Marketing / Communication / Behavior Change
We integrate behavioral science into marketing, advocacy, branding & design.
WHAT WE’LL COVER TODAY

• Interview Tips
• Do’s and Don’ts for Climate & Health
• Key messages
INTERVIEW TIPS
BE CONCISE AND ON POINT

• Open with no more than 3 key messages
• Include a clear solution or ask -- what should people do?
• Use statistics sparingly
• Give concise, to-the-point answers
• Listen carefully
• Ask for clarification when needed
• Acknowledge and bridge
SHARE AN ANECDOTE

• People are **22% more likely to remember a fact** embedded in a story
  – Facts and statistics are the foundation of your interview
  – Anecdotes are the emotional center.
• Make sure your anecdote **illustrates your key points**
APPEARANCE & DEMEANOR MATTER

• **Speak directly to interviewer.** Don’t look at the camera.
• **Try not to fidget;** avoid exaggerated gestures
• **Sit up straight**
• **Dress comfortably**
• **Avoid white, black or red**. *Pastels, blues and natural tones* work best
• **Avoid jangly, busy jewelry**
• **If using makeup, go with a subtle matte** to avoid shine (consider bringing your own).
BRIDGE TO TALKING POINTS

• Return repeatedly to talking points.
• “What’s important is…”
• “I’m not familiar with that report, but I can share that …”
• “I can look into that and get back to you, however …”
• “That’s dubious science, but we know that…”
• Try not to be defensive – you’re the expert
DON’T BE RUSHED

• Take your time in answering
• Ask for clarification if you don’t understand the question
• If you don’t know the answer, offer to get back to the reporter
• Then do so as soon as reasonably possible
• Make a note of unexpected questions and share with colleagues who are also doing interviews
PRACTICE IS IMPORTANT

- Rehearse your talking points in front of a mirror or record yourself
- Practice with your colleagues – include some “gotcha” questions
- Hydrate, but don’t drink on air
- What relaxes you? Do that ahead of interview: stretch, read something motivational
PACE YOURSELF

• Pace your speech
• Punch certain words
• Use your natural voice
• Bring notes for reference, but don’t read them
• Suggest other sources that bolster your points: websites, podcasts, publications
• Leave behind reference materials, bullet points
REMEMBER

• You’re the expert. Speak with confidence.
• Stick to your talking points and repeat them.
• It’s okay to take a breath and collect your thoughts.
• It’s OK to ask for another take.
• Critique your performance and share your experience with your colleagues.
CLIMATE & HEALTH MESSAGING: DO’S AND DON’TS
Most people understand that climate change is happening now. Don’t get sidetracked by deniers. Just say:

- **Scientific consensus exists** that the Earth is getting warmer. (More than 97% of climate scientists agree).

- Changing weather patterns mean public health threats are becoming **more frequent** and **more severe**, affecting **more people** in **more places**.
CLIMATE & HEALTH: DO’S AND DON’TS

• Use local data
• Use stories of real people
• Talk about what is happening right now in the community you are speaking to.
Anyone can be harmed by climate change, but some people are more vulnerable. This includes low-income communities of color, who are:

- More likely to be affected by asthma and chronic health conditions, which are exacerbated by change climate (extreme heat, extended pollen seasons, bad ozone days)
- More likely to live within 30 miles of a coal- or gas-fired power plant, and to suffer greater exposure to harmful emissions
- Less likely to have resources to deal with extreme heat, extreme cold, or to flee from extreme weather
CLIMATE & HEALTH: DO’S AND DON’TS

DO GIVE PEOPLE A WAY TO TAKE ACTION

There are many steps communities can take to address the health effects of climate change:

• Conduct a community assessment to identify likely public health threats and vulnerable populations
• Create a community heat action plan that can include: public cooling centers, subsidies for air conditioners
• Reduce the urban heat island effect by planting more trees, and using “cool” paving and roofing materials
• Encourage active transit through bike- and pedestrian-friendly planning
• Electrify city transportation fleets
TIPS FOR OP-ED SUCCESS

HOW TO GET PUBLISHED

• Plan ahead! Reach out and ask if the outlet is interested in your topic.
• Check the deadline and word count requirements. If you can't find guidelines online, email the person responsible.
• Most outlets will only publish from one organization every few months -- consider your timing.
• Many outlets have exclusivity rules.
• Stay on point and use civil language.
• In an op-ed, include a brief description of your mission and a headshot.
KEY MESSAGES
Key Message #1

Climate change is already harming people’s health in every community in America.

Doctors and other health professionals are seeing increasing rates of health problems associated with climate change among the people in their community.

These harms include injuries and deaths from dangerous weather events, infectious diseases spread by mosquitoes and ticks, illnesses from contaminated food and water, heat-related illness, worsening chronic illnesses, and mental health problems.
Key Message #2

The health of any American can be harmed by climate change, but some of us are more likely to be harmed than others.

Babies and children, student athletes, pregnant women, the elderly, people with chronic illnesses and allergies, people in low income households, and people in certain communities of color are most likely to be harmed.
Key Message #3

We can prevent many of these harms, if we take concerted action now.

The sooner we take action the more harm we can prevent, and the more we can protect the health of all Americans.

Climate action can provide additional health benefits, such as cleaning our air, cooling our cities, and encouraging walking and biking.
QUESTIONS?
RESOURCES

• George Mason University’s Center for Climate Change Communications
  – Reports: https://www.climatechangecommunication.org/reports/

• Yale Program on Climate Change Communication
  – Visualizations & Data: http://climatecommunication.yale.edu/visualizations-data/

• CDC’s Climate and Health Program
  – Communicating the Health Effects of Climate Change (PPT):
    https://www.cdc.gov/climateandhealth/guidance.htm

• Climate Central
  – Climate Matters gallery: http://www.climatecentral.org/gallery

• NAACP Environmental & Climate Justice
  – Resources: https://www.naacp.org/climate-justice-resources/