

## 'How can we save our planet from climate change?'

Communication, the single most powerful tool which separates humans from all other species on planet Earth, will help save our planet from climate change. By effectively communicating climate science to large amounts of people of all ages and backgrounds, everyone will realise the need to take steps and prevent climate change to help protect our planet.

Significant inroads in preventing further climate change to save our planet will only occur if people are persuaded that climate change is a serious threat which will affect their lives, the lives of their families and friends as well as the planet as a whole. With over 46% of UK citizens believing that the threat is overstated and 10% completely denying that humans are to blame for climate change (UK Parliament, 2014), it is clear that not enough people currently are aware of the threat climate change poses to our planet. Therefore, effective methods of communication are needed to spread the message that climate change is a danger to our planet to the wider public. One way in which this could be done is to use messengers who resonate with people of all backgrounds to talk about climate change and how it is a threat to our planet. If different types of people- be it social media influencers, well-respected national figures/politicians, journalists- talk about the threat of climate change, then more people will relate to the message as they trust these messengers, and therefore action is more likely to be taken. There is evidence that this method works particularly with the success of David Attenborough's (widely considered a UK national treasure) Blue Planet II, a TV series which helped push through a campaign to reduce plastic usage as the program highlighted very clearly with footage showing the striking effects of plastic pollution on sea life. Over 88% of people who have seen Blue Planet II have changed their lifestyles in ways such as using refillable coffee cups, clearly showing the effectiveness of these types of communication (Waitrose, 2018). Another notable example is Greta Thunberg who has made a massive impact with her speeches as well as her Fridays for Future Strikes, which have seen millions of students as well as others take part (Taylor, Watts et al, 2019). She has also caught the attention of numerous well-established politicians forcing them to consider the effects of climate change. Therefore, it is clear that if a wide variety of people who have the ability to influence others join in communicating the climate science and what it tells us about climate change, people will be more willing to take action.

Ultimately in order to save our planet from climate change we need to communicate, to everyone across the globe, that climate change poses a big threat to every single one of us. Therefore, there needs to be a big push to get messengers, people who we all relate to- to get this message across. If we do not, this planet faces a grave future.

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