International Federation of Red Cross and Red Crescent Societies

Myanmar Climate Change Training

Session Plan of Module 10: Communicating Climate Change: Public Awareness Public Education for Disaster Risk Reduction and Climate Change / Myanmar / 2016

# Session Plan of Module 10: Communicating Climate Change: Public Awareness Public Education for Disaster Risk Reduction and Climate Change

Objective: Participants enhance their knowledge on strategies, methodologies, psychologies and tools communicate climate change and climate risks to communities and the general public through participatory processes.

Duration: 1.5 Hours

## Outcome:

1. Principals of communicating climate change
2. Understanding the psychology of climate change communication
3. Examples of best practice from the Red Cross Movement and from Myanmar
4. Integration in DRR messages

## Reference Materials:

* IFRC\_Public Awareness Public Education for DRR 2011
* IFRC\_Key Messages Short Version\_Public Awareness Public Education for DRR 2013
* Climate Centre: How to guide on communicating climate change
* Climate Centre: Communicating Climate Change for Risk Reduction in Pacific Communities

## Key Point to be delivered to Participants:

1. Communication is fundamental to changing people’s mental models and behaviours around climate change
2. The need to contextualize the key messages based on their own context in close collaboration with others and simplify messages tailored to local context
3. Focus on solutions to empower change
4. Integration into existing messages, programmes etc. is key

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| **Timing Session** | **Purpose/ Objective** | **Methodology** | **Material/Facilitator** |
| *\*From when to when*  *(min)* | *What the activity aims at* | *How the activity is conducted, including the methods to be used (e.g. brain storming, group discussion, role play, etc.), questions, time duration, expected information, what the participants should do, etc.*  *If case study or role play will be used, explanation or information should be provided as well.* | *What materials, facilities, equipment are required to conduct this activity (e.g. flip charts, marker pens, colour cards, etc.)* |
| 5 minutes | Participants are aware of the objectives | Facilitator opens the session with delivering the objectives of the session | Presentation |
| 45 minutes | To familiarize participants with the fundamentals of climate change communication | **Presentation**:   * Facilitator continues delivering power point presentation; where possible asking the group for examples, inputs and feedback on key ideas and concepts. | Presentation  Discussion  Flip chart  Markers  [OPTIONAL] Video of Climate Crab or other examples |
| 20 minutes | To familiarize participants to the different context specific key messages | **Group Work**   * Facilitator lead group work * **Step 1**: Facilitator divides the participants into 3 groups and assign one set of hazard key messages to each group (drought, flood, and tropical cyclones).   [Please note that these 3 sets of key messages are available in IFRC\_Key Messages\_Public Awareness Public Education for DRR 2013 in the Resource folder].  [Facilitator and participants can use the table indicated in the presentation slide 34].   * **Step 2:** Participantsidentify 2-3 key messages you will use to deliver to the target group (target group refers to the community) * **Step 3**: Participants add “Climate Change perspective” on the context-specific details * **Step 4**: Participants make the message include either both a promotion and prevention angle OR experiential and analytical information * **Step 5:** Participants decidewhich medium of dissemination they can use (example: radio, brochures, etc.) * **Step 6:** Participants decide **w**ith whom they need to coordinate about the content of the Key Messages. | Presentation slide  Discussion  Flip chart  Markers  Pdf document: ‘IFRC\_Key Messages\_Public Awareness Public Education for DRR 2013’, for key messages for drought see page 29, floods see page 38, tropical cyclones page 46. |
| 15 minutes | To familiarize participants to resources available on PAPE | **Group presentations**   * Of their key messages from the Group Work | Discussion  Flip chart  Markers |
| 5 minutes |  | * Summary | Presentation slide  Discussion |