



Societal Priority Actions

Action A: Educate the public on climate related hazards using diverse community outreach methods to empower residents to prepare for climate related hazards, especially for those who are more vulnerable.

- Use quarterly bills to add info on upcoming seasonal climate threats.
- Continue using different methods of messaging to reach the various demographic groups in town.
- Use the Council on Aging monthly newsletter to disseminate information to older Medway residents.
- Use email to reach vulnerable populations that may not use social media.

Action B: Enhance branding of Town social media accounts to ensure dissemination of accurate information and limit the spread of misinformation.

- Spread awareness of Town social media accounts on all platforms so that residents turn there first to find out about climate-related emergencies.
- More Town social media presence (more frequent posts, more information).
- Create monthly or quarterly newsletters updating residents on the work being done in Town.

Action C: Better facilitate resident involvement in community, meetings, events, and initiatives to build community support

- More frequent mailings and social media posts to increase awareness of community events to improve attendance. The action should help bring residents together and encourage neighbor to neighbor interactions.

Action D: Notify residents of public health or environmental hazards to increase community awareness

- Notifications would be sent out by mail monthly, quarterly or yearly in existing water bills or other regular public notifications. Regular mail is better than social media as it ensures that everyone (especially elderly) are reached.
- Spread awareness of potential environmental or public health hazards (i.e. EEE) and how best to protect oneself.
- Use the Town's webpage to highlight immediate hazards or threats.
- Develop/sponsor a series of community education events about climate related topics including but not limited to documentary showings and guest speakers.