

Communicating Climate Tools to Coastal Stakeholders

Engagement with Emergency Managers and Broadcast Meteorologists in Coastal Louisiana

Fact Sheet:

Researchers at LSU interviewed emergency managers and broadcast meteorologists (the stakeholders) from parishes across coastal Louisiana. The interviewees described their use of weather and climate tools (e.g., the cone of uncertainty) and the difficulties of communicating probabilistic information to decision-makers and the public, especially related to hurricanes. Stakeholders identified common **communication challenges**. They also offered **suggestions** and **best practices** for addressing the challenges.

◆ What communication challenges do stakeholders face?

- Experts struggle to create effective and accurate messages to warn the public of risks without triggering panic.
- A lack of face-to-face interactions between colleagues hinders cohesion and, in turn, risk message production.
- The rapid spread of misinformation via social media is difficult to combat.

◆ What do the stakeholders suggest for improving communication?

- Use plain, unexaggerated language to communicate risk to the public.
- Prioritize face-to-face interactions and interpersonal training opportunities.
- Appoint social media managers to mitigate the spread of weather-related misinformation.

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◆ What best practices are recommended?

- Include the public in weather preparedness messaging to empower and improve accessibility to information.
- Encourage face-to-face meetings with colleagues to maintain open, candid lines of communication between all parties.
- Use social media consistently.

For more information:

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