

# Climate Change Adaptation Engagement Project

## 1. Overview

### 1.1 Project description

To create and test communications material to engage meaningfully with one or two at-risk groups about a selected climate change impact and adaptation options. The focus area/s will be in Melbourne’s south east.

### 1.2 Project summary

The Greater Melbourne Regional Climate Change Adaptation Strategy is being delivered by a Stakeholder Committee with DELWP support. It aims to provide a framework for considering climate change adaptation in our region.

This project is an important part of that work. Specifically, it aims to support those that communicate with at-risk groups about climate change risks and adaptation options:

- Using plain language and simple messaging [e.g. two or three key messages on a fridge magnet, wallet card or consider another communication option]
- Codesign the key messages with community leaders
- Test the distribution via community health organisations, local government and community leaders

### 1.3 Project background

Melinda Bowen and Shirley Diez (DELWP) held meetings with Susie Moloney (Jesuit Social Services), Rob Macindoe (Enliven), Ben Latham (Victorian Council of Social Services) and Sally McAdams and Karen Gardham (both from the Northern Alliance for Greenhouse Action). These meetings provided an opportunity to explore ways the group would like to test engaging with a target **south eastern Melbourne** at-risk community group about one climate change impact and adaptation options. The outcomes and activities below were a result of those discussions.

### 1.4 Outcomes and activities

Project Outcome	Activities
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<p>Select a communication tool for a specific at-risk group on a chosen climate change impact.</p>	<p><b>Target Community:</b> The CALD community is an identified at-risk area and provides an opportunity to build on the engagement with older community members through the South East Melbourne Hot Spots funded project.</p> <p><b>Climate Change Impact:</b> The actual messages to be emphasised will be co-designed with the chosen participants as part of the development of the message medium. This is likely to include simple and culturally sensitive actions to prevent adverse heat wave impacts.</p> <p><b>Communication Tool:</b> We propose the funding is used to target younger families and particularly mothers and children – in this context an idea has been put forward where a simple picture book containing a couple of key climate change related messages could be developed in language with local children illustrating and copies distributed for ‘home reading’ with parents and grandparents etc. The intention would be to trial this approach using 1 or 2 local schools with community hubs as a focus as well as links to community houses and the City of Greater Dandenong Library service and, Cardinia/Casey Library Corporation as advisory stakeholders.</p>
<p>Engage a designer</p>	<p>Subject to advisory group approval, the intention is to develop the messaging ‘in-house’ using Enliven Victoria’s International Award-winning Plain Language/Health Literacy service: <a href="https://plainlanguagenetwork.org/celebrating-the-2021-recipients-of-plains-awards/">https://plainlanguagenetwork.org/celebrating-the-2021-recipients-of-plains-awards/</a></p> <p>Examples may be found at: <a href="https://enliven.org.au/resources/">https://enliven.org.au/resources/</a></p> <p>Co-design principles in the story board/book development will be essential to maximise transmission of the climate change response messaging to broader family members.</p>
<p>Co-design the communication tool</p>	<p>Initial planning suggests:</p> <ul style="list-style-type: none"> <li>• Identification of 1 or 2 primary schools with community hubs to participate in the project and assist with co-design elements including testing of messaging impact.</li> <li>• City of Greater Dandenong (CGD) and Casey/Cardinia Library Corporation Libraries</li> <li>• Partner organisation (e.g. South East Community Links, Springvale Community House, Southern Migrant Resource Centre)</li> <li>• Links with Jesuit Social Services (JSS) work with CGD.</li> </ul> <p>A reference group will be consulted for feedback including Jesuit Social Services, VCOSS Climate Change Consultant, NAGA as well as representation from participating stakeholders.</p>

Test and distribute the communications tool	The impact of the communications material will be assessed in conjunction with stakeholders. This is still under consideration but is likely to focus on a simple written or narrative survey to identify knowledge gained and retention of key messages within family settings including 'grandparent' feedback where possible. Existing points of community engagement will be used to optimise feedback where possible.
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## 1.5 Project milestones

### Project milestone table

Milestone number	Milestone description	Completion measure	Due date	Progress payment (not inc GST)
1	Project Established	<ul style="list-style-type: none"> <li>Project is established</li> <li>Project brief finalised</li> <li>Quote for \$25,000 sent to DELWP</li> </ul>	20 May 2021	\$15,000
2	Designer engaged  Consultation with community leaders to codesign	<ul style="list-style-type: none"> <li>Engage a designer</li> <li>Select at least one at-risk group of people to focus on</li> <li>Codesign and produce the communications material</li> </ul>	28 June 2021	\$10,000
3	Distribution, testing and final report	<ul style="list-style-type: none"> <li>Trusted sources used to distribute and test the communications material</li> </ul>	December 2021	\$0

## 2. Project management and governance

### 2.1 Project governance

The project will be undertaken as a partnership between Enliven, JSS, VCOSS and NAGA with support from Melinda Bowen (DELWP).

The project manager will be Heather Lawson (Enliven Victoria).

### 2.2 Consultants, community groups, other organisations and contractors

The people and groups that will be involved will be identified once project/concept approval is given as per 1.4 above.