

# Climate-Ready Communities

A guide to getting started



the  
powerof  
humanity



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**Government of South Australia**

Department of Environment,  
Water and Natural Resources

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## Introduction

Climate change is happening and is here to stay. With the poor and vulnerable likely to be hit the hardest, it's essential that communities are supported to adapt to the changing conditions.

Adapting everything we do to a new and changing climate is a shared responsibility. No one person, group, business or government can do it alone. Yet to date, much of the talk about adapting to a changing climate has happened amongst governments, decisions makers and the business community.

*Climate-Ready Communities: A Guide to Getting Started* has been developed to take the climate change adaptation conversation from the boardroom table to the kitchen table. It's all about supporting communities to have their own conversation about how the things they value will be impacted by climate change, and what they can do to continue to thrive.

### Who is this guide for?

This guide is for anyone wanting to support their community to prepare for and adapt to the impacts of climate change, whether they be individuals, a self-organised community group, local council or community service provider.

The guide was prepared within a South Australian context. While some of the information and resources relate to South Australia, the process is applicable more broadly. It has been developed through community consultation in the Yorke and Mid North and Eyre Peninsula regions of South Australia, and a comprehensive review of best practice for engaging with communities on climate change adaptation.

### What's involved in making a community climate ready?

The guide suggests a four-stage process to support communities to get climate ready. While every situation is likely to be different, the following stages are provided to help get you and your community started. For each stage, the guide explains what is involved and contains a template and resources to help complete the suggested action.

Climate-ready stage	Suggested action
1. Understand what climate change means for your community	Document the climate change projections for your region
2. Get ready to engage your community	Identify your purpose, audience and messages
3. Have a climate-ready conversation	Record the outcomes from your climate-ready conversation
4. Identify your next steps	Choose the action pathway that is best for you

## Getting climate ready is everyone's responsibility

Every year, Australian communities face devastating losses and disruption caused by emergencies such as bushfires, floods, severe storms and extreme heat. The consequences of such events have significant impacts on people, communities, the economy, infrastructure and the environment .

However, it's not just disasters that need to be considered. We're seeing increased variation in our climate and higher temperatures, lower rainfall, more storms and stronger wind speeds are becoming the new standard for 'normal weather'.

It's acknowledged that in order to achieve community resilience, a joint effort by all levels of government, business, communities, organisations, households and individuals is required.

The changes we are seeing and will see more of, will impact upon just about every aspect of our society, from the way we earn a living to how we move around our cities, feed ourselves and enjoy leisure time. Climate change will also have profound impacts on the natural environment.

**The many different ways that climate change will impact on society means that governments alone cannot shoulder the full responsibility for climate change adaptation. We all have a role to play in understanding what climate change will mean for us, and the actions we can take now and into the future to ensure our society continues to thrive.**

### A resilience approach to getting climate ready

The guide promotes a resilience approach to supporting communities to become climate ready.

Resilience is the ability of individuals, communities, organisations or countries exposed to disasters, crises and underlying vulnerabilities to anticipate, reduce the impact of, adapt to, cope with, and recover from the effects of shocks and stressors without compromising their long-term prospects<sup>1</sup>.



#### WELLBEING

- Physical and mental health
- Quality of life
- Outlook
- Ability to cope with life



#### CONNECTION

- Personal networks
- Ties to the neighbourhood
- Involvement in community activities



#### KNOWLEDGE

- Knowledge of emergencies
- Local and shared knowledge
- Ability to use information



#### SECURITY

- Adequate shelter
- Personal safety
- Financial security

**Improving people's ability to adapt to a changing climate doesn't necessarily mean only running a session on household preparedness or raising awareness about climate change. Anything that strengthens our wellbeing, connection, knowledge and security can potentially increase our resilience to a changing climate.**

1. International Federation of Red Cross and Red Crescent Societies, 2014, Framework for Community Resilience, Geneva.

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## Stage 1: Understand what climate change means for your community

### What is climate change?

Before you begin to support your community to be climate ready, it's important that you understand the basics.

While there is no way of predicting what the weather will be on a particular day in the future, we do understand a great deal about the future climate.

Climate change is increasing the frequency and intensity of extreme weather events and climate-related disasters across the world.

For Australia, these changes are projected to result in an increase in temperatures, a rise of sea levels and changes in weather patterns. Hotter and drier conditions will lead to longer, more intense heatwaves, droughts and higher fire danger.

Rainfall events, when they occur, are predicted to increase in intensity and with a greater likelihood of flooding.

The intensity of cyclones is predicted to increase in the north and tropics whereas coastal communities across the country will face the dangers of rising sea levels, greater storm surges and an increase in flooding<sup>2</sup>.

These changes will impact just about every aspect of our lives. Figure 1 illustrates some of the different ways that likely changes in our climate will impact on our communities.

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### ADAPTATION OR MITIGATION?

**Adaptation** is the process of preparing for the impacts of climate change that are already occurring, or we have already triggered. Its all about reducing the adverse consequences of climate change, as well as harnessing any beneficial opportunities.

Even if we achieve a significant reduction in greenhouse gas emissions, we still need to adapt to changes in our climate that are already occurring.

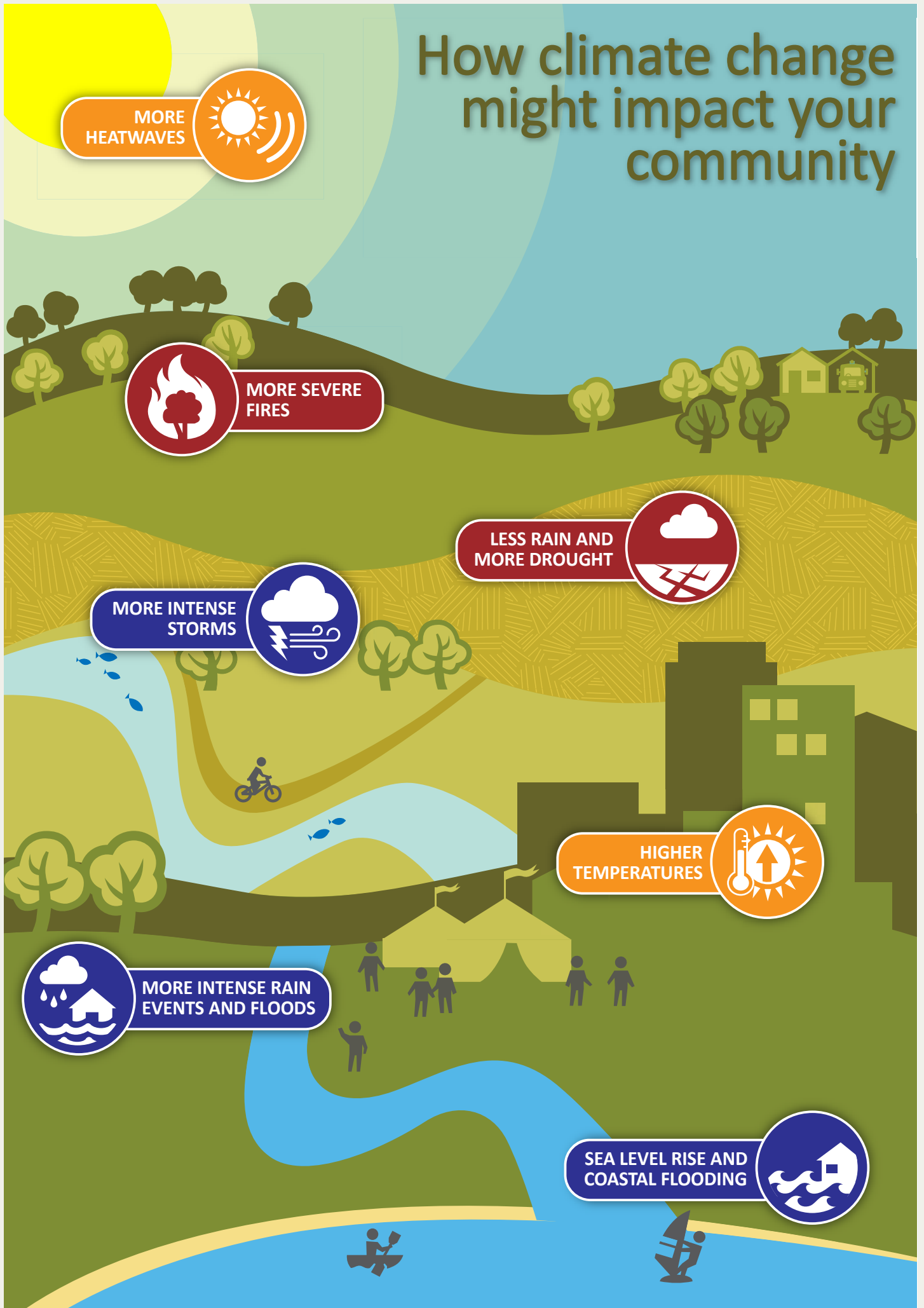
Climate change adaptation is an ongoing process, rather than something that you do then forget about. For example, something done today to adapt to changes we are already experiencing may not be relevant in the future, when different adaptation options will be needed.

Climate change adaptation activities are likely to be taking place in your community already, even if people don't label it as such. For example, households experiencing increasingly hot summers are already installing blackout blinds, while others are taking action so that their homes are better protected from intense rainfall events.

**Mitigation**, on the other hand, tackles the causes of climate change by reducing or preventing greenhouse gas emissions to prevent further changes in our climate. While both are important, this guide does not address climate change mitigation, because it's focussed on helping people get ready for the changes that are or will occur.

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Figure 1



# Who will be most impacted by changes in our climate?

Figure 2

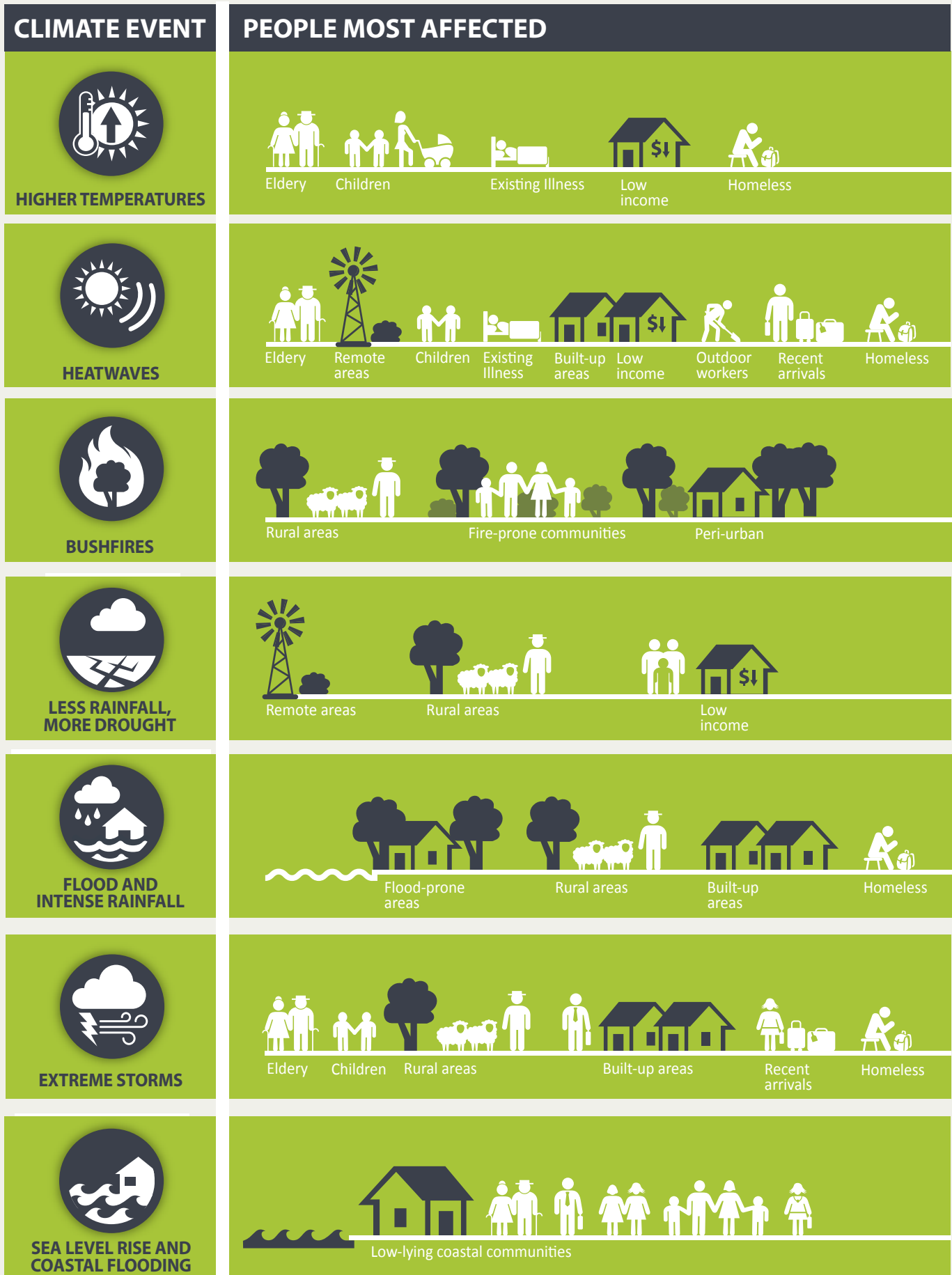




Figure 2 shows how some people in the community will be more vulnerable to the impacts of climate change than others. For example, those living in urban communities may be less vulnerable to impacts such as prolonged drought, but more vulnerable to increases in heatwaves.

### How will climate change impact your community?

The impacts of climate change will not be equally spread. For example, climate change will see some communities experience more rainfall, while others receive less. Similarly, not every community will see the same increase in the number and duration of heatwaves, and some coastal communities are more susceptible to sea level rise than others.

In supporting your community to become climate ready, it's important that you understand the climate change projections for your region and what impact these may have. This will help you to understand which parts of your community are most vulnerable.

**Thankfully, in Australia, a lot of work has already been done to pull together the best available information about how our climate is likely to change. In South Australia, climate change projections covering the full range of climate impacts are included in the regional climate change adaptation plans<sup>3</sup>. Other projections for regions of South Australia are available through the Goyder Institute<sup>4</sup>, or the Australian Climate Futures<sup>5</sup> project.**

### We know more than enough to take action

While there will always be improvements in our understanding of climate change, we already know enough to start to prepare for climate change.

There will always be some level of uncertainty in our understanding of the future climate, but uncertainty should not be an obstacle to taking steps in the right direction.

Every day we make decisions based on uncertainty and risk. By thinking in advance about what we will do, we are much better off when events happen. Having a conversation with people about adapting to climate change is an important step in building awareness about changes we can expect in the future, as well as building capacity to face the unexpected.

### THE DRIEST STATE IN THE DRIEST CONTINENT

It's well known that South Australia is the driest state in the driest continent.

South Australia's future is going to get drier and hotter. For example, the average number of days above 35 degrees Celsius in Adelaide is predicted to increase from 17 days to 21-26 days by 2030 and to 24-47 days by 2070.

The impacts of this warming will be widespread, from placing stress on water resources, to more hospital admissions due to heat stress, and disruption to agriculture and other industries.



#### ACTION

Time to document the climate projects for your region. An action worksheet is provided on the next page to help get you on your way.

3. Links to all South Australian Regional Adaptation Plans, including projections, are available at [www.environment.sa.gov.au/Science/Science\\_research/climate-change/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans](http://www.environment.sa.gov.au/Science/Science_research/climate-change/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans)

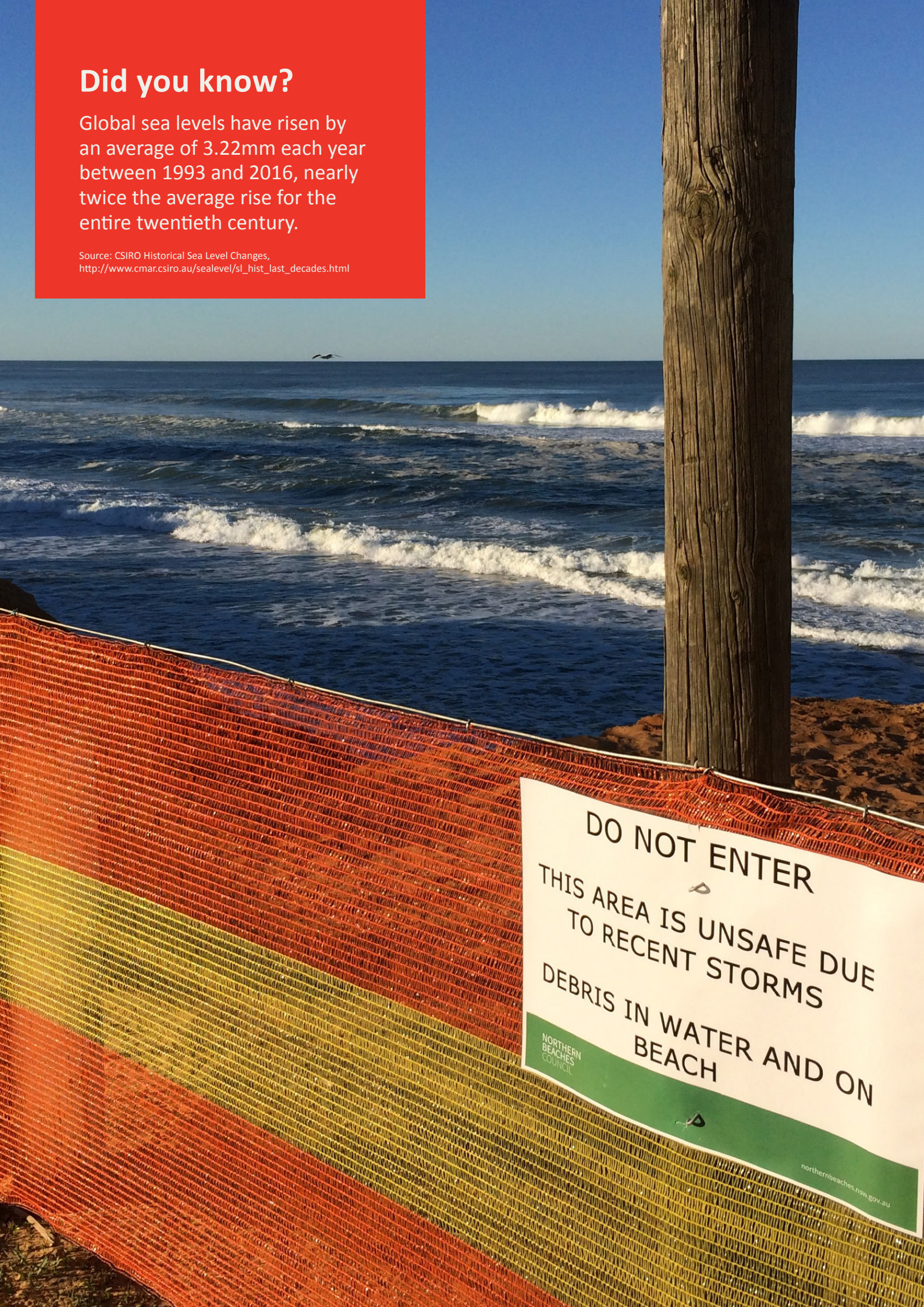
4. Goyder Institute for Water Research. 2016. SA Climate Ready: Regional Summaries. [goyderinstitute.org/index.php?id=64](http://goyderinstitute.org/index.php?id=64)

5. Australian Climate Futures. 2016. Australian Climate Futures [www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/introduction-climate-futures/](http://www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/introduction-climate-futures/)

## Did you know?

Global sea levels have risen by an average of 3.22mm each year between 1993 and 2016, nearly twice the average rise for the entire twentieth century.

Source: CSIRO Historical Sea Level Changes,  
[http://www.cmar.csiro.au/sealevel/sl\\_hist\\_last\\_decades.html](http://www.cmar.csiro.au/sealevel/sl_hist_last_decades.html)



**DO NOT ENTER**  
**THIS AREA IS UNSAFE DUE**  
**TO RECENT STORMS**  
**DEBRIS IN WATER AND ON**  
**BEACH**

NORTHERN BEACHES COUNCIL  
[northernbeaches.nsw.gov.au](http://northernbeaches.nsw.gov.au)

## Action: Document the climate change projections for your region

Complete the following table to document climate change projections for your region. In South Australia, these can be sourced from:

- Regional Climate Change Adaptation Plans<sup>6</sup>
- Goyder Institute 'SA Climate Ready' Regional Projections<sup>7</sup>

- Australian Government Climate Futures Toolkit<sup>8</sup>

For each climate impact, document whether there is an increase or decrease, the size of the change, and the key message for communicating the change.

<b>Time period for projections:</b>			
<b>Source of projections:</b>			
<b>Geographical area of projections:</b>			
	Increase or decrease?	By how much?	Key message
 Average temperatures	<i>e.g. Increase</i>	<i>e.g. 1.7 ° by 2070</i>	<i>e.g. The future climate is going to be warmer</i>
 Number and length of heatwaves			
 Number and severity of bushfires			
 Average annual rainfall			
 Frequency and intensity of extreme weather events			
 Sea level rise/ coastal flooding			

6. Links to all South Australian Regional Adaptation Plans, including projections, are available at [www.environment.sa.gov.au/Science/Science\\_research/climatechange/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans](http://www.environment.sa.gov.au/Science/Science_research/climatechange/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans)

7. Goyder Institute for Water Research. 2016. SA Climate Ready: Regional Summaries. [goyderinstitute.org/index.php?id=64](http://goyderinstitute.org/index.php?id=64)

8. Australian Climate Futures. 2016. Australian Climate Futures [www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/introduction-climate-futures/](http://www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/introduction-climate-futures/)

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## Stage 2: Get ready to engage your community

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Once you have an understanding of the climate changes likely to impact your area, it is time to develop a plan for having a conversation with your community. This means getting clear about your purpose, audience and messages.

### What's your purpose?

It is important for the outset to be clear about the why you are having a conversation about climate change with your community.

In thinking about purpose, remember that adaptation is an ongoing process, not a point in time decision that people do once and then forget about. So, while the overarching goal might be that everyone in the community is climate ready, you might decide to focus on a particular climate impact (for example, more heatwaves or changed rainfall patterns), or sector in the community (for example, vulnerable groups or people living in a particular place).

In identifying your purpose, you may wish to consider:

- What has initiated your interest in helping your community to become climate ready?
- How will your project, activity or conversation build upon what has happened previously in the community? For example, are there existing projects about climate change, environmental sustainability, resilience/wellbeing or being prepared for emergencies that you can build upon?
- Are you looking to build awareness and encourage action about a particular climate change impact (e.g. sea level rise or more heatwaves), or build resilience more generally?

### Who will you engage?

Once you are clear about why you're engaging your community about climate change, you need to identify who you will engage. For example, if your focus is on helping people get ready for extreme heat, you would need to focus on those communities most vulnerable to extreme heat.

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### GET 'EM WHILE THEY'RE YOUNG!

Climate change is most certainly an intergenerational issue. Adapting to the increasing frequency of extreme weather events and other climate impacts requires a long-term commitment. We asked people from the Eyre Peninsula and Yorke and Mid North regions in South Australia **who should be targeted** and the response was consistent, loud and clear.

**Engaging children and youth** has many advantages. Climate change adaptation is about lifelong learning. It allows young people to develop an understanding of issues based on values and facts, without political interference and to develop some of their behaviours accordingly. Children are also likely to take home what they've learnt to their parents and, as they grow older, will pass their knowledge onto future generations. Agencies such as the South Australian Police (SAPOL) and the Country Fire Service (CFS), as well as Australian Red Cross, already have school and youth engagement programs for these very reasons.

**Case Study:** During the 2004 Boxing Day tsunami, many holiday makers watched in awe as the ocean retreated away from the shore. But 10-year-old Tilly recognised this as a sign of a tsunami after learning about them two weeks earlier in a geography class. She told her parents who alerted others and their hotel was quickly evacuated. Fortunately, no one at this beach was killed or seriously injured.

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Whether you work for a service provider, volunteer for a community organisation or simply want to get more involved in preparing for the changing climate, it's important that you have a clear picture of what your community looks like. This information can also help you work out who you will engage.

In particular, it's important to consider whether there are certain groups in the community that may be more vulnerable to the impacts of climate change. You may want to consider how to adapt your climate change conversation to allow for:

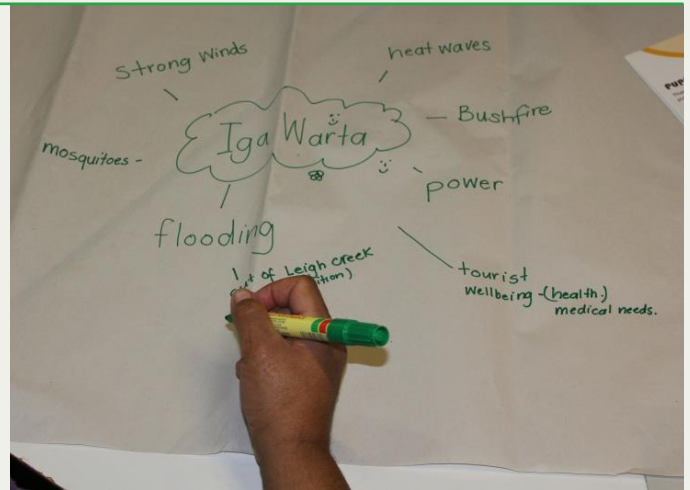
- differing literacy levels
- people with disabilities, hearing or visual impairments
- different learning styles
- accessibility (e.g. people in isolated areas)
- people experiencing financial stress
- the needs of people from culturally and linguistically diverse backgrounds
- input from the rich experience and knowledge of Aboriginal and Torres Strait Islanders
- differing levels of interest and understanding of climate change
- historical experiences of emergencies.

### What are the key messages?

Once your purpose and audience are clear, the next step is to identify some key messages that you can use when talking about climate change.

**Key messages are statements that you can always go back to when talking about your climate ready project. They are particularly important for climate change conversations given the complexity of climate change, and differing levels of understanding about what it is and what it will mean.**

In the action table, we've suggested a few general messages to get you started, and recommend you add some of your own ideas based what you know about the impacts of climate change on your community, the purpose of your engagement and your target audience.



## Community mapping tools

There are a range of tools that may help you understand your community. Some tools to help include:

- The Australian Bureau of Statistics for data by region. [stat.abs.gov.au/itt/r.jsp?databyregion](http://stat.abs.gov.au/itt/r.jsp?databyregion)
- Social Health Atlas which contains a wide range of social, wellbeing and demographic characteristics [phidu.torrens.edu.au/social-health-atlases](http://phidu.torrens.edu.au/social-health-atlases)
- The Australian Red Cross Community Assessment and Engagement Tool provides guidelines and tips for practitioners to better assess and engage with communities. [www.redcross.org.au/files/Red\\_Cross\\_CAET\\_V5\\_web.pdf](http://www.redcross.org.au/files/Red_Cross_CAET_V5_web.pdf)
- The International Federation of Red Cross' Vulnerability and Capacity Assessment Tool is a participatory approach to gauge people's exposure to and capacity to resist natural hazards. [www.ifrc.org/Global/Publications/disasters/vca/vca-toolbox-en.pdf](http://www.ifrc.org/Global/Publications/disasters/vca/vca-toolbox-en.pdf)

In South Australia, many councils have interactive online community profile websites which summarise key demographic datasets.



## ACTION

Time to document the purpose, audience and messages for your climate-ready conversation. An action worksheet is provided on the next page to help get you on your way.

## Action: Identify your purpose, audience and messages

Complete the following table to document the purpose, audience and messages for your climate-ready conversation:

### Purpose of your climate-ready conversation (why are you doing it?)

### Target audience (who do you want to engage?)

### Key messages (how will you talk about climate change?)

- *Your community is being impacted by climate change.*
- *We know more than enough to take action.*
- *Taking action is everyone's responsibility.*
- *Getting climate ready is about thinking about our future, so we can cope with changes in our climate, and continue to thrive.*
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Before starting your Climate Ready conversation, it's important that you are clear about who you want to talk with and why.



## Stage 3: Have a climate-ready conversation

In having a climate-ready conversation, we propose a four-step process based upon our experiences, and international best practice.

**Every community is different, and so is every climate change conversation. We encourage you to reflect on this process to work out what might work best for your community. Similarly, you may wish to modify the worksheet to suit your circumstances.**

### What is vulnerability and adaptive capacity?

A community's vulnerability to climate change generally depends upon how exposed they are to the changes in the climate, as well as how sensitive they are to these changes.

**Exposure** to changes in the climate generally depend upon geography. For example, coastal communities will have higher exposure to sea level rise and storm surges.

**Sensitivity** is the degree to which the community is affected by climatic stresses. A community dependent on rain-fed agriculture is much more sensitive than one where most people earn a living from mining, for instance.

**Adaptive capacity** is defined as the ability to adjust to the impacts of climate change to moderate potential damages, to take advantage of opportunities, or to cope with the consequences.

One of the most important factors shaping the adaptive capacity of individuals, households and communities is their access to and control over natural, human/social, physical, and financial resources.

Definitions adopted and modified from: CARE Climate Vulnerability and Capacity Analysis Handbook, 2009, [www.careclimatechange.org/files/adaptation/CARE\\_CVCAHandbook.pdf](http://www.careclimatechange.org/files/adaptation/CARE_CVCAHandbook.pdf)

### Step 1: Start with what people value most

People are most likely to engage in a conversation about climate change (or behaviour change more generally) when there is a clear link with things that they value, are interested in and care about.

At a practical level, this means that your climate change conversation should not begin with a presentation about climate change, or any other information that you think might grow awareness or change attitudes.

Instead, ask people to talk about what is most important to them in their life and community. It could be as individual as caring about family, job security or recreation.

Another approach is to ask people to try to describe the values shared by the community, and what makes the community tick. If you're working in a group setting, working together to prepare a harmonised set of community or regional values can be a great way to bring a group together.

The important thing is to start with values, and let people tell you first hand what is most important to them. Give people the space to talk about what they love, their experiences and view of the world. This provides the foundation for talking through changes that we can expect in the future.

### Step 2: Create the link between values and climate change

Once there is a good understanding of individual or community values, the conversation can pivot towards climate change.

This means you will need to introduce the climate change projections for your area, and frame them as the changes we can expect in the future. While some people will want to know where the projections have come from, try not to get drawn into discussions about detail of projections as this can alienate people. Instead, return to key messages about projections reflecting the best available information, and that we know more than enough to take action.

After introducing the climate impacts, encourage participants to think through each impact, and the way that they might impact upon the identified values. For example, if the regional value was regular sporting activities that bring the community together, ask people to consider how climate impacts such as heatwaves or more extreme weather events could interrupt these activities.



Similarly, if there was a value related to local industry and jobs, ask people to think through the way each of the climate impacts would impact industry and jobs.

This conversation would result in a list of areas where the community is potentially vulnerable to changes in the climate. Depending on the time devoted to the climate change conversation, you may need to spend some time summarising the vulnerabilities into a shortened list. In doing this, you may find it helpful to think about how exposed the community is to climate change, as well as how sensitive it is to the changes.

### Step 3: Consider the strengths and resources that will help you adapt

The final step before thinking about action is to talk through adaptive capacity. Discuss what resources are available for people and communities to adapt to climate change, cope with the consequences and take advantage of opportunities.

**Adaptive capacity is not just about absorbing and responding to shocks. It's about how to create opportunities and proactively generate change. For these reasons, it is important to consider not only the things that people and the community have but also how the community works.**

A good way to talk about adaptive capacity is to think through the community's strengths and the different types of resources that could be drawn upon to help people adapt. It is important to not only consider the actual human/social, natural, physical, and financial resources that may exist, but also the level of control the community has over those resources.

### Step 4: Explore your options to become climate ready

At this stage, people should have a clear understanding of how the things they value most could be impacted by climate change and the resources that might help them to adapt.

To round off the conversation, ask participants to consider what options are available to adapt. It's important to frame this conversation as adaptation options for two reasons.

Firstly, there will always be a range of potential adaptation options, since climate impacts will be changing over time, and an adaptation option that is relevant today might not be relevant in the future. Equally, there may be some adaptation options that are not needed in the present moment, but become relevant as the climate changes.

The second reason that adaptation actions should be framed as options is to demonstrate the shared responsibility for adapting to a changing climate. There will likely be some actions that individuals can do, while others can be led by communities, and others implemented in partnership with government.

**In exploring adaptation options, if time allows, consider inviting people to share stories about what they are already doing to adapt to a changing climate. Behaviour change research indicates that knowing someone is doing something (modelled behaviour) is a far more effective tool to motivate action than education or persuasion.**



#### ACTION

Time to document the outcomes of your climate-ready conversation. An action worksheet is provided on the next page to help get you on your way.

## Action: Worksheet for a climate-ready conversation

Our values are best described as...

Value	Explanation
<i>e.g. Coastal lifestyle</i>	<i>The coast is loved for recreation, and supports many small businesses in our town.</i>

Things we value might be impacted by climate change in these ways...

Value	How it might be impacted by climate change
<i>e.g. Coastal lifestyle</i>	<i>e.g. Sea level rise might reduce the area of beach            Swimming events might be cancelled during heatwaves            Jetties might be damaged by severe storms            Warmer water might impact fishstocks            People less likely to visit tourism businesses during extreme weather events            More people will want to come to the beach if the climate is warmer</i>

Our strengths and resources that will help us adapt include...

<b>Human and social resources</b>	<i>e.g. extent of personal ties, number and strength of community groups, connections with decision makers</i>
<b>Natural resources</b>	<i>e.g. water, clean air, native vegetation, beaches, waterways</i>
<b>Physical resources</b>	<i>e.g. roads, bridges, community buildings, things that are locally made</i>
<b>Financial resources</b>	<i>e.g. private wealth, funds available to community groups, businesses and governments</i>
<b>Other strengths and resources</b>	

Our options to become climate ready are...

<b>Things I could do</b>	<b>Things we could do as a community</b>	<b>Things we need help from others to do</b>

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## Top tips for effective engagement

### 1. Use local champions

Whenever possible, use the voice of locals to deliver your message. It will be quicker and more effective using trusted local community members. For example, a farmer talking about the changes they've observed and the steps that they've taken to be better prepared will have more impact than someone from outside the community.

### 2. Adopt a positive, inspiring and fun approach

This will reduce fearful reactions to climate change, as they can work against taking action. For example, negative 'doom and gloom' messaging can be scary and overwhelming and make people feel the issue is so large that their individual actions won't have an impact, so they simply disengage. Children and adults alike will be more engaged if the approach is positive and fun and inspires them to find out more.

### 3. Give bite-sized chunks and keep it local

We may not be able to solve the world's problems, but if people understand the positive impact their behaviour can have in their own backyard they will be more motivated to take action.

### 4. Don't reinvent the wheel

There is a lot of great information and programs already out there. Investigate, do some research and where you can, focus on linking people in your community to these resources and programs rather than developing new ones.

### 5. Avoid jargon

Climate change is a complex issue. It can be easy to turn people off with complicated references to science, government talk, acronyms or industry jargon. Keep messages simple and relevant for your audience. Values move people to action more easily than facts so listen to your community and find out what motivates them<sup>10</sup>.

### 6. Use images and videos

Pictures can do a great job of communicating messages to diverse audiences. Can you convey your message using fewer words and more pictures and diagrams?

### 7. Use visual reminders

Place visual reminders within your community of past and current weather events for example, signs indicating when the fire season is approaching, fire danger ratings and flood markers showing past water levels. In addition to the intended purpose of raising awareness on 'today's conditions', they can indicate changing weather patterns over time such as earlier fire seasons or higher flood waters. They can also act as visual reminders about historical severe weather events.

10. Earth Hour, *How to Talk About Climate Change: a guide for Earth Hour Event Hosts*, Earth Hour 2014, viewed 29 October 2015: [earthhour.org.au/wp-content/uploads/2014/03/How-to-talk-about-CC\\_FINAL.pdf](http://earthhour.org.au/wp-content/uploads/2014/03/How-to-talk-about-CC_FINAL.pdf)

# Did you know?

...that seeing others model positive behaviour is more likely to motivate change than facts and evidence?

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## **Myth: Education will change behavior**

**Reality:** Knowing is rarely enough to motivate behaviour change. How we present information matters greatly. This means our messages have to be tangible and personalised.

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## **Myth: You need to change attitudes to change behavior**

**Reality:** Attitudes actually follow behaviour, rather than attitudes leading to positive behaviour. This means we need to set behavioural expectations and connect them to the values that resonate with our audience.

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## **Myth: People know what motivates them to take action**

**Reality:** Most people don't know what motivates others. One of the greatest motivators is social norms. If we see someone doing something, we're more likely to do it too.

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For more ideas, check out the TED Talk  
The Three Myths of Behaviour Change  
<https://www.youtube.com/watch?v=I5d8GW6GdR0>



## Stage 4: Identify your next steps

The final stage in supporting your community to get climate ready is to help people work out their next steps.

**The important thing to remember is that adapting to a changing climate is an ongoing process, not something you do once and forget about. The things that we need to do to become climate ready will change over time. For this reason, an important part of being climate ready is finding ways to embed a climate change thinking into the everyday activities of your community.**

In helping people identify the next steps, we have suggested an action checklist for individuals and households, community groups and organisations, community service providers and local councils. We have also included a list of communication tools that may be useful in progressing your climate-ready actions.

**Natural disasters and emergencies can strike at any time, but if one occurred tomorrow, would you have everything you need for the next 72 hours until help arrives?**

### Action checklist for individuals and households

- 1. Make an emergency plan.** Prepare your own emergency preparedness plan. Red Cross RediPlan<sup>11</sup> is a free guide that helps you and your family prepare for a disaster and make an emergency plan in four easy steps.
- 2. Take action and tell someone.** Identify which of the 'things I could do' from the climate-ready conversation that you could action in the next few months — and tell someone what you've committed to doing.
- 3. Make a support network.** Develop your own personal support network and connections with people in your community so you can share experiences about getting climate ready.

- 4. Get insurance.** Make sure you have adequate insurance for your home, contents, income and business.
- 5. Get involved.** Find out what your council or region is doing to adapt to climate change, and participate in any meetings and consultations.
- 6. Educate your children.** Talk with your children's school and childcare centre to find out if there are opportunities to help them talk with children about climate change.

### Action checklist for community groups and organisations

- 1. Make an emergency plan.** Invite the Red Cross to host a RediPlan session with your group or organisation, to work with the members of your group to each complete a personalised emergency plan.
- 2. Connect with hazard leaders.** Get in touch with local emergency services agencies such as the CFS or SES and invite them to talk with your group about particular hazards in your area.
- 3. Take action as a group.** Identify which of the "Things we could do as a community" from the Climate Ready conversation could be actioned by your group.
- 4. Share the stories.** Find ways in your regular activities for people in your group or network to share stories about what they are doing to prepare for emergencies and become climate ready. Remember, knowing what others are doing is one of the most powerful motivators for action.

11. [www.redcross.org.au/prepare.aspx](http://www.redcross.org.au/prepare.aspx)

## Action checklist for community service providers

- 1. Prepare yourself.** Have you prepared your household? Going through this process will put you in a better position to advise and support your clients with their preparedness planning.
- 2. Incorporate preparedness messages.** Integrate preparedness messaging into your usual activities, e.g. when conducting home visits in summer, you might include some information on staying cool in the home.
- 3. Learn local risks.** Understand the risks that your clients face in relation to extreme weather events. Identify ways you can support them to address these risks. Your local council should be able to provide information on the risks in your area.
- 4. Understand networks.** Understand your clients' networks; what other service providers can you call on for assistance, and how can you organisation work collaboratively with them?
- 5. Participate in climate change planning.** Contribute to climate change adaptation planning in your area/region and ensure that the needs of your clients are represented in these plans.
- 6. Promote existing resources.** Look to partner or engage with other agencies that have existing resources and programs for household preparedness, for example the Red Cross RediPlan.

Consider whether your organisation could have links to relevant resources on your website or social media pages, as well as having hard copies easily available.

## Action checklist for local councils

- 1. Prepare yourself.** Have you prepared your household? Going through this process will put you in a better position to advise and support your community to become prepared for current and future emergencies.
- 2. Take action.** Review the adaptation options that were developed in the Climate-Ready conversation, and consider how you could support your community in implementing these actions? Consider also if there are any actions that the council could take a lead on.
- 3. Know what's happening already.** Map existing programs and activities already taking place within your council. It's likely you could be integrating climate change adaptation (CCA) measures without even realising it. If you are, be sure to share these stories with your community and others in the council.
- 4. Support community champions.** Identify your community champions and work with them to connect with your community. You may be able to support them to lead their own Climate-Ready conversation.
- 5. Partner.** Develop joint proposals with other councils, service providers, industry and community based groups to apply for government funding.
- 6. Work out what can happen now versus later.** Consider decision timeframes that are relevant for your community; determine what you can start doing now, and what might be needed in the future, or what might be needed in the future but we have to start planning for now.
- 7. Share information and maps.** Share risk mapping with the community, and provide your community with clarity on protective measures and policies. For example, a seawall will only protect up to a certain level.

## Get inspired

### From experts in climate and climate change

#### Goyder Institute: SA Climate Ready

Data and information research to assist with raising general awareness about climate change impacts across South Australia and to help inform regional adaptation planning projects.

[www.goyderinstitute.org/index.php?id=64](http://www.goyderinstitute.org/index.php?id=64)

#### Bureau of Meteorology: Maps of past and recent conditions

Provides a series of maps with current climate conditions and those experienced in the past.

[www.bom.gov.au/climate/](http://www.bom.gov.au/climate/)

#### Climate Change in Australia: Climate Future Exploration Tool:

The most comprehensive analysis ever undertaken of Australia's future climate, this website allows the user to select a region in Australia and see the impacts that climate change may have.

[www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/projections](http://www.climatechangeinaustralia.gov.au/en/climate-projections/climate-futures-tool/projections)

#### Climate Change in Australia: Tools for Communicators

Tools for presenters to use when explaining the effects of climate change in Australia. It has learning resources, teaching resources, climate change animations and a glossary of terms.

[www.climatechangeinaustralia.gov.au/en/support-and-guidance/tools-communicators](http://www.climatechangeinaustralia.gov.au/en/support-and-guidance/tools-communicators)

#### The National Climate Change Adaptation Research Facility (NCCARF)

NCCARF is working on a tool kit for decision makers with a central repository of all information related to climate change.

[www.nccarf.edu.au](http://www.nccarf.edu.au)

#### CSIRO: Climate change information for Australia

Information on climate change in Australia

[www.csiro.au/en/Research/OandA/Areas/Oceans-and-climate/Climate-change-information](http://www.csiro.au/en/Research/OandA/Areas/Oceans-and-climate/Climate-change-information)

#### Climate Council: Climate Change 2015—Growing Risks, Critical Choices

This Climate Council report outlines how the changing climate poses substantial and escalating risks for health, property, infrastructure, agriculture and natural ecosystems in Australia.

[www.climatecouncil.org.au/climate-change-2015-growing-risks-critical-choices](http://www.climatecouncil.org.au/climate-change-2015-growing-risks-critical-choices)

#### Miriwoong Seasonal Calendar

An interactive tool that provides information about seasonal changes using Aboriginal and Torres Strait Islander knowledge and language.

[www.mirima.org.au/calendar](http://www.mirima.org.au/calendar)

#### Earth Hour: How to Talk about Climate Change

A practical guide with great messages and tips to help people talk about climate change.

[earthhour.org.au/wp-content/uploads/2014/03/How-to-talk-about-CC\\_FINAL.pdf](http://earthhour.org.au/wp-content/uploads/2014/03/How-to-talk-about-CC_FINAL.pdf)

### From governments

#### National Strategy for Disaster Resilience

The Council of Australian Governments (COAG) agreed to adopt a whole-of-nation resilience-based approach to disaster management, which recognises that a national, coordinated and cooperative effort is needed to enhance Australia's capacity to withstand and recover from emergencies and disasters.

[www.coag.gov.au/node/81](http://www.coag.gov.au/node/81)

#### Government of South Australia: A resilient state

Includes information on climate change initiatives in South Australia and South Australia's Strategic Plan.

[www.climatechange.sa.gov.au/resilient-state](http://www.climatechange.sa.gov.au/resilient-state)

#### South Australian Regional Adaptation Plans

Each region in South Australia has prepared a plan for adapting to the impacts of climate change. Although each plan is different, they generally include climate change projections, an integrated vulnerability assessment and adaptation actions for the region.

[www.environment.sa.gov.au/Science/Science\\_research/climate-change/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans](http://www.environment.sa.gov.au/Science/Science_research/climate-change/climate-change-initiatives-in-south-australia/adapting-to-climate-change/region-based-approach-adaptation/regional-adaptation-plans)

#### Western Australian Local Government Association (WALGA): Climate Adaptation Toolkit

A toolkit to help local councils develop climate change adaptation strategies.

[walga.asn.au/Policy-Advice-and-Advocacy/Environment/Climate-Change](http://walga.asn.au/Policy-Advice-and-Advocacy/Environment/Climate-Change)

#### City of Greater Geelong: Climate Change Adaptation Toolkit

A step-by-step toolkit for organisations developing climate change adaptation activities. It includes structured activities and a manual for instructors.

[www.geelongaustralia.com.au/climatetoolkit/article/item/8cf7e8cfb9bad9d.aspx](http://www.geelongaustralia.com.au/climatetoolkit/article/item/8cf7e8cfb9bad9d.aspx)



## From the emergency management sector

### Red Cross Community Preparedness Programs

RediPlan is a community education program that helps households and communities prepare for, respond to and recover from emergencies.

[www.redcross.org.au/prepare](http://www.redcross.org.au/prepare)

### CFS (Country Fire Service): Community Fire Safe Program

A program that encourages residents living in high-risk areas to form action groups to learn about the risks of fires and to develop resilience strategies.

[www.cfs.sa.gov.au/site/prepare\\_for\\_bushfire/know\\_your\\_community/community\\_programs.jsp](http://www.cfs.sa.gov.au/site/prepare_for_bushfire/know_your_community/community_programs.jsp)

### SES (State Emergency Service): Community FloodSafe

A program to increase resilience in urban communities in South Australia that are at risk of flooding.

[www.ses.sa.gov.au/site/community\\_safety/floodsafe.jsp](http://www.ses.sa.gov.au/site/community_safety/floodsafe.jsp)

### South Australian Government: Emergencies and Safety

Website that includes information on current emergencies, how to report emergencies and preparedness and recovery materials for various hazards.

[www.sa.gov.au/topics/emergencies-and-safety](http://www.sa.gov.au/topics/emergencies-and-safety)

## From outside Australia

### IPCC (Intergovernmental Panel on Climate Change): Climate Change 2014—Synthesis Report

A climate change report for the benefit of decision makers in government, the private sector as well as the public.

[www.ipcc.ch/report/ar5/syr](http://www.ipcc.ch/report/ar5/syr)

### Red Cross/Red Crescent Climate Centre

The Climate Centre supports the Red Cross and Red Crescent Movement and its partners in reducing the impacts of climate change and extreme weather events on vulnerable people.

[www.climatecentre.org](http://www.climatecentre.org)

### United Nations Framework Convention on Climate Change (UNFCCC): Adapting to a Changing Climate

This is a short documentary by the UNFCCC Adaptation Committee that aims at raising awareness on climate change adaptation. It describes climate change adaptation with inspiring stories of adaptation action and interviews with experts.

[www.youtube.com/watch?v=REWxV1TIExo&feature=youtu.be](http://www.youtube.com/watch?v=REWxV1TIExo&feature=youtu.be)

### Sendai Framework for Disaster Risk Reduction 2015-2030

Information about the international framework for action, endorsed by the UN General Assembly, which seeks reduction of disaster risk and losses in lives, livelihoods and health and in the economic, physical, social, cultural and environmental assets.

[www.unisdr.org/we/coordinate/sendai-framework](http://www.unisdr.org/we/coordinate/sendai-framework)

## Getting your message out there

- Social media: Facebook, Twitter, Instagram, Pinterest, blogs
- Warning messages via text
- Websites
- Apps, such as Alert SA
- Council meetings
- Links to government websites
- Information sessions
- Ambassadors: community champions/volunteers who local community can relate to
- Games: interactive, role-playing games or scenarios. The Climate Centre has examples including Playing for Predictions, Before the Storm and Adaptation Labyrinth.
- Sporting clubs, prominent local businesses and existing monthly meetings of other established community groups, such as Rotary and book clubs
- Outreach: volunteers doorknocking in the local area
- Online training and awareness raising
- Temporary art installations such as graffiti, pavement drawings or street art
- Local newspapers
- Targeted campaigns, for example a 'neighbours checking on neighbours' campaign to support elderly people
- Television advertising and classifieds
- School engagement
- Local radio (community, public and commercial)
- Welcome packs for new residents containing information on preparedness for hazards specific to the area
- Mail-outs to all residents or landowners, including advertising with rates notices
- Link in with existing marketing tools such as advertising on receipts of local businesses
- Notice/information boards

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For more information or enquiries  
about this guide, please contact  
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