

# Community Engagement Strategy: Town of Woodstock

## Disaster Preparedness and Climate Change Education and Outreach

*Developed by Cornell Cooperative Extension Ulster County in conjunction with the Town of Woodstock Climate Smart Task Force.*

### Goals and Scope:

- The primary goal of our community engagement strategy is to increase awareness and understanding of natural disasters, climate change, and their impacts, while promoting preparedness and resilience among community members.
- The scope of our outreach program will encompass both climate change mitigation and adaptation, highlighting the importance of building resilience to climate-related hazards.

### Key Partners:

- We will collaborate with various partners in the community, including the local government, the local library, and fire departments.
- Regional partners such as Cornell Cooperative Extension Ulster County and the Ulster County Department of Emergency Management will also enhance outreach efforts.

### Audience:

- Following conversations with local leaders, key groups and demographics within our community have been identified.
- This engagement strategy considers factors such as age, socioeconomic status, cultural diversity, and vulnerability to climate-related risks to ensure that our outreach efforts are inclusive and tailored to specific needs.

### Recommended Engagement Methods:

- **Public Workshops and Presentations:** Conduct educational workshops and presentations in community centers and public gatherings to provide information on disaster preparedness, climate change science, and practical mitigation and adaptation strategies.
- **Online Platforms and Social Media:** Formulate a social media planning document that outlines goals and audience of the natural disaster series while also prioritizing posts depending on months and disaster applicability. Utilize the town website and social media platforms to share educational materials, tips, and resources for disaster preparedness and climate change.
- **Print Resources:** Dissemination of print resources including a rack card and/or post card mailer that will be developed and distributed at community centers, libraries, local businesses, and other accessible locations. These printed resources will cover essential topics related to disaster preparedness. This effort aims to bridge the digital divide and ensure that all community members have access to vital information.
- **Community Events and Fairs:** Participate in local events, fairs, and festivals to engage directly with community members, distribute informational materials, and demonstrate practical examples of preparedness measures.

### Ongoing Program Development:

- We will continuously evaluate and update our engagement strategy based on feedback, emerging needs, and evolving understanding of climate change impacts.
- Regular assessments will be conducted to measure the effectiveness of our outreach efforts and identify areas for improvement.

### **Inclusion of Climate Change Mitigation and Adaptation Strategies/Information:**

The engagement strategy outlined above encompasses both climate change mitigation and adaptation efforts to address the challenges posed by a changing climate.

- **Climate Change Mitigation:** The strategy includes the use of online platforms to disseminate information on climate change science and practical mitigation strategies. Community members will be informed about the importance of reducing greenhouse gas emissions through energy efficiency, renewable energy adoption, sustainable transportation choices, and waste reduction practices. By promoting these mitigation measures, the strategy aims to contribute to the overall goal of reducing the community's carbon footprint and mitigating the impacts of climate change.
- **Climate Change Adaptation:** The engagement strategy emphasizes disaster preparedness and resilience building, which are key aspects of climate change adaptation. Workshops and presentations will provide information on the potential impacts of climate change and practical adaptation strategies to enhance community resilience. The strategy also focuses on collaboration with schools to integrate climate change education into curricula, empowering the younger generation to understand and address climate-related risks. By raising awareness and facilitating the adoption of adaptive measures, the strategy aims to enhance the community's capacity to cope with the challenges posed by a changing climate.

By incorporating both climate change mitigation and adaptation into the engagement strategy, the goal is to foster a comprehensive approach that addresses the causes and consequences of climate change. This integrated approach ensures that the Town of Woodstock is equipped with knowledge and resources to build resilience and preparedness to effectively respond to the negative impacts of climate change.