

Facilitators' Guide for Module 11 – Communications and Engagement (2 hours)

Objectives:

- Review and discuss various methods of communicating to and engaging climate change impacts and adaptation to different audiences (public, municipal staff, decision makers).
- Understand the challenges of communicating to different audiences.
- Discuss communication barriers and the best ways to overcome them.

Description	Expected Time
<p>Powerpoint Presentation and Discussion</p> <p>The facilitator for this module will present the communication and engagement material contained in the backgrounder, focusing on:</p> <ul style="list-style-type: none"> ▪ Guidelines for communication; ▪ Framing communication for specific audiences; ▪ Dealing with uncertainty; ▪ Communication tools; ▪ And engagement strategies. <p>Many examples of communicating climate change from the backgrounder will be discussed, leading into a discussion with the participants on different examples of good (and bad!) climate change communication, how they may be communicating and engaging on climate change adaptation, and the challenges facing them in doing so. This discussion can then lead into the guest speaker presentation.</p>	25 minutes
<p>Guest Speaker Presentation</p> <p>A guest speaker who has participated in the communicating a municipal climate change adaptation program or initiative in their community will present their experiences doing so and discuss it with the participants.</p>	20 minutes
<p>Coffee Break</p>	15 minutes
<p>Small Group Exercise</p> <p>Participants will be divided into three or four groups. Each group will develop an engagement strategy on a general adaptation strategy for one of the following groups of community stakeholders:</p> <ul style="list-style-type: none"> ▪ Elected officials ▪ Municipal managers and staff ▪ Community and business leaders 	45 minutes

<ul style="list-style-type: none"> ▪ General public <p>Each group of participants will determine to what extent the above stakeholder groups need to be / can be engaged and then discuss various strategies for</p> <ul style="list-style-type: none"> ▪ Getting them interested ▪ Involving them to the extent that you think they can/ should be involved ▪ Sustain it over time <p>Groups should consider the following engagement tools and options in developing their engagement strategies:</p> <ul style="list-style-type: none"> ▪ Various communication tools ▪ Conferences or forums ▪ Workshops ▪ Scientific briefings/meetings ▪ Lunchtime seminars ▪ Regular meetings ▪ Other engagement tools on pages 26-27 	
<p>Report Back and Discussion</p> <p>After developing communication and engagement strategies for the various stakeholders above, each group will have an opportunity to present the results of their discussions and their draft communication and engagement strategies to the rest of the group.</p>	<p>15 minutes</p>