COMMUNITY & CLIMATE IMPACT (CCI) HUB

Best Practices Toolkit

Step-by-step guidance on best practices for climate impact messaging

September 2024
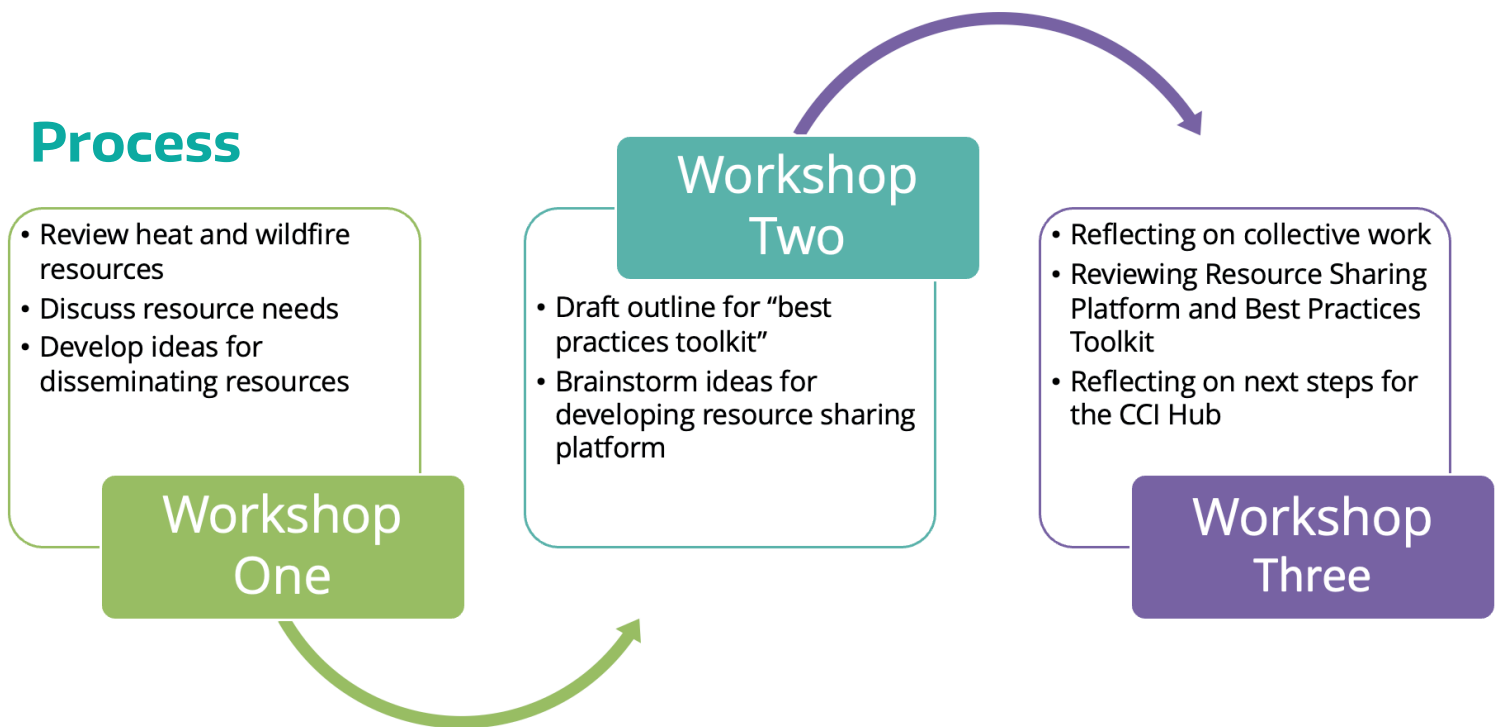
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About Us

The goal of the Community & Climate Impact (CCI) Hub is to bring together community leaders and stakeholders in north-central Washington for collaboration with the intention of developing a cohesive and consistent group that will outlast this funding cycle.

Goal

This group collaborated to co-develop a toolkit for strengthening community engagement and improving access to and content of heat and smoke related climate impact messaging in Chelan, Okanogan, Grant and Douglas counties in Washington.

Process

- Review heat and wildfire resources
- Discuss resource needs
- Develop ideas for disseminating resources

Workshop One

Workshop Two

- Draft outline for "best practices toolkit"
- Brainstorm ideas for developing resource sharing platform

- Reflecting on collective work
- Reviewing Resource Sharing Platform and Best Practices Toolkit
- Reflecting on next steps for the CCI Hub

Workshop Three

Resources

Resource Sharing Platorm
Hootboard board with all resources
https://www.hootboard.com/b/513318/Heat_&_Smoke/info

hootboard

Best Practices Toolkit
Step-by-step guidance on best practices for climate impact messaging

Guidance for Communication & Engagement

A list of considerations to facilitate inclusive efforts to ensure that the exchange of information, resources, and opportunities are accessible, culturally relevant, and responsive to the needs and preferences of diverse communities.

Communication
Approaches for sharing information through written, verbal, or multi-media channels.

- **Use language that is accessible and responsive to the audience's reading level and preferred spoken language.**

- **Ensure the message is consistent across platforms.**

- **Use various mediums, including videos, social media, radio, and non-digital formats.**

Outreach & Engagement
Practices for connecting with and involving communities through participatory activities

- **Partner and connect with trusted local community organizations.**

- **Use clear, concise, and accurate messaging.**

- **Use multiple platforms to reach diverse audiences.**

- **Consider strategies that are responsive to the unique characteristics of both local and transient populations.**

- **Host the event in an accessible physical location, preferably one that is ADA-compliant and centrally located.**

- **Provide language translations through trusted local interpreters.**

- **Provide food and childcare accommodations.**

Similarities
Strategies that overlap to promote the inclusive exchange of information and resources.

This checklist was developed as a tool to review communication practices and identify opportunities to enhace messages.

TARGET AUDIENCE

☐ Is the message tailored to a particular audience, and with an accessible language?

☐ Have members of the target audience reviewed the resource and message, and has their feedback been integrated?

GRAPHICS AND VISUALS

☐ Is there a good balance between text and graphics?

☐ Are there any messages that could be better communicated through visuals?

TRUST AND TRANSPARENCY

☐ Are you working with community members and community organizations to build trust?

☐ What steps are you taking to reach new audiences you have not previously reached?

ANSWERS COMMON QUESTIONS

☐ Are frequently questions answered, and is the information organized clearly?

☐ Have you communicated how your organization can assist people?

UNIFIED MESSAGING

☐ Are the messages consistent with information from trusted and credible local and national sources?

☐ Have you reviewed and updated messages to ensure constiency across your resources?

CALL TO ACTION

☐ Is there guidance on steps people can take?

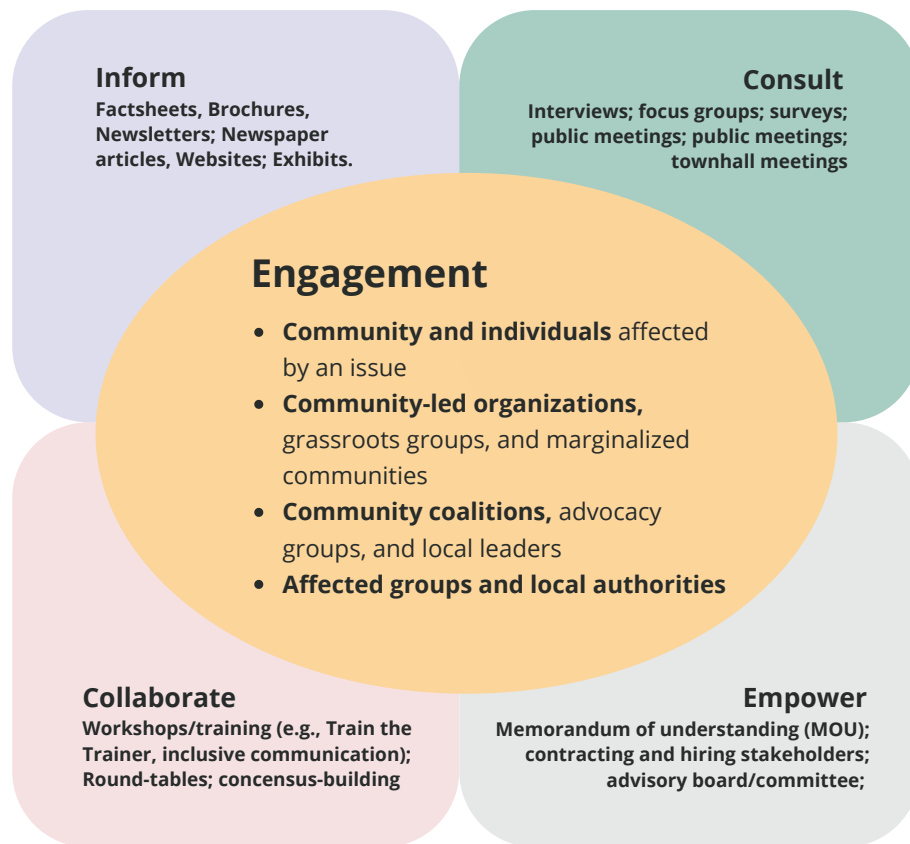☐ Is information available on who to call or where to go for support?

This provides an overview of the continuum for community engagement and guidance for equitable and meaningful participation.

	Inform	Consult	Collaborate	Empower
Purpose	To provide clear, accessible information and increase community awareness.	To gather input and feedback from the community to inform decisions and co-create solutions.	To partner with the community in decision-making and problem-solving processes, ensuring that concerns are understood and considered	To support and allocate resources for community-led initiatives and enable communities to lead decision-making processes.
Resources	• Clear communication channels (websites, social media, public notices). • Translator and Interpreters for Multilingual materials for communities. • Clear, concise, accessible information and messaging in available resources and materials.	• Tools for collecting feedback (surveys, focus groups, online platforms). • Facilitators for workshops or public meetings. • Access to accessible community spaces or virtual platforms for engagement. • Financial resources to compensate for participation and feedback.	• Shared decision-making frameworks. • Joint funding opportunities for community-led projects. • Joint planning tools and platforms. • Established methods for ongoing communication and collaboration between involved organizations. • Access to accessible community spaces or virtual platforms for engagement activities. • Continuous support for collaborative projects. • Technical and logistical support for community projects.	• Financial and administrative support for community-led projects. • Capacity-building programs. • Leadership development support programs. • Legal and policy support for community-driven actions.
Strategies	• Distribute fact sheets on wildfire preparedness and heat safety. • Set up a real-time alerts website (e.g., for AQI levels). • Send emergency alerts during events (e.g., evacuation notices). • Host public meetings to inform the community about emergency communication and response plans. • Conduct workshops on wildfire preparedness and heat illness prevention.	• Conduct workshops to gather feedback on evacuation plans, community cooling centers, and emergency shelters. • Set up online surveys to collect community input on health and safety initiatives. • Co-host meetings to discuss and refine evacuation routes and shelter plans • Host focus groups on emergency preparedness strategies.	• Co-develop emergency response plans with community groups and local leaders or authorities. • Co-host workshops on wildfire preparedness and heat illness prevention • Partner with local organizations to implement solutions.. • Establish joint initiatives for post-event recovery, such as distributing air purifiers or organizing mental health support sessions.	• Fund and support community-led disaster preparedness programs. • Empower community members to lead the evaluation and improvement of response strategies after wildfires or heatwaves.

Table adapted from: Washington State Department of Health. *Community engagement guide.*
https://doh.wa.gov/sites/default/files/legacy/Documents/1000/CommEngageGuide.pdf

To ensure representation, involve the following groups listed in the center of the engagement process:

Inform
Factsheets, Brochures, Newsletters; Newspaper articles, Websites; Exhibits.

Consult
Interviews; focus groups; surveys; public meetings; public meetings; townhall meetings

Engagement
- **Community and individuals** affected by an issue
- **Community-led organizations,** grassroots groups, and marginalized communities
- **Community coalitions,** advocacy groups, and local leaders
- **Affected groups and local authorities**

Collaborate
Workshops/training (e.g., Train the Trainer, inclusive communication); Round-tables; concensus-building

Empower
Memorandum of understanding (MOU); contracting and hiring stakeholders; advisory board/committee;

Considerations For Equitable & Meaningful Engagement

- **Different Levels of Engagement:** Engagement exists on a continuum, and no one level is inherently better than the others. The choice of engagement level should align with the community's needs, the agency's capacity, and the context of the situation.
- **Intentional Goal Setting:** Each level of engagement requires a clear understanding of the purpose and the responsibility of agencies involved. It's crucial to define the goal of engagement (e.g., informing vs. empowering) and to ensure resources are allocated appropriately.
- **Equity and Impact:** Ensure that engagement processes are designed to be equitable and meaningfully impactful, particularly for marginalized communities. Equity should be a core consideration at every level of engagement.
- **Event-Specific Considerations:** The engagement strategies should be adaptable across different stages of an event (Before, During, and After) for issues like wildfire smoke, heatwaves, and other community-impacting events. Each stage requires tailored strategies to address the unique challenges posed by the event.

Ready to plan for your engagement efforts?

These questions are designed to guide you through the process of planning and reflecting on community engagement.

	Questions to Consider	Your Information:
Topic	**What is the topic or issue you are addressing?** *Be as clear and specific as possible.*	
Resources	**Who needs to be involved?** *List any groups and individuals who would need to be involved, including community members, organizations, and authorities.* **What resources do you have?** *Resources already available to you, such as funding, tools, or expertise.* **What resources do you need?** *Additional resources are required to address the issue or topic.*	
Strategies	**What is the goal or intention?** *What would you like to achieve through your engagement efforts?* **What strategies have been effective in the past?** *Reflect on past experiences and note what has worked well.* **What strategies would you like to implement?** *Consider new or modified strategies to improve engagement.*	

Accessibility Tools

A list of free tools you can use to enhance accessibility and readability of public health communications, and develop graphics.

Tool	Description	Website
CDC Clear Communication Index	Guide to develop public communications	https://www.cdc.gov/ccindex/index.html
CDC Everyday words for Public Health Communication	Database with plain language words and example sentences	https://www.cdc.gov/ccindex/everydaywords/index.html
DeepL Translate	Free translation tool	https://www.deepl.com/en/translator
Canva	Free-to-use online graphic design tool	https://www.canva.com/
Language Connections	Interpreting and translation services	https://www.wenatcheecafe.org/cafeconnections
Google Translate	Free translation tool, review for accuracy	https://translate.google.com/?sl=ru&tl=es&op=translate
CHAT GPT	Re-write for plain language	https://chatgpt.com/
Pixabay	Royalty free images (culturally relevance should be specified), make sure images represent audience population (to reveal BIAS)	https://pixabay.com/
PNW Health Equity Council	Language equity manual	https://www.pnwhealthequity.com/_files/ugd/a64259_48fcfa57ae0145a6a61d569db83bfbfd.pdf?index=true

RESOURCE	TOPIC	GENERAL RESOURCES	MY LOCAL INFORMATION
Emergency	How can I find out if there are wildfires or emergencies?	• WA Smoke Blog	
	Where can I find updates on evacuation orders, emergency routes, and shelters?	• Local Safety and Emergency Resource Offices	
	Where can I get information and resources on wildfire smoke and emergency preparedness?	• Local or State Health Department • Airnow.gov	
Frequently Asked Questions	Where do I check the air quality near me?	• Airnow.gov • WA Smoke Blog • Weather App in phone	
	How do I know what steps to take based on the air quality?	• WA Department of Health	
Healthcare	Where can I get medical assistance for health issues related to willdfire smoke?	• Local Community health Centers • Your Medical Provider	
	Where can I get support for emotional or physical health if I have experienced hardship after a wildfire?	• WA Department of Health • American Red Cross • Local Mental Health Providers • National Disaster Distress Helpline ○ 1-800-895-5990	
Community Resources	Where can I get N95 masks?	• Local or State Health Departments • Local Community Organizations	
	Where can I find a clean indoor air center?	• Library • Local Health Department	
	Where can I get financial assistance if I have been affected by a wildfire?	• American Red Cross • Salvation Army • Catholic Charities • Go Fund Me (Personal)	
Workplace Resources	Where can I learn more about my rights in the workplace?	• Labor & Industries ○ wa.gov/workers' rights • Northwest Justice Project (NJP) • CLEAR Hotline: 1-800-201-1014 Or 2-2-1	

	Where can I report unsafe working conditions?	• Labor & Industries
		  ○ wa.gov/workers' rights
		• Northwest Justice Project (NJP)
		  ○ CLEAR Hotline: 1-800-201-1014 Or 2-2-1
		• Local Police Department	

RESOURCE	TOPIC	GENERAL RESOURCES	MY LOCAL INFORMATION
Emergency	Who do I call if I or someone else is having a heat stroke?	**9-1-1 (Emergency services)**	
Frequently Asked Questions	Where can I check the weather forecast?	• Weather App in phone	
	How do I know if there is a heat wave or excessive heat event in my area?	• Local or State Health Department • Radio/ News/Website • My supervisor	
	Where can I find information on how to prepare for a heat wave?	• Local or State Health Department	
	Where can I find heatwave safety tips for vulnerable populations like seniors and children?	• School District	
Healthcare	Where do I go to learn how to prevent and treat symptoms of heat-related illnesses?	• Local Community health Centers • Your Medical Provider • Promoters/ Community Health Worker	
Community Resources	Where can I find tips for staying safe at home during high temperatures?	• Local or State Health Department • Radio/ News/Website • Local Community Organizations • Fire District	
	Where can I get information on cooling options or centers available in my area?	• Local or State Health Department • Library	
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		• Local Police Department	

Hootboard link

Hootboard how-to guide

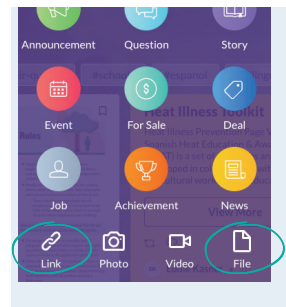**1** **Visit the hootboard link and create an account.** Follow this link to find the hootboard: https://www.hootboard.com/b/513318/Heat_&_Smoke/info
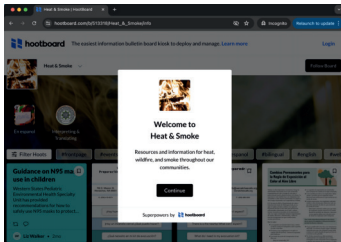
Hootboard link:

4 **Select Hoot Categories.** Choose a category that matches your resource type. This document will provide guidance on uploading a link or a file.
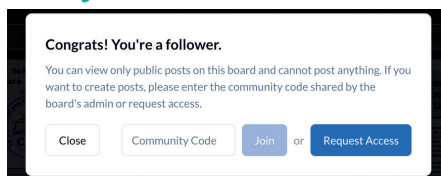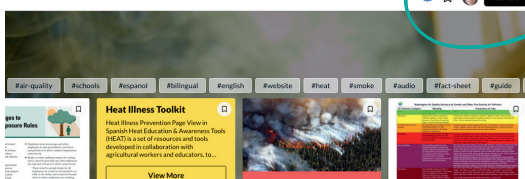

Hoot Categories

2 **Request Access to Post.** Enter the community code XXXXX or Request Access button so you can get access to post on the board.

Request Access to Post

> **Congrats! You're a follower.**
> You can view only public posts on this board and cannot post anything. If you want to create posts, please enter the community code shared by the board's admin or request access.
> Close | Community Code | Join or Request Access

5 **Add a Title** and **Link.** Add a title and a link, if your resource is online. The best format for online viewing and sharing is a link to a website or a pdf. of the resource.

6 **Add a Description.** Use this box to add a short description about your resource, how to get it, who it is for including languages and audiences, and how it can be used (1-2 sentences).

Add Title & Link
- Upload an image
- Add Title and Link
- Add Description

3 **Click the Post Here.** The button is located in the top right-hand corner of the web, or the green button on mobile app.

Post Here >>>

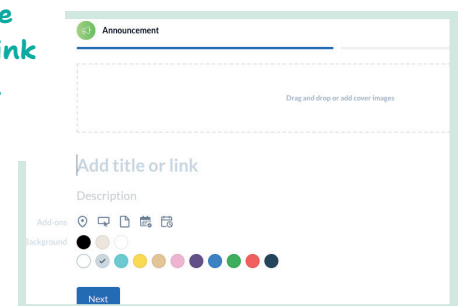**Source**: https://hootboard.zendesk.com/hc/en-us/articles/360014729672-How-do-I-post-a-hoot

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Hootboard how-to guide

Hootboard link

7 **Select a Board**. Add your resource to the **Heat & Smoke** board.

Add Collections

Board

Heat & Smoke

Hoot Visibility   **Select Public.** Visible to ALL

○ **Public**
Followers & other users visiting your HootBoard can view this hoot.

○ **Private**
Only members & admins of your HootBoard can view this hoot. Learn More

Select Collections

#heat ✕   #espanol ✕   #infographic ✕

Post Now   📅 Schedule hoot

8 **Select Hoot Visibility.** Remember to select **Public** to make the post visible to ALL.

9 **Tag the Post.** (*see table, right*) For easy filtering and sorting, you'll select tags for your resource. Choose tags for **language**, **resource type** and **topic** from the list of Heat & Smoke tags, marked with # (hashtag). A group of tagged resources in the same category is called a Collection.

10 **Post your Hoot.** Click on the small blue icon, Post Now. Refresh your board to see the post.

Community Agreement for Posting on Hootboard:

- The agency is responsible for posting and reviewing its own resources.
- Direct message the organization for comments or edits.
- Refresh outdated resources and post the most up-to-date versions.
- Avoid posting duplicate content.
- Provide multilingual resources. and postings.

Make sure to include a tag from each category for your post: Language, Resource Type, and Topic

Language	• **#Español** • **#English** • **#Multi-language** (e.g. languages other than English)
Resource Type	• #**Flier** (e.g. infographics, factsheets, posters) • #**Multimedia** (e.g. websites, maps, videos, audio, or other tools)
Topic	• **#Air Quality Index (AQI)** • **#Heat** • **#Smoke** • **#Wildfire / Fire** • **#Preparedness** • **#Sensitive / Susceptible groups** (e.g. children, youth, pregnant women, pre-existing conditions, elderly) • **#Heat Illness** • **#Regulations / Requirements / Reference** • **#Workers / Workplace** • **#Emergency Alerts** • **#Health** (e.g., healthcare, health effects, signs and symptoms, public health)

Contact Us:
For questions or addtional information, email **ncwclimatecommunications@gmail.com**

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Acknowledgements

We would like to thank the following groups for their contributions to developing the Resource Sharing Platform and Best Practices Guide:

Contact Us:

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