

## **It's too big to cope with: practitioners' experiences of climate change communications**

The purpose of this paper is to report on the initial findings from a study of the experiences of practitioners tasked with influencing the UK public's attitudes and behaviours in the context of climate change. Given that the majority of scientists now believe that there is no doubt that human actions impact climate change and that there is a body of practitioners working to inform and influence UK publics in this area our research seeks to explore the perspective of these professionals.

Despite an increase in social marketing related articles there has been limited coverage of behaviour change interventions in the context of climate change. Our research seeks to address this.

The research is planned across three phases with the initial findings coming from a number of interviews with industry practitioners. A quantitative phase with 500 responses is planned followed by a further qualitative phase of round-table discussions.

Initial findings suggest a general consensus that populations do not see behaviour change as something personal and requiring immediate action and there appears to be a growing awareness that the role of practitioners may be shifting from voluntary behaviour change messages to helping audiences come to terms with inevitable imposed behaviour change.

Given the reported shift from traditional knowledge transfer methods to the more recent behaviour change approaches enshrined in social marketing it seems appropriate to better understand what this means to practitioners' lived experiences.