



Name	Climate Communications and Behavior Change: A Guide for Practitioners
Description	April 2010 "Climate Communications and Behavior Change: A Guide for Practitioners" from the Social Capital Project, which part of the Climate Leadership Initiative. Tips on how to frame and deliver communication and outreach efforts in ways that motivate changes in thinking and behavior. The guide also offers detailed advice on how to frame global warming communications and promote behavior change in ways that resonate with different audiences.
Type	
Sector	<ul style="list-style-type: none">- Public Health and Safety- Infrastructure- Managed Ecosystems- Natural Ecosystems- Social and Cultural Resources- Economic Resources- Recreation and Tourism- Cross Disciplinary
Focus Area	
Region	- National
Lead Agencies	Social Capital Project