

The Prerequisite to Bold Political Will? Patient, Thoughtful Communication

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Implementation of existing and new innovations for climate resilience is often met with the refrain “if only there was the political will.” The political will to make what is often perceived as costly and potentially career destroying resiliency investments will undoubtedly waiver without public support. It is therefore critical to align public perceptions to climate risk reality so that policymakers have the political will to put forward evidence-based policies that will enjoy public support, and ultimately cost far less in the long run than had nothing been done.

Aligning public risk perceptions to reality is possible through thoughtfully crafted communications dictated by robust findings from behavioral and communications sciences. Yet all too often these best practices for communicating science are not applied, and the political will to make life saving decisions remains unrealized.

This talk will showcase innovations in behavioral science for the effective use of communication as a tool to garner public support for perceived costly, but critically necessary innovations in climate resilience.