products within Huron County
 - 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:

GOAL X)

For the Parks and Recreation Department, increase usage of the camping equipment rental program by 20% in 2016

*(*S.M.A.R.T = specific, measureable, attainable, relevant, time-bound)*

2.0 TARGET AUDIENCE(S):

****NOTE:** Example below from the Communication Strategy for the Adaptation Strategy but many points are still relevant for the video series

Audience Persona (age, career, home, interests, etc.)	Problem they are facing	Solution this program offers	Message
<i>Boomer, 60's, retired, living in Town, prosperous</i>	Taxes are too high	Adaptation is best approach to reducing costly climate impacts to assets like roads, bridges, municipal services.	Proactive adaptation versus reactive: - saves money - ensures decision making is informed - ensures continuity and limited disruption of services
	Does not trust Municipality	Engage openly with all stakeholders who wish to contribute, incorporate integrity in all aspects of the project, responsiveness and reliability in communications.	The Municipality encourages and is open to all parties to express their interests and concerns, as they relate to the project.
	Waste of taxpayers' money	Focus on what is already being done within the municipality – simple integration into existing avenues. It doesn't have to be understood as drastic and onerous. Addition by TC: The climate change strategies have been demonstrated to save money and reduce risk from natural hazards such as flooding and erosion – the value of 'green' (natural) infrastructure is being realized more.	The Municipality already has the avenues to integrate climate change into. In some ways, it already has laid the foundations to integrate climate change into 'business' planning without it being obvious (example asset management, master plans, etc.). The avenues for implementation are already created.
<i>32 years old male, works in ag sector, likes outdoors (hunting, fishing)</i>	Climate change skeptic	Highlight past weather events on a local scale and impacts to assets (with a focus on risk aversion/losses) – the project will help avoid these. The climate change strategies (resiliency) help us adapt to weather extremes – whether they are a result of climate change or a result of other factors.	Regardless of which climate scenario is reality, there will be impacts on a local scale – they are already being felt.
	Too much bureaucracy	Addition from SB: The plan identifies climate change adaptation as a priority issue for South Huron, ensuring that resources and efforts to address the issue will be appropriately and efficiently targeted	By addressing climate change on the Municipal level, there is the opportunity to integrate into existing avenues instead of making it more complicated and bureaucratic.
<i>28 years old, mother, lives town,</i>	Wants to do the right thing but doesn't know what that is; too many competing priorities	We can equip you with information to become our advocate.	Climate change adaptation is co-beneficial and provides opportunity for innovation to benefit everyone.

<i>Regional Municipalities</i>	No time to engage/participate/contribute	Identify best practices, be a voice for their concerns, chart a path through barriers and encourage a collaborative approach	Climate change adaptation doesn't stop at the boundary of South Huron. Planning process/barriers are to be shared with all local government for a collaborative approach to achieve success.
<i>Industry, Eng. firms</i>	Looking for work; want to build their brands as socially responsible, climate change adaptation/mitigation problem solvers	If they are willing to share data for stories (e.g., growth of emergency engineering work vs scheduled maintenance) then we can profile their work.	Climate change adaptation is co-beneficial and provides opportunity for innovation to benefit everyone, even industry. Collaboration is a key factor in the project.
<i>Local Youth</i>	Don't feel they have a voice; don't have resources or supports to carry out actions	We can work with you to incorporate your ideas in our plans	The Municipality welcomes feedback and open consultation on how to integrate climate change adaptation on a community wide scale. Support from the Municipality to local initiatives and conversations are encouraged.

(ICLEI ,2012)

Exhibit 3: The Dos and Don'ts

The Skeptics	The Opportunists	The Believers
<p>TAP INTO:</p> <ul style="list-style-type: none">• Risk aversion and management• Protection of assets• Past weather events <p>AVOID:</p> <ul style="list-style-type: none">• Focusing on costs• Increased taxation/'big' government• Ecological stewardship	<p>TAP INTO:</p> <ul style="list-style-type: none">• Co-benefits• Entrepreneurialism• Innovation• Market mechanisms• Local impacts <p>AVOID:</p> <ul style="list-style-type: none">• Alarmist language• Far removed impacts	<p>TAP INTO:</p> <ul style="list-style-type: none">• Ecological stewardship• Civic engagement• National and global consciousness <p>AVOID:</p> <ul style="list-style-type: none">• Infrastructure only solutions• Focusing exclusively on technological solutions• Only top-down solutions

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 theoretical 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:

- Climate change impacts are already being felt on a local level
- Proactive adaptation versus reactive is important for cost savings, risk reduction, informed decision making and continuity and limited disruptions to your life and business.
- Avenues to integrate climate change adaptation are already created – integration doesn't have to be onerous or complicated (we will relay this message based on video series speaker messaging).
- Climate change mitigation works with adaptation efforts collaboratively and both are equally important to explore.

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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?

4.0 MEDIUMS/PRODUCTS:

PRODUCTS FOR AUDIENCE A)

NOTE: 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.

- **Municipal News Print:**
 - The Hub (newspaper) in The Lakeshore Times Advance
 - South Huron Hub Newsletter (email subscription)
- **Municipal Website:**
 - News release
 - Website content
 - Community Calendar
- **Municipal Social Media**
 - Facebook
 - Twitter
 - Instagram
 - (LinkedIn)
 - (YouTube)
- **External Community Calendars**
 - Exeter BIA Community Calendar
- **External Radio**
 - myFM radio advertisement and media relations
- Letter from the Committee
- E-Newsletters
- Partner Media Platforms (Social Media; e-Newsletters; etc.) listed in the environmental scan
- Cable television TV interviews

TIPS:

What's the best way to connect your audience with your message? The media 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

- General Public
- Ausable Bayfield Conservation Authority
- Avon Maitland District School Board / Huron Perth Catholic District School Board
- Community services groups
 - South Huron Optimist
 - Exeter Lions
 - Huron Park community group
- Cultural Collective
- Eco Exeter
- Federal Government
- Federation of Canadian Municipalities (FCM)
- Huron Perth Public Health
- Lake Huron Centre for Coastal Conservation
- Ontario Federation of Agriculture
- Provincial Government
- South Huron Chamber of Commerce/ Exeter BIA
- South Huron Council
- Sustainable Huron meeting (June 2021)
- Upper Thames River Conservation Authority
- Regional Climate Change Groups
 - C4th Climate Action
 - Green Goderich
 - Lakeshore Eco-Network (Pat Morden)
 - Partners for Learning (Grand Bend based)

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

6.0 ACTION AND WORK 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.

Overview of scheduling for video themes:

- 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)

PRODUCT(S)	PURPOSE OF PRODUCT	TASKS REQUIRED (INCLUDING ASSIGNMENT OF TASK)	DUE DATE (DATE TO BE ACTIONED)
Official News Release	<ul style="list-style-type: none"> Official launch the video series 	<ul style="list-style-type: none"> Review of news release (All CCAAC Members) Publishing of news release (Staff) 	Monday June 7, 2021 ✓ COMPLETED TUESDAY JUNE 8TH
Municipal Website Content	<ul style="list-style-type: none"> Inform users of video series Provide specific details regarding each video theme and what the community will learn in each the video. 	<ul style="list-style-type: none"> Review of website layout and inclusion (All CCAAC Members) Theme specific descriptions (All CCAAC Members) Publishing and management of webpage (Staff) 	Monday June 7, 2021 ✓ COMPLETED TUESDAY JUNE 8TH
Social Media Video Series Official News Release post <ul style="list-style-type: none"> Facebook Twitter 	<ul style="list-style-type: none"> Inform users of video series using news release information Linking to municipal website content 	<ul style="list-style-type: none"> Review of news release (All CCAAC Members) Publishing of news release on social media (Staff) 	Monday June 7, 2021 ✓ COMPLETED TUESDAY JUNE 8TH

<ul style="list-style-type: none"> Instagram 			
Radio advertisement (myFM)	<ul style="list-style-type: none"> Inform users of video series using news release information Linking to municipal website content 	<ul style="list-style-type: none"> Review of message – shortened news release (All CCAAC Members) Radio advertisement frequency/scheduling (Staff) 	TBD
Letter from Committee	<ul style="list-style-type: none"> Informing (anticipated through a Committee recommendation to South Huron Council): <ul style="list-style-type: none"> Provincial/Federal Government <ul style="list-style-type: none"> Federation of Canadian Municipalities Regional municipalities Other groups identified from Env. Scan 	<ul style="list-style-type: none"> Committee recommendation for letter from South Huron Council or Committee 	TBD
Print Media <ul style="list-style-type: none"> Hub (news print) Hub (online) 	<ul style="list-style-type: none"> Inform users of video series using news release information Linking to municipal website content 	<ul style="list-style-type: none"> Shortened News release inclusion in print media (Staff) 	Friday June 11, 2021 (deadline for June 16 th Hub) ✓ COMPLETED TUESDAY JUNE 8th (sent to Laurie for inclusion paper; Stacey to include in online version)
Community Calendar	<ul style="list-style-type: none"> Inform users of each topic and video release by creating individual events 	<ul style="list-style-type: none"> Review of date scheduled (All CCAAC members) Publishing to calendar with link (Staff) 	Ongoing 2/8 community calendar events have been created (once content is ready, an event can be created)
Social Media post – call for questions for theme areas	<ul style="list-style-type: none"> Contact information for questions Linking to municipal website content 	<ul style="list-style-type: none"> Review of call for questions post (All CCAAC Members) Publishing on social media (Staff) 	Wednesday June 16, 2021 (to correspond with Hub)

			✓ COMPLETED FRIDAY JUNE 18 th (with the launch of the first video)
Social Media Launch of <i>Introduction into the adaptation strategy/committee video</i> <ul style="list-style-type: none"> Facebook Twitter Instagram 	<ul style="list-style-type: none"> Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> Brief video explanation taken from website content prepared (Staff/Chair Boles) Upload video to host site (TBD) Publishing on social media (Staff) 	✓ COMPLETED FRIDAY JUNE 18 th
Social Media Launch of <i>Stewardship, Tree Planting and Grants video</i> <ul style="list-style-type: none"> Facebook Twitter Instagram 	<ul style="list-style-type: none"> Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> Brief video explanation taken from website content prepared (Member Cumming) Upload video to host site (TBD) Publishing on social media (Staff) 	Friday June 25, 2021
Social Media Launch of <i>Green Infrastructure/Low Impact Development</i> <ul style="list-style-type: none"> Facebook Twitter Instagram 	<ul style="list-style-type: none"> Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> Brief video explanation taken from website content prepared (Member Cumming) Upload video to host site (TBD) Publishing on social media (Staff) 	Friday July 23, 2021
Social Media Launch of <i>Agriculture video</i> <ul style="list-style-type: none"> Facebook Twitter Instagram 	<ul style="list-style-type: none"> Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> Brief video explanation taken from website content prepared (Member Munn) Upload video to host site (TBD) Publishing on social media (Staff) 	Friday August 27, 2021
Print Media video series promotion	<ul style="list-style-type: none"> Remind users of video series 	<ul style="list-style-type: none"> Shortened News release inclusion in print media (Staff) 	Friday July 23, 2021 (deadline for July 28 th Hub)
Social Media video series promotion	<ul style="list-style-type: none"> Remind users of video series 	<ul style="list-style-type: none"> Shortened News release inclusion on social media (Staff) 	Wednesday July 28 2021 (to correspond with Hub)
Radio advertisement (myFM)	<ul style="list-style-type: none"> Inform users of video series using news release information Linking to municipal website content 	<ul style="list-style-type: none"> Review of message – shortened news release (All CCAAC Members) Radio advertisement frequency/scheduling (Staff) 	TBD
Social Media Launch of <i>Energy Efficiency video</i> <ul style="list-style-type: none"> Facebook 	<ul style="list-style-type: none"> Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> Brief video explanation taken from website content prepared (Member Vaughan) 	Friday September 24, 2021

<ul style="list-style-type: none"> • Twitter • Instagram 		<ul style="list-style-type: none"> • Upload video to host site (TBD) • Publishing on social media (Staff) 	
Social Media Launch of <i>Waste Reduction Video</i> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram 	<ul style="list-style-type: none"> • Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> • Brief video explanation taken from website content prepared (Chair Boles/Staff) • Upload video to host site (TBD) • Publishing on social media (Staff) 	Friday October 22, 2021
Social Media Launch of <i>Water and Waste Water video</i> <ul style="list-style-type: none"> • Facebook • Twitter • Instagram 	<ul style="list-style-type: none"> • Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> • Brief video explanation taken from website content prepared (Member Keller) • Upload video to host site (TBD) • Publishing on social media (Staff) 	Friday November 26, 2021
Social Media Launch of Flood protection video <ul style="list-style-type: none"> • Facebook • Twitter • Instagram 	<ul style="list-style-type: none"> • Link to the video and a brief explanation of the video 	<ul style="list-style-type: none"> • Brief video explanation taken from website content prepared (Chair Boles) • Upload video to host site (TBD) • Publishing on social media (Staff) 	Friday December 10, 2021 (Note: due to Christmas holidays this is not scheduled for the end of the month)
Social media video series wrap up	<ul style="list-style-type: none"> • Summary of the video series • Link to watch all the videos • How to ask questions or find out more 	<ul style="list-style-type: none"> • Review of summary post (All CCAAC) • Publishing on social media (Staff) 	Monday December 13, 2021

7.0 LOGO/BRAND

- The Committee discussed to be direct with what the video series is informing of
- Suggestion was to call it: South Huron's Climate Change Video Series OR Webinar Series (TBD by CCAAC)

8.0 MESSAGING SCRIPT

Committee discussed the following for messaging:

- Avoid the 'doom and gloom' angle of climate change and lead from an opportunity angle
- The series will provide practical ideas (those are in practices and successful) to help you adapt to a changing climate and extreme weather events.
- Highlight local context in messaging – noting local experts/initiatives occurring in South Huron.

<Start of News Release>

South Huron invites the public to enjoy a free video series focused on practical ways the community can adapt to a changing climate

The Municipality of South Huron is welcoming the community to enjoy a free, monthly online series of informative videos focusing on practical ways the community can adapt to a changing climate. The webinar series features both local and national experts and is hosted by South Huron's Climate Change Adaptation Advisory Committee. The series will also include climate mitigation information as it works along with adaptation efforts.

"In recent years, South Huron and our neighbouring municipalities have seen the impacts of extreme weather events and a changing climate and the cost it has on our entire community. Ignoring these risks is not an option. The video 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. I invite you to tune in to the video series and join the Municipality in taking your own actions to help position our community for future success." Municipality of South Huron Mayor George Finch.

The monthly video series kicks off on June 18, 2021, with the first video released providing background and context for the series.

Public outreach through a community forum platform is a recommendation of the Municipality's Climate Change Adaptation Strategy. During the current coronavirus (COVID-19) pandemic, the online video series provides a way for the public to find out about climate change adaptation efforts and to become part of it while being safe at home.

Each video will contain practical information on various themes that are relevant to our community, including: Agricultural practices, Energy Efficiency, Flood Protection, Green Infrastructure/Low Impact Development, Stewardship, Tree Planting and Grants, Waste Reduction and Water and Wastewater.

Do you have specific question you would like answered about the theme areas as it relates to climate change adaptation or mitigation? Submit your questions to the Committee by contacting Stacey Jeffery,

Climate Change Officer for the Municipality of South Huron by email at sjeffery@southhuron.ca or by phone 519-235-0310 extension 247.

The presentations will be released and be available for viewing here: [VIDEO CHANNEL LINK \(either YouTube or directly on the Municipality's website through video embedding\)](#)

Full details on the schedule of video releases is available on SouthHuron.ca.

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 adaptation 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 is comprised of eight goals to help achieve the vision. This video series is an action item under Goal 2: Support municipal and community resilience awareness and action.

Visit SouthHuron.ca or contact the Municipality for more information about South Huron's Climate Change Adaptation Strategy.

<End of News Release>

9.0 FEEDBACK METHODS

- Incorporating questions from the stakeholders and target audience can be completed through the products/medium and directed to either 1) a web page on the municipal website through a form submission or 2) by contacting Stacey.
- The Municipality's YouTube channel currently has comments turned off for videos due to inability to monitor for questions to respond and ensure comments are appropriate on the page. In the video description, we can direct those who wish to provide a comment or ask a question to directly provide it through the ways identified in the previous point.

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.