



## **Communicating Climate Change: How to avoid a melt down, while noting that this is not a political science!**

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- Keep it simple (like telling a child a story), stick to the data and steer clear of political debates.
- Use social media to further disseminate climate stories. Don't get into debates.
- Seek out sources of locally relevant, peer reviewed, data driven climate information and share widely and frequently.
- Analogies work well, as does a good "hook".