

WE NEED TO TALK: USING THE SCIENCE BEHIND SCIENCE COMMUNICATION TO TALK  
ABOUT COASTAL ISSUES AND RISK

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We know it's happening. We know how to prepare for it. Yet we often remain unconvinced to act.

The science behind issues like climate change and coastal storms is solid. Our models are getting better and better, yet people still don't mitigate or adapt to issues that will impact their property, livelihood, or lives. If scientists are unable to explain their work in clear, simple terms, understanding of the threats and solutions will remain elusive and unsupported. Scientists, educators, and science communicators need to seek out opportunities to talk with non-scientific audiences in ways that help them understand what it all means to them.

This session will explain the science behind science and risk communication to help participants better understand how people process science and risk information, and what they can do to motivate action.

Participants:

1. Learn how people process complex and simple information, and how that impacts behavior.
2. Learn what cognitive roadblocks stop people from acting
3. Learn how to make important science and risk messages “stick”
4. Practice skills to communicate science and risk clearly in ways that are relevant to their audiences