

Assessing our community's readiness can help us frame messages and develop appropriate strategies. If your community has a lower level of readiness, it might be an indication that your actions should focus more on raising awareness and public education. Some indicators of community readiness might include:

- Local media sources report on climate change and publish opinion pieces on climate change
- There are educational and/or advocacy groups promoting local climate action
- Commissioners and decision-makers are discussing and adopting climate action plans
- Other local agencies are engaged in climate change planning
- Local natural hazard events are discussed within the broader context of climate change
- Public health partners understand that climate change increases public health risks

The Oregon Climate and Health Program has identified three frames for talking about climate change and public health that resonate with different communities across Oregon. What is your community ready to take action on? Understanding the level of readiness in these three areas can help you frame the most effective communications.

EMERGENCY – Community members acknowledge that certain natural hazards (such as wildfire or drought) are a threat to the community. They're concerned about the safety of their families. They agree that we need to prepare for emergencies and protect our communities from harm.

ECONOMY – Community members acknowledge that climate conditions impact our local economy. They're concerned about how extreme weather events are affecting people's livelihoods and local industries. They agree that we need to support local business-owners and create sustainable living-wage jobs.

EQUITY – Community members acknowledge that some people are more vulnerable than others. They're concerned about how to take care of neighbors during times of disruption or emergency. They agree that we need to build the resilience of our vulnerable communities.