

1) What are your organisation's requirements/challenges for communicating long term climate information - draw on examples from information providers (NMHSs, regional bodies), and climate information users (sector representatives, ministry representatives)

CHALLENGES

- Resources – scientists, staff to devote their time to (co)develop and deliver communications. Some NMHSs are in day-to-day mode – does not allow for communicating long term information
- Planning, resources and funding beyond timeframe of government (5 years)
- Misinterpretation of climate information, public not understanding
- Ministry/body mandated to issue hydrometeorological information/ warnings can lead to loss of information, loss of control in how information is communicated to public/sectors (disconnect)
- Climate information is often only understood through extreme events, such as hurricanes

REQUIREMENTS

- Need to use different communication channels not just same (e.g. bulletins)
- Consultation with end-users to make the information context specific
- Methods to help public visualise what climate information means for them – “translate”

2) Principles of good practice for communicating long-term climate information for the Caribbean

- Educate to the user – media awareness and education, schools programmes
- Engage in a 2-way conversation with and listen to the end-user – not preconceived ideas about how we can assist. Value the knowledge that the end-user brings
- Stay engaged with end-user/audience – sustained, regular operational communication, repeat to embed the message, continuity of the message
- Employ a multimedia approach – use a variety of communication platforms to meet a variety of audiences – social media, cartoons, song ... help the audience visualise
- Clear and concise communication – use language/voice of target audience – connect
- Respect diversity – cultures, gender, values, age – and tailor messages to be meaningful
- Communicate the science in layman's terms but do not take away useful uncertainty information – maintain trust and credibility
- Humanise the climate change message “what does it mean for me”
- Target the audience when they are already engaged and listening – during an extreme event e.g. hurricane. Leverage this attention to educate the public
- Rapid communication – take advantage of social media, twitter, facebook, instagram

3) Examples of good communication methods/approaches that have worked well in the Caribbean (please draw broadly from what has worked well in seasonal comms, from other disciplines, sectors and wider initiatives)

Consider whether they could be adapted/extended for climate communication

- Arts and culture – song and dance - “1.5 to stay alive” – reggae and carnival artists, festivals
- Use local champions – local role models
- Face-to-face meetings - Work with focus groups and community consultations
- Working with schools and youth groups to engage the next generation
- Working with key organisations to get the message out to their audience
- Documentaries about how climate affects real people and their day-to-day lives – make it real
- Use/extend the CariCOF platform to longer time scales