

# Coastal Hazards Risk Communication

## Training Process Agendas

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## Contents

Chesapeake Bay-Maryland NERR Process Agenda – p.2

Delaware NERR Process Agenda – p.18

Narragansett Bay NERR Process Agenda – p.28

Weeks Bay NERR Process Agenda – p.45

These workshop agendas are a tool to help coastal managers and decision makers create risk communication strategies related to coastal hazards. The workshops set goals, identify target audiences, and develop messages that advance coastal community resilience.

This tool was created as part of a National Estuarine Research Reserve System Science Collaborative project, *Coastal Hazards Risk Communication*. To learn more about the project, visit

<http://www.nerrsciencecollaborative.org/project/Auermuller17>

## **Maryland Eastern Shore Risk Communication Technical Assistance Workshop Process Agenda**

### **Goals:**

- Participants are using consistent messages and partnering on engagement efforts designed to better connect with community residents and property owners\* and business owners\* about flood risks and preparedness actions.

### **Draft Objectives** - During the technical assistance, participants will:

- Identify current knowledge about priority audiences and where gaps exist
- Identify approaches to reach/interact with priority audiences
- Develop consistent messages to test with priority audiences
- Identify the steps/actions the ESCAP partnership needs to take to move ahead with risk communication messages, materials, and approaches

### **Outcomes**

#### **Because of this technical assistance the participants were able to get to/do these things:**

Identify gaps in their knowledge about each priority audience and how to fill the gaps

Create consistent messages for each priority audience

Create a list of trusted sources (partners) to work with

Create a list of approaches and materials to engage and interact with each priority audience

Developed a plan for their top risk communication approaches

Note: In planning this technical assistance the host site identified priority audiences. These choices are based on current projects/activities. An audience was targeted for training day then use same group initially for technical assistance day

Time	Facilitation process	Materials
	<p>Name tents on tables with audiences (property owners or business owners): Participants will be directed to sit at a table based on their selected audience; may need multiple tables for each audience</p> <p>Hang posters: Agenda</p> <p>On whiteboard area: Poster - "What do you hope to get out of this workshop?"</p> <p>Training audience(s):</p> <ol style="list-style-type: none"> <li>1. Small business owners (water dependent) (current and future - 1% and .2% annual chance zones)</li> <li>2. Property owners located in flood risk areas (current and future - 1% and .2% annual chance zones)</li> <li>3. Also interested in people who are in locations where flooding has occurred beyond regulatory map areas</li> <li>4. Teachers are the trusted sources (facilitating exchanges for the students with cultural heritage bearers -- farmers, fisherman, etc who are also seen as the trusted messengers to the students)</li> </ol>	<p>Tape</p> <p>Dry erase markers</p> <p>Sticky notes</p> <p>Table tent for tables (by audience)</p>
8:45	<p><b>As Participants Walk into the Room</b></p> <p><b>Participants sit based on audience they will focus on</b></p> <p><b>Pax Vision wall:</b> Pax write on a sticky note what they hope to get out of this meeting/workshop.</p> <p>Facilitators lump the sticky notes that are similar into groups.</p> <p>Facilitators will revisit the themes during intros and throughout the day. Check back in with pax at various points in the day to make sure we are meeting their needs.</p> <p>Facilitators - do this activity on the whiteboard wall if possible then write themes on white board around each group of sticky notes.</p> <p><b>Outcome: Facilitators know what pax want to get from the day.</b></p>	<p>Vision wall - Poster with Question: "What do you hope to get out of this workshop?"</p>

<p><b>9:00 - 9:15 a.m.</b></p> <p><b>15 min at most!</b></p>	<p><b>Welcome, Purpose, Agenda</b></p> <ul style="list-style-type: none"> <li>● Welcome everyone and share the purpose of this technical assistance- (Speak to the ‘Why am I here’)</li> <li>● Background on how we got here: share about the NERRs tech assist science transfer grant</li> <li>● What we will work on today <ul style="list-style-type: none"> <li>○ We are here to facilitate this day to help you make progress on your risk communication goals</li> <li>○ Want to build off of the training and help you apply what you learned and get more specific</li> <li>○ We are going to push you today to really think about connecting with your priority audiences</li> <li>○ We will help you fill in the blanks on getting to know your audience, flesh out specific examples for how you will connect with your priority audiences, and come up with key messages for those audiences.</li> <li>○ Having consistent messages about flooding among the partners will help us build that trust and become one voice.</li> <li>○ Also will identify who can do that and what that will look like.</li> </ul> </li> </ul> <p>Different projects but common focus - Even though we may be working on different projects we are all working towards a similar long term goal. We want folks in our communities to understand their risk and take actions to protect themselves and their communities from hazards.</p> <ul style="list-style-type: none"> <li>● Ground rules - open and honest environment, what happens here stays here, put away electronics/mobile devices and other distractions, fully participate</li> <li>● Audience: Restate the audiences that will be focused on during the day.</li> <li>● Hazard: Focus is on comprehensive flood risk - nuisance/chronic flooding and surge/event-driven flooding plus how sea level rise is changing the risk of both</li> <li>● Key message: The risk profile for a community is no longer static. Flooding will look different in the future. We cannot plan for what has happened in the past.</li> </ul>	<p>Poster: Pax agenda</p> <p>Whiteboard with pax responses to entrance questions grouped by theme</p>
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<p><b>9:15 - 9:35 am</b> <b>20 min</b></p>	<ul style="list-style-type: none"> <li>• Quick reminder - Risk Communication Essentials - point to flipchart - Reference what we did yesterday and still applies to group setting.</li> <li>• Facilitators share the themes from the vision wall - sticky notes are now grouped together by theme with themes written on whiteboard</li> <li>• Quick Agenda Review - use poster for this</li> <li>• Want to capture next steps at each stage of discussion and have a running list for the groups at the end</li> <li>• Then revisit the list at the end and have more discussion around next steps as a group</li> </ul> <p><b>Time: 15 minutes</b></p> <p>Outcome: Participants know what to expect for the day</p> <p><b>Introductions</b></p> <ul style="list-style-type: none"> <li>• Everyone introduces themselves <ul style="list-style-type: none"> <li>○ Name</li> <li>○ Affiliation</li> </ul> </li> </ul> <p><b>Time: 20 minutes</b></p> <p>Outcome: Participants get to know who is in the room</p>	
<p><b>9:35 - 10:30 am</b> <b>55 min</b></p>	<p><b>Lay of the Land - What Does Risk Communication Look Like Now in the Region</b></p> <p>What communication efforts about flooding are currently happening?</p> <p>Pop Up Share: Each person on the pop up talk list time will take 3 minutes; Capture on flip charts</p> <p>Share: (who what when)</p> <ul style="list-style-type: none"> <li>• What does it look like?</li> <li>• Who is doing it? What materials are being used?</li> </ul>	<p><b>Flip charts to capture discussion</b></p> <p><b>Flip chart of pop up talk volunteers from day before (pre populated with ideas emailed ahead of time)</b></p>

	<p>Full group discussion:</p> <ul style="list-style-type: none"> <li>● <b>Collectively we want to lead people to take action through these activities. Are we doing this?</b></li> <li>● If we are not, let's think about what needs to happen. What could make it more effective?</li> <li>● What are the gaps in the current approaches/audiences?</li> </ul> <p>[Facilitators should be sure to refocus them towards the activities if we go too far down the rabbit hole of materials.]</p> <p><b>Outcome:</b> Participants understand what risk communication is currently happening, by whom, and how in their communities and are understand what gaps exist.</p>	
<p><b>10:30 - 10:50 am</b> <b>20 min</b></p> <p><b>2 min instruction</b> <b>10 min activity?</b> <b>5 min large group discussion</b></p>	<p><b>Risk Communication Goal (Risk Communication Strategy Part 1)</b></p> <p><b>Group narrows the goal for each audience.</b></p> <p>Fine tune the goal for each audience so we can use that goal to identify how we will engage with this audience.</p> <p>Facilitator:</p> <p>Get into groups by audience.</p> <p>Share the goal you have for your risk communication audience.</p> <p>Discuss as a group which goal you would like to focus on for that audience for today.</p> <p>Consider getting your audience to take action...both individual actions as well as community actions.</p> <p>If you want to take a vote go ahead and do this. We have sticky dots if you want them.</p> <p><b>Fine tune the goal as a group.</b></p> <p>Be sure your goal is action oriented and narrow enough. If you need to narrow your audience more or identify a subset of your audience to target initially.</p> <p>Facilitators will help make sure it is narrow enough.</p> <p>Facilitators help pax consider individual actions as well as community actions. They could also come up with step wise goals - awareness to action. Push them to think about community</p>	<p>Sticky dos</p> <p>Flipcharts for goal brainstorm</p> <p>Poster with blanks for goal and audience and questions about audience</p> <p>Part 1 and 2 - on 1 poster</p>

	<p>visioning, land use planning, longer-term community development. The concept of shared responsibility could resonate. Individuals do their part, as does government. But they all share that responsibility. ]</p> <p>Write your audience and goal on the poster.</p> <p>Large Group Discussion: Check in with each group on goal for their audience. Large group provide feedback if desired. Facilitators give feedback if needed.</p> <p><b>Total time: 20 minutes</b></p> <p><b>Outcome:</b> Participants narrow and fine tune the audience and goal they will focus on for their risk communication efforts so they can develop more effective risk communication strategies.</p>	
<b>10:50 - 11:00 am</b>	<b>Break</b>	Coffee
<b>11:00 am - 12:00 pm</b>  <b>20 min small group discussion</b>  <b>5 min report out</b>  <b>5-8 min group convo, ask</b>	<p><b>Get to Know and Understand Your Audience</b></p> <p><b>Facilitator:</b> Let's get to know our audiences. Work on Part 2 of the poster using your (narrowed down) audience and (fine tuned, first choice) goal. Fill this out as a group.</p> <p>[Our knowledge about our audiences falls into 3 categories. As you fill in the strategy (answer the questions about your audience) make note of....</p> <ol style="list-style-type: none"> <li>1. What you know</li> <li>2. Assumptions you make (stereotyping based on experiences with some people)</li> <li>3. What you don't know, but need to know</li> </ol> <p>20 min</p>	<p>Poster where they write what they know about their audience and where they need to do more work to figure out their audience</p> <p>Sticky notes for next steps</p> <p>Capture next steps on sticky notes to fill audience gaps</p>

<p><b>45 to 60 min</b></p>	<ul style="list-style-type: none"> <li>• What do they care about most? (e.g., family, job, maintaining community character)</li> <li>• What are their concerns? (e.g., keep family safe, house doesn't flood, avoid damage to property)</li> <li>• What is their experience with flooding, storms? (e.g., been through a big one, none)</li> <li>• Do they have a community- or individual-focused worldview? (e.g., use "we" or "I" in talking)</li> <li>• What is their preparedness level? Are they a Nate, an Allison, or a Rita, or somewhere in between?</li> <li>• Where do they get information on risks? (e.g., weatherperson, relatives, social media, favorite website)</li> <li>• Who do they trust for risk and preparedness information? (e.g., family, university scientist, faith-based advisor)</li> </ul> <p><b>Capture:</b> On the poster identify where you made assumptions and discuss how you will 'fix' those assumptions - how you will fill in the blanks on the audience that you cannot answer at this time. This will help you figure out where you need to do more engagement and listening. This could also be an opportunity to engage other partners. Your group members may be able to help you fill in some gaps if they have experience with this audience.</p> <p><b>Sticky notes for actions/next steps:</b> As you identify where you need to learn more, write your actions and next steps on sticky notes. What action will be taken to fill this gap? Who will take the action?</p> <p>For example if you need to figure out who your audience trusts for risk information and you are targeting a specific community or neighborhood, maybe someone in your group that has a friend in that neighborhood could get more information about the level of trust that residents have in their neighborhood association.</p> <p><b>Large Group Discussion (go as a large group to each poster for report out)</b></p> <p><b>Facilitator</b> - Ask specific question from each poster about an assumption or how they will fill in blanks.</p> <p>Group member(s) respond, Other groups weigh in if they have knowledge of that audience</p>	
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	<p><b>Ask them Why that “answer”</b> - how they got that knowledge or that answer - (for example: you talked to a few business owners, are they representative of the all small biz owners)</p> <p><b>Facilitators ask: Would it help to get more specific in the audience?</b> You can do that now. You may need to subdivide your audience or even get to the neighborhood level for property owners, for exmaple.</p> <p>Be sure to focus on where they are making assumptions and the biggest gaps in your knowledge about your audience.]</p> <p><b>Use this Structure for report outs through the day</b></p> <ol style="list-style-type: none"> <li>1. What happened (how convo went and what we talked about - highlights on convo)</li> <li>2. What did you learn (gaps, assumptions, new info, content)</li> <li>3. How are we going to use it? (helps inform next activity, where to take action)</li> </ol> <p>Facilitator: Will move into how we will engage our audience. Your early engagement efforts may be to fill in those gaps. You should fill in the gaps about your audience before you develop your larger engagement plans so those are designed with your audience in mind. These can be short term next steps for your group.</p> <p>Segue into engaging their audience</p> <p>Outcome: Participants better understand their audiences and know where they need to find out more about them so that we can connect with them (next section) on topics that matter to them. They will help each other fill in some gaps and figure out how they will fill in more gaps after the tech assist.</p>	
<b>12:00 - 12:45 pm</b>	<b>Lunch: Facilitators</b> collect next steps from previous charts and put on next steps poster	
<b>12:45 - 1:30 pm</b> <b>45 min</b>	<p><b>Engage Your Audience Part A</b></p> <p>This section will help pax meet their audiences where they are and connect with them on what the audiences care about.</p> <p>Facilitator: For each of these audiences and goals, let’s think through how we are going to engage with them and meet them where they are (physically, intellectually, and emotionally)</p>	<p>Flip charts for brainstorming engagement activity options</p> <p>Sticky dots for voting</p>

<p>This is where they will identify possible engagement efforts for each audience and goal</p>	<p><b>Part A: Brainstorm Engagement Activity Options</b></p> <p><b>Consider where you find your audience, how you will meet them where they are. In the next section we will flesh out what this engagement activity will look like and the resources needed to get it accomplished.</b></p> <p>Brainstorm the best ways to connect with your audience. Vote so you have a prioritized list then using the ‘top’ idea, get into specifics about what that engagement will look like. Keep your goal in mind! The engagement efforts should be goal specific.</p> <p>[Refer pax to their risk com strategy Part 3 for ideas although we will diverge from those questions quite a bit and we want you to get specific. You can start with the questions about what opportunities exist to better connect with your audience. Think back to what you identified about your audience (Part 2 of the risk com strategy)...Where do they like to get risk info? Who do they trust?]</p> <p><b>Roving flip chart Activity - Brainstorm then Vote</b></p> <p>By audience: Roving flipcharts for each audience to brainstorm engagement ideas</p> <ul style="list-style-type: none"> <li>● <b>Facilitator:</b> Annotate each flip chart, ask for clarification on any activities that are listed if needed <ul style="list-style-type: none"> <li>○ Talk about options for engagement; think about why this approach? What led you to believe this was the right approach to connect with audience? What would be most effective for this audience?</li> </ul> </li> <li>● <b>Vote</b> on top 3 engagement activities (use dots) (Top 3?- see how many they come up with)</li> </ul> <p>Facilitators count the number of dots and read off the winners.</p> <p><b>Next Steps/Actions:</b> Use sticky notes to identify next steps/actions and who will do those. Be sure to include audience/goal on the sticky note for reference.</p> <p><b>Possible things to discuss</b></p> <ul style="list-style-type: none"> <li>● Where will you find your audience? Meet them where they are physically.</li> </ul>	<p>Posters for capturing details of their engagement activities</p> <p>Sticky notes for capturing next steps/actions</p>
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	<ul style="list-style-type: none"> <li>• What does this engagement look like? Think back to what is already happening that we talked about this morning. [e.g. happy hour, booth at event; Facilitators share a few real world examples if needed?? Push them to think outside the box.]</li> <li>• What motivates your audience?</li> <li>• What barriers do you need to overcome to make this happen? How will you overcome them?</li> <li>• Who will help you (trusted sources)? Partnering so you have consistent messaging. Think back to who we talked about earlier that is doing this communication. Think about who your audience trusts for this information.</li> <li>• Who will do what? Put names down! What will their role be?</li> <li>• When will this engagement happen?</li> <li>• What resources will you need?</li> <li>• What materials will you use? Do you need to create them?</li> <li>• What follow on will happen to further build the relationship and discussion? Or what needs to happen in the interim before this 'event'?</li> </ul> <p><b>Facilitators:</b> Can ask them to add to posters during break if they have other ideas for groups they did not participate in.</p> <p><b>Outcome:</b> Participants have concrete next steps and a fleshed out plan for a specific opportunity to connect with their audience to meet their goal.</p>	audience on flipchart.
1:30 - 2:30 pm  60 min	<p><b>Engage Your Audience Part B</b></p> <p><b>Part B: Come up with Key Messages - What are your key messages? What do people need to know?</b></p> <p><b>Facilitators:</b> Thinking about your engagement effort for this audience and goal, <b>brainstorm the key messages</b> you will use with this audience. What are the key things that they need to know about flooding to accomplish your goal with them?</p>	Put on flipcharts “What are your key messages?” Write goal and audience on flipchart.

<p>Want to spend time developing messages and coming to agreement on key messages</p>	<p><b>Could do another check in here so they can work on a different goal and audience</b></p> <p>It is not what you want them to know but more about what they need to know based on what you know about your audience (or what you will find out). Challenge yourself to not fall into old habits of providing more information or more science.</p> <p>These don't take the place of having conversations and using your essentials. Realize you can't talk to everyone, and you need to have materials so have consistent messages.</p> <p>Connect to lay of the land and gaps identified this morning.</p> <p>Connect with the understanding your audience and with your engagement effort in the sections above. Think about how these messages might be delivered. Consider the framing you will use.</p> <p>[Can give a few example messages when we introduce this section.]</p> <p>Develop messages based on these pieces of information.</p> <p>Consider:</p> <ul style="list-style-type: none"> <li>• Common questions you get asked</li> <li>• Misunderstandings you see that people have</li> <li>• Incorrect info you are hearing that needs to be cleared up</li> <li>• What you want people to do - your goal</li> <li>• Common concerns</li> </ul> <p>Optional: If you are starting a conversation about solutions....What solutions do you provide or could provide? Are you looking for other ideas? (optional based upon the defined goal - they may not be ready to buy flood insurance or elevate their home for example)</p> <p><b>Roving Flipcharts for Message Brainstorm</b></p> <p>Use roving flipcharts (by audience/goal/engagement opp)</p> <p>Group brainstorm key messages for the goal/audience/engagement opp.</p> <p>Consider who will deliver the message as you write it. Refer back to trusted partners and messengers from above.</p>	
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	<p><b>Large Group Discussion</b></p> <p><b>Facilitators help fine tune the messages.</b></p> <p><b>Any gaps in the list of messages (e.g., don't have 1 about a certain topic (flood insurance))</b></p> <p>Consider criteria for messages to qualify for CRS credits-</p> <p>Focus on reactions, word choice, too technical, missing anything, anything off-putting, other ideas</p> <p>Facilitators: If possible identify which messages can apply across both audiences. And which messages are specific to a certain audience and goal.</p> <p>If you identified conflicting messages from other partners or messengers how will you clear up the confusion?</p> <p>Are you feeling comfortable with these messages? Any you don't want to use (don't feel comfortable, not effective)</p> <p>Then let's see if we can tweak it or not use it, or only for a certain audience</p> <p>Verbally - Get paxs to commitment to use these messages?)</p> <p>Possible next step - Suggest they test the messages with members of their target audience as they are planning their engagement effort.</p> <p><b>Option:</b> Facilitators could rework caveats and conclusions/discussion points slides from Brian and come with new suggestions for using this information as key messages. Could do a before and after. Could be another activity for pax this day.</p> <p>Possible process to get them to agreement on messages instead of verbal agreement:</p> <p>Possible option: Full group votes with a thumbs up/down/sideways for each message</p> <p>Thumbs up - like it and would use it</p> <p>Thumb down - don't like it, would not use it</p> <p>Thumb sideways - I could live with it but would prefer some tweaks</p> <p>As a group, for thumbs down messages work to agreement on those. What tweaks are needed? What would help you get to where you can live with it? Can we get you to a sideways?</p> <p>Then work on cleaning up the thumbs sideways messages. Can we get those to a thumbs up.</p>	<p>Facilitators capture possible next steps as we go through the earlier sections. This will allow us to have a list as we start this section.</p>
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	<b>Outcome:</b> Come up with a ‘final’ list of key messages. Each pax commit to using these in their communications with these audiences.	
2:30 - 2:40 pm	<b>Break</b>	
2:40 - 3:50 pm	<b>Identify the steps/actions to take to move ahead with risk communication messages, materials, and approaches</b> <ul style="list-style-type: none"> <li>Partnership identifies how they want to move forward with these materials and messages (more work may need to be done); How they will test with audiences</li> <li>End on a high note - leave the partners energized with a clear sense of what they can accomplish over the generally slower summer months and beyond</li> </ul>	
3:50 at the latest	<b>Wrap- Up</b> <ul style="list-style-type: none"> <li>Pax fill out evaluation</li> <li>Parting thoughts, wrap up</li> </ul>	Evaluation (paper)
4:00	<b>Post Tech Assist Activities for Facilitators</b> <p>Capture pictures of flip charts and posters</p> <p>Identify what if any materials should be shared electronically with participants</p> <p>Other follow up from facilitators post TA day?</p> <p>Clean up</p>	

## Delaware Bay Risk Communication Technical Assistance Workshop

### Process Agenda

#### Draft Objectives:

- Identify current knowledge about priority audiences and where gaps exist
- Develop consistent messages to test with priority audiences for specific participant-identified topics
- Identify approaches to reach/interact with priority audiences
- Identify the steps/actions needed to move ahead with risk communication messages, materials, and approaches

#### Purpose and what we will do today

9:00 - 9:10  10 minutes	<ol style="list-style-type: none"> <li>1. <b>Welcome, logistics, and why we are here</b></li> <li>2. <b>NERRS science transfer grant</b></li> <li>3. <b>What we will do today, thank planning team, ground rules</b> <ul style="list-style-type: none"> <li>● You learned a lot yesterday about risk communication and started applying those risk communication techniques and principles to your own work.</li> <li>● Today we will continue to apply what we learned and get more specific with our strategies to engage our audiences</li> <li>● Planning team identified risk communication challenges/topics you are working on and we will use those along with the risk communication</li> </ul> </li> </ol>	Ground Rules Flipchart
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#### Pax introductions

9:10 - 9:25  15 minutes	<ul style="list-style-type: none"> <li>● Share name and affiliation (Trainers start to model good)</li> </ul>	All
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## Risk communication topics

<p>9:25 - 9:30 5 minutes</p>	<p><b>Outcome:</b> Participants are introduced to the selected locally relevant risk communication projects that we will be using as examples throughout the day.</p> <p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>• These are the risk communication topics the planning team came up with based on local issues and what we observed yesterday.</li> <li>• <u>Risk Communication Topics:</u> <ul style="list-style-type: none"> <li>○ Riparian buffers (what is it about riparian buffers - use them, don't cut them- what action do you want them to do?)</li> <li>○ Floodplain ordinance to do X (what is the ordinance, what do you want them to do?)</li> <li>○ Green infrastructure? (broad, what about it? land use changes, stormwater flooding?)</li> <li>○ Trainers look at homework for ideas</li> <li>○ Reword pre work question or add a question: What topic areas are you working in or need risk com help with? (i.e. riparian buffers, stormwater flooding)</li> <li>○ See what pax are working on during day 1</li> </ul> </li> <li>• Share topics with pax and say where they came from. We want them to work on one topic and go through the risk comm strategy from yesterday in more detail as a group for their topic. They will need to agree on an audience/goal for that topic as a group.</li> <li>• Pax choose which topic to work on by getting into a small group at each table</li> </ul>	<p>Risk Comm Topics Flipchart Markers</p>
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## Risk Communication Goal/Audience - Strategy Part 1

<p>9:30 - 10:10</p> <p>40 min total</p> <p>30 minutes Activity</p> <p>10 min debrief</p>	<p><b>Outcome:</b> Participants brainstorm then select the goal and audience that they will use for the day.</p> <p><b>Facilitator:</b> Purpose of a goal is to direct what we do. What is your risk communication goal based on this topic and this priority audience</p> <p><b>Activity instructions:</b> Working in your small groups, create a goal and audience for the topic you are working on. Think about making it specific, measurable, action-oriented, timebound, relevant</p> <ul style="list-style-type: none"> <li>● You may want to start by sharing: What questions are you getting about this topic? What misconceptions are you hearing? What groans/complaints are you hearing? Who are you hearing these questions from? Who is not doing what you want them to do? (Last questions will help them get to the audience)</li> <li>● Trainer can provide an example or have sample goals on ppt as a model for pax</li> <li>● Let them know they can modify an existing goal or start with one they used yesterday</li> <li>● Consider what you learned yesterday and make your goal actionable!</li> <li>● Write goal on poster</li> </ul> <p><b>Debrief:</b></p> <ul style="list-style-type: none"> <li>● Each group shares their audience and goal, then we help make it more specific and clarify any questions</li> <li>● Could share a little about why they chose the goal/audience</li> </ul>	<p>Audience Poster - Fill in goal and audience</p> <p>Flip charts to brainstorm first if needed</p>
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## Getting to Know Your Audience - Strategy Part 2

<p>10:10 - 11:10</p> <p>60 mins</p> <p>45 min work 15 min debrief</p>	<p><b>Outcome:</b> Identify current knowledge about priority audience and where gaps exist. Participants identify what they know, where making assumptions, ID steps to verify/check those assumptions, and ID ways to learn more to make their messages more targeted and effective.</p> <p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>Reference back to RC best practice is “Speak to their interest”. Do this by finding out what matters to them and connect the risk to this</li> </ul> <p><b>Activity instructions given to pax: (already in groups)</b></p> <ul style="list-style-type: none"> <li>Using the target audience you identified in the section above</li> <li>Get to know your target audience. Use poster questions. Where you don’t know or are making assumptions, make a note and identify what action you can take to fill this knowledge gap</li> </ul> <p><b>Debrief Activity</b></p> <p><u>Ask each group to share:</u></p> <ol style="list-style-type: none"> <li>What did you learn (gaps, assumptions, new info)</li> <li>Why that “answer” - how they got that knowledge or that answer. For example: you talked to a few business owners, are they representative of the all small biz owners).</li> <li>What assumptions did you make? And how will you confirm or refute your assumptions?</li> </ol>	<p>SMEs in groups to hear and help</p> <p>Target audience understand posters for each topic</p> <p>Post-it notes</p> <p>Markers</p>
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11:10 - 11:20	Break	Coffee Snacks
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### How will you engage your target audiences on these topics - Strategy Part 3

11:20 - 12:20  60 minutes  45 minutes work time 15 minutes debrief	<p><b>Outcome:</b> Each group has a risk com strategy for their target audience and goal.</p> <p><b>Facilitator:</b> Based on your goal and what you know about your audience how will you connect with them and what will you share/talk about.</p> <p>Goal is to come up with a game plan for engaging your target audience. Possible items to include:</p> <ul style="list-style-type: none"> <li>• How will you get them to engage</li> <li>• Where is this target audience?</li> <li>• What will you share or say? What needs to be shared? What type of engagement is it? What materials are needed? Why will this be an effective approach. What will it do for the audience?</li> <li>• What will you talk about? (risk info, solutions, impacts to what they love)</li> <li>• Who's help do you need?</li> <li>• Who will do the engagement? Are you the "right" person?</li> <li>• What opps exist now, mid, long-term?</li> </ul> <p>Debrief Participants hear what others are planning and can offer ideas</p>	Posters
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### Lunch

12:20 - 1:20	Lunch	
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## Consistent Messages

<p>1:20 - 2:20</p> <p>60 minutes</p> <p>45 minutes small group work time</p> <p>15 minutes large group discussion</p>	<p><b>Outcome:</b> Participants have draft messages for their target audience and goal. Participants identify common messages across the groups.</p> <p><b>Facilitator:</b> Let's return to the goal/audience and how we will engage them. Want to now think more specifically about the messages we will use to engage them.</p> <ul style="list-style-type: none"> <li>Brainstorm as a group some of the key messages you will use with your group to reach your goal?</li> </ul> <p>Large group discussion: Pull the large group back together to discuss similarities and differences in the messages.</p> <ul style="list-style-type: none"> <li>Are there any common messages across the group?</li> <li>Any messages we can tweak for consistency?</li> <li>Can we agree to use the same messages for our different audiences?</li> </ul>	
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## Share your Approach (Get Input on Risk Communication Approach)

<p>2:20 - 3:20</p> <p>60 minutes</p>	<p><b>Outcome:</b> Participants get feedback from their peers and make connections with potential partners and other projects on their risk communication approach.</p> <p><b>Facilitator:</b> Opportunity to share your strategy with the group and get feedback (Final process for this is TBD)</p> <p>Each group: shares their risk communication strategy/game plan and highlights if they have any questions for the group</p> <ul style="list-style-type: none"> <li>Risk topic</li> <li>Audience</li> <li>Goal</li> <li>Highlight big knowledge gaps and how you will fill those if they are needed to move forward with your approach</li> <li>How you will engage and why</li> </ul>	Materials TBD
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	<ul style="list-style-type: none"> <li>• What you will talk about? And why</li> <li>• Where you are stuck and need help</li> </ul> <p>Participants move between the charts and read what the other groups have for their risk communication approach. Participants use sticky notes to ask questions and make comments and connections to other projects or resources.</p> <ul style="list-style-type: none"> <li>• Put your name and organization on the sticky note if you can be a resource for that group with their goal/topic.</li> <li>• Keep in mind projects you know of with a risk communication element that may not have come up yet today.</li> <li>• What other risk communication efforts are currently happening? Who is doing it? (write on post-it notes)</li> <li>• Is there an opportunity for connections with what we talked about today and other work you are doing? (Write name and org on post-it note)</li> </ul> <p>Large group discussion: Questions or concerns are discussed and additional connections are made to new or existing resources. We can start to identify some next steps which we will pin down in the next section.</p>	
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## Break

3:20 - 3:30  10 minutes	<b>Break</b>	Coffee Snacks
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## Next Steps for Risk Communication in Delaware

3:30 - 4:30  60 minutes	Outcome: Identify the steps/actions participants need to take to move ahead with risk communication messages, materials, and approaches	Flipcharts  Post-it notes  Markers
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	<p><b>Facilitator:</b> We focused on X topics and audiences today and came up with strategies for addressing those audiences and goals. How will you get these strategies/approach accomplished? What will the next steps be after we leave today?</p> <p><u>What's next:</u></p> <ul style="list-style-type: none"> <li>• What would this look like for the planning team?</li> <li>• For each topic group?</li> <li>• Trainers could provide ideas and pull from their strategies.</li> <li>• Who takes the lead on what, if anything, to further the connections and discussions?</li> <li>• Who do you share the discussions with from this tech assist?</li> <li>• Can we put names next to items on the strategies?</li> <li>• What are some initial items that can happen to keep momentum going?</li> </ul>	
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### Wrap Up and Conclusion

4:30 - 5:00 p.m.	<ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Ahas, last remarks, questions</li> <li>• Closing remarks</li> </ul>	
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## Narragansett Bay Risk Communication Technical Assistance Workshop

### Process Agenda

**Goal:** Rhode Island climate resilience practitioners apply effective and consistent risk communication within and across partnerships and with constituents.

**Objectives:** By the end of the technical assistance day, participants will:

- Better understand their target audience(s) by assessing commonalities and identifying knowledge gaps.
- Identify opportunities for creating a more unified voice around risk communication.
- Work on draft communication messaging appropriate for their target audience(s).
- Propose next steps for advancing the development and delivery of consistent messaging and the incorporation of risk communication techniques into programs and projects.

Time	Facilitation Process	Materials
	<b>Prework:</b>	
	<b>Set up</b> Flipcharts - prewritten Group assignments - <i>Jen, Liz and Rachel</i> Set up room with assigned seating (can we use the name tents from the day before?) (jen/liz/rachel ensure this happens)	Name cards Markers  Flip chart for parking lot  Ground rules on flipchart
8:30 a.m. - 8:40 a.m.  10 minutes	<b>Introduction: Why we are here and what we would like to accomplish</b>  Welcome everyone, say something brief about why we are here and logistics  Introduce we are going to do today and ground rules. Sarah thanks the RI planning team by name  This day is intended to be an honest assessment about what we are doing and how we are communicating and identify ways to improve that, with the ultimate goal of developing a more unified approach.	

	<p>Some key points that we will be going over today and really diving into:</p> <ul style="list-style-type: none"> <li>• What do we really know about our audiences.</li> <li>• Who are the trusted messengers and for whom?</li> <li>• What messages do we hear the most?</li> <li>• Who is using those messages?</li> <li>• Do they really work?</li> <li>• How do we know?</li> <li>• Plant seed for discussing what a unified voice looks like after lunch</li> </ul> <p><b>Ground rules on flipchart</b></p> <ul style="list-style-type: none"> <li>• Open and honest conversation.</li> <li>• What happens here, stays here.</li> <li>• Disagree with ideas, not people.</li> <li>• Keep it concise.</li> <li>• Put electronics away so you can be present and not distracted.</li> </ul> <p>Outcomes: Participants are welcomed into the event, have a basic idea of what will happen today, and have solid ground rules for the day.</p>	
<p>8:40 a.m. to 8:45 a.m.</p> <p>5 mins</p>	<p><b>Pax introductions (name and affiliation)</b></p> <p>Pax are asked to go around the room and give their name and affiliation</p> <ul style="list-style-type: none"> <li>• Facilitators go first to model good behavior</li> </ul>	
<p>8:45 a.m.  a.m. to 8:55</p> <p>10 mins</p> <p>Facilitate overall and keep the project leads on track</p>	<p><b>Project introductions</b></p> <p>You all are not new to risk communication and the planning team thought that one of the ways this tech assist day could be most beneficial was to use several existing risk communication efforts as examples as we work through several exercises designed to help you all apply what you learned yesterday.</p> <p>Project Title Goal Target Audience Action/Behaviour Message Dissemination Messenger</p> <p><b>Outcome:</b> Participants are introduced to the selected locally relevant risk communication projects that we will be using as examples throughout the day.</p>	<p>Highlights of each project written on flip chart - audience, goal, messenger, etc</p>

8:55 a.m. to 9:40 a.m.	<p><b>Risk Communication Goal and Understanding Your Target Audiences</b></p> <p>Objective: Better understand their target audience(s) by assessing commonalities and identifying knowledge gaps</p> <p><b>Facilitator:</b> One of the RC best practices is to identify what matters to your target audiences so you can speak to their interests and connect the risk to what matters to them. To help us do this we need to understand our target audiences.</p> <ul style="list-style-type: none"> <li>● Yesterday, in the training, we identified our risk communication goal, and target audience. Then we individually filled out the understanding our target audience section of the risk communication strategy.</li> <li>● Today we will be looking at the a target audience for each project and answering questions about that target audience. For the purposes of today - we are asking you to focus on one audience. We know that your projects may be trying to connect with more than one target audience. <ul style="list-style-type: none"> <li>● What do we want this target audience to do with the information we are sharing (this is a our goal)</li> <li>● How do we know what to share and how to share</li> </ul> </li> </ul> <p><b>Instructions to pax:</b></p> <ul style="list-style-type: none"> <li>● On the posters are the questions from the risk communication strategy. Fill in what you know about this audience but also identify where you are making assumptions and where you don't know the answer.</li> <li>● Discuss your responses with your group and then write down the consensus.</li> <li>● There is a spot on the poster to identify what assumptions you are making and what knowledge gaps you have. As you identify where you need to learn more, write your actions and next steps on sticky notes. What action will be taken to fill this gap? Who will take the action?</li> <li>● You have 20 minutes to work with your group.</li> </ul>	<p>4 posters with audience selected</p> <p>Markers Blank flip charts</p> <p>Sticky notes</p>
45 minutes		
5 minutes for instruction		
20 minutes for group poster		
10 minutes for debrief		

	<p><b>Debrief (10)</b></p> <p>Ask specific question from each poster about an assumption or how they will fill in blanks. Group member(s) respond; Other groups weigh in if they have knowledge of that audience</p> <ol style="list-style-type: none"> <li>1. What did you learn (gaps, assumptions, new info, content)</li> <li>2. Ask them Why that “answer” - how they got that knowledge or that answer. For example: you talked to a few business owners, are they representative of the all small biz owners).</li> </ol> <p>[Facilitators could ID some of the conversation highlights. Be sure to focus on where they are making assumptions and the biggest gaps in their knowledge about their audience.]</p> <p><b>Segue:</b> By going through this activity we identify where we need to learn more about our target audiences so we ensure we are framing the risks and actions in a way that resonates with them and connects to what they care about. The places where you have identified that more work needs to be done will help you formulate actions and next steps.</p> <p><b>Outcome:</b> Participants identify what they do know, but more importantly, identify where they are making assumptions, ID steps to verify/check those assumptions, and ID ways to learn more to make their messages more targeted and effective.</p>	
<p>9:40 a.m. to 10:10 a.m.</p> <p>40 mins</p> <p>3 mins for intro</p>	<p><b>What Is Your Project Trying to Inform</b> (Question or Misconception your project is designed to address)</p> <p><b>Facilitator:</b> Now that we’ve had a chance to really dive into our audiences and identify what we really know about them, as well as where we are making assumptions, we want to explore what questions and misconceptions these target audiences have that your project is trying to address.</p> <p>The reason we are doing this is because this will help us identify if we are sharing information that is relevant and resonates with our target audiences. (Want to know if we are saying the words that resonate with our audiences and are helping them become aware of and prepared for hazard risks.)</p> <p><b>What is your project trying to answer or inform? Are there others you hear (when working on this project)?</b></p>	<p>4</p> <p>pre-written flip charts with identified questions written on them</p> <p>Markers</p>

	<p><b>Instructions</b></p> <p>This is what I want you to do in your project groups: Using the project you all are working on, discuss what questions and misconceptions the project is trying to address. Highlight concepts not just the terms.</p> <ul style="list-style-type: none"> <li>• What question or misconception is your project trying to answer or inform?</li> <li>• Why do you think people really need to know this?</li> <li>• How does this project help answer the question or misconception</li> </ul> <p><b>Debrief:</b></p> <ul style="list-style-type: none"> <li>• Let's discuss what you came up with. Who would like to share? What's the misconception and the audience? How have you responded in the past?</li> <li>• If you are in a conversation with someone, how do you respond when you hear these? Or if you are sharing information, what do you share?</li> <li>• Do you think your goal needs to be revised based upon this discussion? How could you refine it?</li> </ul> <p><b>Segue:</b></p> <p>So we asked you to think about the questions and misconceptions your projects are trying to address and that you get from your target audiences. The next section is going to help us think about how we can improve how we are responding to these questions and misconceptions.</p> <ul style="list-style-type: none"> <li>• What do you think people really need to know about X topic?</li> </ul> <p>Outcome: Participants ID common misconceptions about risk held by the audiences we are working with and identify how they personally respond. Participants begin to see how they may be communicating in ways that are contrary to their goals.</p>	
10:10 a.m. to 10:25 a.m.	<b>Break (15 mins)</b>	
10:25 a.m. to 10:50 a.m.	<p><b>Reverse Brainstorm Activity Part 1 - Breaking It</b></p> <p>Objective: Work on draft communication messaging appropriate for target audience(s).</p> <p><b>Facilitator:</b> One of the most important lessons you learned yesterday is that information alone is not enough for people to make changes to their behavior responding to risks. We need to connect the information to what people care about, we need to work together to develop solutions, and we need to engage people in ways that work for them. This is all part of effective risk communication.</p>	<p>Pre-written pink post-it notes for each project group: message, messenger, engagement</p>

<p>25 minutes</p> <p>5 minutes instruction</p> <p>10 min brainstorm</p> <p>10 min debrief</p>	<p>We know you’ve been communicating about risks for a while so that can make taking a fresh look at our current work a bit challenging. So we’re going to try a technique called reverse brainstorming. For example, instead of coming up with great ideas for improving a process or achieving a goal, you brainstorm ways to absolutely undermine a process or make a goal impossible to achieve. This provides the group with useful information about what isn’t working and creates innovative ideas on how to fix the problem.</p> <p><b>Instructions:</b></p> <p>In this first step, your goal is to brainstorm how you can ensure your project fails or is unsuccessful. How can you break it or make it absolutely terrible.</p> <p><b>For example:</b> The Jacques Cousteau NERR is working with Atlantic City neighborhoods to help residents understand their future flooding risks from sea level rise and learn what they can do to protect themselves.</p> <p>In order to <b>really fail at this project</b> and ensure that no one in Atlantic City knows what actions to take to protect themselves we should:</p> <ul style="list-style-type: none"> <li>○ Try to scare them into caring</li> <li>○ Use a bunch of graphs and charts</li> <li>○ Use only using super technical jargon in our presentations</li> </ul> <ul style="list-style-type: none"> <li>● Dissemination example: Put that information in one place that is hard to find, even if you’re looking for it</li> <li>● Messenger example: The messenger is only one organization that half the population may not trust</li> </ul> <p>In your project groups, use the <b>flip charts</b> to capture ideas. Please label each flipchart with your project name. Have some fun with this. Tashya, Lisa, Steff, and I will be visiting the project groups and helping with the brainstorming.</p> <p>When you are doing your brainstorming and coming up with ideas think about:</p> <ul style="list-style-type: none"> <li>● Message: what is being shared</li> <li>● Messenger: who shares it</li> <li>● Dissemination: how you get the messages to your audience</li> </ul> <p><b>Include in a sheet for facilitators helping fix the projects</b></p> <ul style="list-style-type: none"> <li>● How do you think you could respond differently to X misconception?</li> <li>● What do you think people really need to know about X topic?</li> <li>● Do you think you may be accidentally perpetuating the misconception in various risk communication efforts? Why or why not?</li> </ul>	<p>Use flip charts from project intro section</p> <p>Markers</p> <p>Note: If facilitators need to prompt people, use these <a href="#">ideas</a></p> <p>28</p>
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	<p><b>Debrief:</b></p> <ul style="list-style-type: none"> <li>Go around the room and ask <b>pax for the highlights of what they came up with</b> (<i>don't get into what was that like -we don't have time for that</i>)</li> <li>Did any of your responses seem familiar? Did anyone realize we are already doing this and probably need to do something different?</li> </ul> <p><b>Outcomes:</b> Participants highlight all the mistakes they can possibly make with a project. Participants are prepared to put things back together.</p>	
<p>10:50 a.m. to 11:55 a.m.</p> <p>5 mins for instruction 30 mins for activity 30 mins for debrief</p>	<p><b>Reverse Brainstorm Activity Part 2: Fixing It</b></p> <p>Objective: Work on draft communication messaging appropriate for target audience(s).</p> <p><b>Instructions:</b></p> <p>Now that we have thought of all the ways we can ensure our risk communication efforts will fail, let's turn the negative into a positive.</p> <ul style="list-style-type: none"> <li>This is your opportunity to fix the messages, identify the best messenger(s), and think about how best to better engage their audience and how you will fill audience knowledge gaps.</li> <li>For example, our terrible idea might be just put all of our information on a website that no one can navigate or understand. Our good idea might be identify all of the ways we can effectively share information with our constituents, taking into account that most people will not go to our website and that not everyone can use a computer or navigate a website.</li> </ul> <p><b>Specific directions:</b></p> <ul style="list-style-type: none"> <li>Take each of the terrible ideas and rewrite them on the poster on your tables as good ideas.</li> <li>Put the good ideas under the three topics: Messages, Messenger, and Delivery</li> <li>You may want to try drafting them on the flip chart or another piece of paper first as we will be using the poster full of good ideas later today</li> </ul> <p>Let's take 30 minutes in your project groups to do this step.</p> <p>Facilitators push to get to specifics and provide in depth tech assist in each group, asking probing questions to help pax get at the root of issues and improve the project</p>	<p>Flip charts</p>

	<p><b>Debrief: (30)</b></p> <ul style="list-style-type: none"> <li>• Share some highlights (each group share some highlights)</li> <li>• Who came up with different messages? What are those and how did you come up with those? How is your message changing - what will it contain and why?</li> <li>• What about the messenger. Did that change, who now and why</li> <li>• Engagement- same? different? what is it? Why that approach?</li> <li>• Ask the group if they see any similarities between the groups (possibly to help make connections among RI risk communicators and common goals) otherwise facilitator highlight them</li> <li>• Next steps: What do you think your next step is? Ask what their biggest takeaways were with this process</li> </ul> <p>Outcomes: Participants understand how their current practices may be running counter to their goals and identify ways to reverse this. Participants also create lists of ways to improve specific projects, identify barriers to success</p>	
12:00 pm	<b>Lunch (30 mins)</b>	
12:30 p.m. to 1:50 p.m.  90 minutes total time	<p><b>Finding a Unified Voice and Next Steps for Risk Communication in Rhode Island</b></p> <p>Objective: Identify opportunities for creating a more unified voice around risk communication.</p> <p><b>Facilitator:</b> We focused on 4 projects today and you heard about the other projects during our group discussions this morning. We know there are other related efforts going on across the state. We wanted to take this time to find out how you all can help each other on these projects, or whether you think you would like to collaborate with each other. We are going to take some time this afternoon to go around the room and use the posters with the great ideas and</p>	

<p><b>Project Connections</b></p> <p>2 minutes instructions</p> <p>10 minutes at each poster</p> <p><b>Unified Voice</b></p> <p>45 min discussion</p> <p><b>How to get to a unified voice</b></p>	<ul style="list-style-type: none"> <li>• Each group has a colored pad of post-it notes.</li> <li>• We would like for you to go around the room to each of the posters with the great ideas listed.</li> <li>• Take a look at what is on the poster. If you have a suggestion for an addition or a place to collaborate, write that down on your post-it note and stick it on that poster. <ul style="list-style-type: none"> <li>• We are X group and have a message, messenger, or delivery method that can help with Y group</li> </ul> </li> <li>• On that post-it note, if you are looking to collaborate, what you are working on and how it connects with the projects (write - project name/what you are working on, your name, what you could use from the 4 projects (messages, messenger, engagement/delivery), and/or what you could share from your risk comm project/activity).</li> <li>• If you are not working on other projects, but think you can help, make a suggestion.</li> <li>• Most importantly, write down your name and contact information so the project organizers know how to get to you.</li> <li>• You will have 10 minutes at each poster.</li> </ul> <p><b>Unified Voice Discussion:</b></p> <p>Start with an observation:</p> <ul style="list-style-type: none"> <li>• What does a unified voice look like</li> <li>• What would need to happen to make this a reality</li> <li>• What are the barriers</li> <li>• What are the successes we've already seen or to partner and leverage some resources?</li> </ul>	
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1:50 p.m. to 2:00 p.m.	<b>Wrap Up/Conclusion:</b> <ul style="list-style-type: none"><li>● What will happen next. How will all this information be used</li><li>● Last questions or remarks from pax</li><li>● Fill out evaluation</li><li>● Make closing remarks</li></ul>
2:00 p.m.	Adjourn

## Weeks Bay Risk Communication Technical Assistance Workshop

### Process Agenda

#### Technical Assistance Session Goal:

Participants will increase their comfort and confidence communicating about flood risks by developing shared communication messages and strategies.

**Objectives: When technical assistance is complete, participants will have applied social science and risk communication research and best practices from the training, resulting in:**

1. Strategies to connect with fellow risk communication partners and peers
2. Consistent messages to communicate about risk (general and FEMA map related)
3. Improved level of comfort with communicating about risk including the use of maps and other resources
4. A forum (user group) of fellow risk communication partners and peers ready to disseminate and refine shared and consistent messages

#### Definitions:

- Audience: who participants want to reach with their message
- Partner: who participants want to work with to get their message out
- Peer (typically subset of partner, but could be audience depending on circumstances): people in other departments participants should be working with
- Community: Leaders and elected officials, residents who live in a community, (need to make sure we understand how Mike and Grand Bay partners use that word)

#### DRAFT PROCESS AGENDA

8:30	<b>Check In</b> <ul style="list-style-type: none"> <li>• Agenda</li> <li>• Name tags</li> <li>• Direct pax as they come in to write down one thing they learned yesterday they would like to apply today</li> </ul>	Flip chart markers
9:00 - 9:10  (10)	<b>Welcome, Work Session Purpose</b>  Goal of this day and what we hope happens long term <ul style="list-style-type: none"> <li>• The value of collaboration and how it's essential in risk communication</li> <li>• Desire for a group of folks to collaborate on risk communication and preparedness – form a user</li> </ul>	Pax Flipchart of big picture pre-written

	<p>group to help each other out and accomplish our goals</p> <ul style="list-style-type: none"> <li>● Reiterate the value of having a strategy from the training (as segue into next section)</li> </ul> <p>Mike include info about 309 project Will include info about NERRS project</p>	
<p>9:10-9:30</p> <p>20</p>	<p><b>Participant Introductions</b></p> <p>Pax Introductions Pax share name, affiliation, and one thing you learned yesterday that they want to apply today</p> <p>Flip chart with: What did you learn yesterday that you want to practice/apply today</p> <p>We will be working on these things today. Activities to better connect with audience and goals</p>	
<p>9:30 - 9:50</p> <p>(15-20)</p>	<p><b>Helping People Understand FEMA Flood Maps</b></p> <p>In our next activity we are going to work in small groups to start thinking through how we connect with this audience, draft messages, and materials to help us.</p> <p>Facilitate a discussion to reality check the audience and fine tune and select goal(s)</p> <ul style="list-style-type: none"> <li>● There is an overarching need to be able to explain what the FEMA flood maps are telling you, particularly when the flood zone a property is in changes with the new maps.</li> <li>● We heard from the planning team and yesterday's discussions on audience that there are:</li> </ul> <p><b>Confirm that this is the audience we want to work with today</b></p> <ul style="list-style-type: none"> <li>● <b>Proposed Audience:</b> property owners with properties that are newly mapped into a flood zone or a higher risk area</li> </ul> <p>But before we can do that we need to know what we want to accomplish with this audience. And our risk</p>	

	<p>communication strategy and actions work better when we have a specific goal.</p> <p>3 goals have been suggested. We want Pax choose 1 goal to work with. How are you feeling about these, Does one rise to the top?</p> <p><b>Proposed Draft Goals:</b></p> <ol style="list-style-type: none"> <li>1. have a clear understanding of their flood risk</li> <li>2. are appropriately insured</li> <li>3. are taking other actions to protect their property including using existing programs</li> </ol> <p>Based on what pax chose -</p> <ul style="list-style-type: none"> <li>• What else should we add to this goal to make it more specific? (for example &lt;insert example&gt;)</li> </ul> <p>For facilitator's benefit: S.M.A.R.T. goal</p> <p style="padding-left: 40px;">Specific Measurable Achievable Results-focused Time bound</p>	
<p>9:50 - 11:30</p> <p>(90 ish)</p>	<p><b>Risk Communication Strategy and Messages, Materials, and Approaches Small Group Activity</b></p> <p>Facilitators role: float around to groups to provide ideas and make sure they are applying the RC essentials</p> <p>BP: Consistent messages and partnerships</p> <p><b>Instructions: (5)</b></p> <p>Using audience and goal we discussed, break into small groups and work on developing a risk communication strategy. Then we will work on brainstorming ways to share flood risk information being conveyed by the FEMA flood maps and what you would say/ messages</p> <p><b>1) Risk Communication Strategy (25 min)</b></p> <p>Pax work in small groups on RC strategy for audience and goal. Brainstorm ideas on how to learn more about your audience if gaps in knowledge</p> <ul style="list-style-type: none"> <li>• How will you find audience and start the conversation?</li> </ul>	<p>Internet Projector</p> <p>Risk Comm Materials on table</p> <p>RC Strategies</p> <p>Flipcharts</p> <p>Markers</p> <p>Paper for brainstorming</p> <p>Sample messages written on paper for each table</p>

	<ul style="list-style-type: none"> <li>• How will you learn more about them if you need to?</li> </ul> <p><b>2) Using the strategy brainstorm messages, materials (60)</b> Goal: Brainstorm messages, materials, and come up with approaches to explain flood risks.</p> <p>Small Group Activity Questions/Things to help them brainstorm (questions written on flipcharts)</p> <ul style="list-style-type: none"> <li>• What questions are you hearing about flood risks from this audience?</li> <li>• Share current techniques, materials, and what is working and why?</li> <li>• Discuss what could use improvements, why, and how?</li> <li>• What are the key messages about the maps? <ul style="list-style-type: none"> <li>■ Think about how our messages will work for different approaches</li> <li>■ Pax write key messages on flip chart</li> </ul> </li> </ul> <p>Pax get stuck:</p> <ul style="list-style-type: none"> <li>• Start with simple statements (e.g. Many flood insurance claims are from homeowners living outside the FEMA floodplain.)</li> <li>• Then develop specific messages for the target audience and goal</li> </ul>	<p>Flipchart with small group activity questions</p>
<p>11:30-12:00 30</p>	<p><b>Debrief Understanding FEMA Flood Maps</b></p> <p>Facilitator shares objective: Set of messages the team can agree on about FEMA maps</p> <ul style="list-style-type: none"> <li>• Identify ideas/messages/materials - priorities for what to work on, next steps</li> </ul> <p>Small groups share out what they brainstormed:</p> <p><b>RC Strategy</b></p> <ul style="list-style-type: none"> <li>• Small groups share what they were able to fill in and what they need to learn more about (5 min each group to read their strategy out loud)</li> <li>• Large group discussion - find similarities and differences, come up with a collective strategy to move forward</li> </ul> <p><b>Messages, Materials, and Approaches</b></p>	<p>Flip chart and markers</p> <p>Capture on the computer in word</p>



	<ul style="list-style-type: none"> <li>• Each small group share their messages</li> <li>• Large group discussion to compare messages - wordsmith a little, brainstorm missing messages, agree on a 'final' list</li> </ul> <p>Note: this could be a blend of messages and engagement ideas to learn more to be able to develop messages</p>	
12 -1	<b>Lunch</b>	
1 - 1:20	<p><b>Large Group Discussion on Strategies to connect with fellow RC partners and peers</b></p> <p>Objective: Strategies to connect with fellow risk communication partners and peers</p> <ul style="list-style-type: none"> <li>• List people - partners and/or peers (names) that should be part of this RC work <ul style="list-style-type: none"> <li>○ Think of someone in your office/dept/agency and someone external who could be a helpful addition to your risk communication work.</li> <li>○ What types of people would be helpful? (e.g. builders, realtors)</li> </ul> </li> <li>• How will you engage them (talk to them, get them in the know)?</li> </ul>	
60	<p><b>Starting a Users Group</b></p> <p>Objective: A forum (user group) of fellow risk communication partners and peers ready to disseminate and refine shared and consistent messages</p> <p>Know who the shepherds are and that each participant has a role in the group</p> <p>Mike shares what he hopes will happen and why</p> <ul style="list-style-type: none"> <li>• Discuss the value of intergovernmental and intercommunity coordination and communication to maintain consistency.</li> <li>• Weeks Bay NERR through the 309 Resilience Project willing to shepherd</li> </ul> <p>Stephen shares what they have accomplished in MS with a users group and what benefits, lessons learned they have seen from their group (10 min)</p> <p>Each Participant think about what they hope to get out of this group (trash talk write on paper, crumble up and throw</p>	<p>Flipcharts</p> <p>Capture next steps on flip chart</p> <p>Paper for trash talk</p>

	<p>to someone). Pax reads paper. Facilitators capture on flip chart:</p> <ul style="list-style-type: none"> <li>• Facilitator summarizes - we heard some of the benefits (from Stephen's talk and from our own experience with user groups) - list a few from MS now let's think about (help people see the WIIFM)</li> <li>• What would you like to see a user group focus on (how can it help you and how can you help others)?</li> </ul> <p>Check in with group on list of what the group should focus on for potential next steps.</p> <p><b>Ideas for How to Engage</b> - Large group conversation (capture on flipchart)</p> <ul style="list-style-type: none"> <li>• What are some ideas on how this group could continue to engage?</li> </ul> <p><b>Next steps</b> Large group conversation (capture on flipchart)</p> <p><b>Commitments (which of these next steps are you going to volunteer for?)</b> Pax share and facilitator capture names and action on flip chart</p> <ul style="list-style-type: none"> <li>• What can you contribute to the user group? (e.g., Pax will do X in the next month, and X in the next 6 months. (e.g., report back on risk com they are doing, have a chat with an audience member to learn more; How are you continuing to progress your strategy? How are you applying the best practices?)</li> </ul>	
	<p><b>CHECK IN!!</b> There are several options on how we can spend the afternoon</p> <ul style="list-style-type: none"> <li>• Work through this process with another audience and goal</li> <li>• Stick with property owners and the same goal and continue to work on messages and approaches</li> <li>• Stick with property owners and another goal and continue to work on messages and approaches</li> <li>• Something else - leave it open for pax to choose</li> </ul>	

	<p>Audience Needs: The 309 needs assessment indicated participating communities need assistance with flooding outreach material development, including information to add to the community's website, customizable letters or brochures, visualizations of flooding risks and impacts, educational materials for schools, and quick social media content.</p> <p><b>Audiences</b> to focus on; from the planning team:</p> <ol style="list-style-type: none"> <li><b>1. Property owners - newly mapped into a flood category or in a higher risk area (Or not in a SFHA but in one now)</b></li> <li>2. Prospective property owners</li> </ol> <p>Audience - Intermediaries - conduit/partners</p> <ol style="list-style-type: none"> <li>3. Local governments including planners (intermediate, can help reach property owners)</li> <li>4. Elected officials</li> <li>5. Realtors, builders, insurers (intermediate, can help reach property owners)</li> </ol> <p><b>Goals</b> to focus on; from the planning team:</p> <ol style="list-style-type: none"> <li>4. Property owners have a clear understanding of their flood risk</li> <li>5. Property owners are appropriately insured</li> <li>6. Property owners are taking other actions to protect their property including Fortify or other programs</li> </ol>	
<p>3:50 - 4:00 10</p> <p>End at 4</p>	<p><b>Wrap-Up</b> Thank you Evaluation</p>	