

# LEADERSHIP & INFLUENCE



Dorset  
Council

Tackling the Climate & Ecological Emergency



**5 WAYS TO TELL THE TRUTH**  
**AND THE BENEFITS OF DOING SO**

Caz Dennett, Extinction Rebellion

***“I’m not convinced the public understands the emergency”***

***“The biggest frustration is awareness, most people put it as low priority”***

# LEAD & INFLUENCE

Raise Awareness    Keep people informed  
Support (difficult) change

# COMMUNICATE

Frequent (relentless)  
Simple, Open & Honest  
Listen & Respond



# 1. RESIDENTS LETTER (DIRECT MAIL)



## 2. RESIDENTS NEWS MAGAZINE



### Collaborate on content

Share the Plans and Ideas

State the challenges and expectations

Guidance and support (how to)

Feature groups that can help

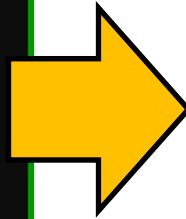
Youth voice and view

Meet the Panel / Team

Other important business (rear)

### 3. VARIABLE MESSAGE SIGNS

**CHANGE  
THE  
MESSAGE**



**CLIMATE EMERGENCY**  
COULD YOU GO BY **BUS OR TRAIN**  
NEXT TIME?

**CUT EMISSIONS**  
CAN YOU GIVE SOMEONE A **LIFT**  
NEXT TIME?

**AIR POLLUTION KILLS**  
PLEASE **SWITCH OFF** YOUR ENGINE  
IF STATIONARY

**ELECTRIC VEHICLE CHARGING POINTS**  
**AT:**  
**LOCATIONS**



## 4. LOCAL MEDIA

**Western Gazette**



**Keep  
106**



**DAILY ECHO**  
**Dorset ECHO**  
**Bournemouth NEWS**



# 5. WEB AND SOCIAL MEDIA





# **BENEFITS**

**AWARE**

**INFORMED**

**EMPOWERED TO  
MAKE CHANGE**

**COMMUNITY-DRIVEN  
INITIATIVES**

**SELF-HELP**

**COUNCIL SEEN  
AS LEADERS**

**VOLUNTEERS**

**SHARED OWNERSHIP  
OF THE PROBLEMS**

**SHARED OWNERSHIP  
OF THE SOLUTIONS**

# **RECAP: THE 5 OPPORTUNITIES**

- 1. RESIDENTS LETTER (DIRECT MAIL)**
- 2. RESIDENTS NEWS MAGAZINE (SPECIAL EDITION)**
- 3. VARIABLE MESSAGE SIGNS**
- 4. LOCAL MEDIA**
- 5. WEBSITE AND SOCIAL MEDIA**

**ANY BARRIERS TO DOING THIS?**

**WE CAN HELP**