## CHANGING CLIMATES PROGRAM

## From global to local

The Monash Climate Change Communication Research Hub's (MCCCRH) Changing Climates program aims to increase public understanding of climate change and facilitate behaviour change by disseminating climate information across Australia's digital news outlets.

## How it works





The program publishes fortnightly articles in **78** community publications across Australia's eastern and southern states via News Corp's online news sites.

Every article visualises a climate dataset and breaks down complex climate science into simple, accessible language for the general public.

scientists, the articles contextualise how the changes we're witnessing around us fit into global climate change.

From nurses and firefighters to parents and teachers, we feature voices from the community, who offer personal perspectives on how climate change is affecting the lives and livelihoods of their communities.



Changing Climates articles are hosted by people we know the Australian public trust most to deliver climate information – climate experts.

We use these trusted sources to communicate climate information in a non-persuasive manner. In short, non-persuasive messages provide evidenced-based information in easily understood formats. This style of messaging

All of our content is tailored to local audiences in both metro and regional areas. By doing so, we can show how climate change is affecting all Australian communities.

**E** Information is presented as both text and visuals. Visuals (Figure 2) are powerful because they are highly shareable and enable wider dissemination of information than a single news article.





minimises ideological pushback and reduces the possibility of alienating certain audiences.

We utilise the attention economy by partnering with existing media networks to disseminate information to large, diverse audiences.

graph, chart or map, they understand and remember the general trend of the data. This helps foster pro-environmental and mitigation behaviours.

MONASH CLIMATE CHANGE COMMUNICATION RESEARCH HUB



