

Module 3c: Communication

What is in this module?

May 2019

Volunteers from the Colombian Red Cross working with their Climate Change Tool Kit: a set of games and tools to raise community awareness about disaster risk reduction and climate change adaptation. (Photo: Colombian Red Cross)



What is in this module?

Introduction

This module is designed for National Societies who want to raise awareness of climate change and its impacts, directed at different audiences in their country, including vulnerable communities and stakeholders. It also aims to improve the skills of National Societies in producing high-quality information for different target groups.

Throughout the module you will find tools and ideas along with examples from Red Cross Red Crescent Movement (“the Movement”) experience.

It also contains basic guidelines to support societies wanting to communicate on climate change issues (building on the IFRC guide [Public awareness and public education for DRR](#)), and strategies to enhance your knowledge and equip you with information and ideas.

Please start your preparations for this module by reading the How-to guide in the *Relevant reading* section which contains helpful reminders of key climate-related priorities for the Movement and messages to communicate.

Objective

This module aims to:

1. Inspire ideas and strategies to help you communicate climate risks in your country through participatory processes.
2. Widen knowledge and awareness on climate risks and stimulate action to address the impacts within your own organization and for external audiences.

Products

1. PowerPoint presentation with explanatory notes

The PowerPoint is designed to accompany facilitators in Red Cross Red Crescent training sessions on communicating climate change concepts to different audiences. It is the backbone of this module, together with the [How-to guide](#) in *Relevant reading* section.

2. Exercises and games

In these sections you will find a variety of exercises and games that you can use in training, workshops or simply as an inspiration for your own campaigns. Most examples facilitate learning in interactive ways.

We encourage you to have a look at the creative and inspiring campaigns already in existence in the Red Cross Red Crescent.

We specifically want to highlight the following exercises games:

- [Climate Message](#) – Explore how easy communication can break down and discuss how to communicate more effectively.
- [Answer with your feet](#) – A quick exercise that allows participants to quickly get information about others in the room.

Games are our most successful way to communicate about complex climate risks and the need for action. Visit [our games website](#) to see all our games.

3. Films

Slightly different from other modules, the films listed here are meant to show the effectiveness of *images* as a source of inspiration for your own communications work, and there is a video on how to make a video. In the Red Cross Red Crescent video and multimedia in general are increasingly popular ways of sharing information and raising awareness.

- [Haiti – 1.5 Degrees](#) In this film, 12 Haitian individuals share their personal and intimate experiences with climate change in Haiti.
 - [Seasonal conferences – Horn of Africa](#) Explanatory video about the concept and advantage of seasonal conferences.
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4. Experience from Red Cross Red Crescent National Societies

In this chapter you will find a couple of best practices from other National Societies.

- [Flashmobs](#), for example, are a very effective way of communicating our concerns. This module gives some practical guidance in case you want to design your own flashmob. A tool produced by the Indian Red Cross.
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5. Frequently asked questions and a checklist

Many challenges with the communication of climate change and climate risks have been identified over the past decade. The FAQ contain questions from National Societies that we came across over the years, and the answers can complement the [How-to guide](#) in the next section. (The checklist in this section is a produced in conjunction with the Colombian Red Cross Society.)

6. Relevant reading

This folder contains the backbone of the module: a [How-to guide](#) with insights on effective strategies to communicate climate change. Through this reading, certain steps can help you to develop effective communication materials, often established in participatory ways, including staff, volunteers or communities in the process. This will produce tailored, realistic messages or products for different target groups.