

# Communicating at the climate-water nexus

Climate change is water change. While public opinion on climate change can be polarizing, concern for healthy rivers, safe drinking water, and support for regulating water pollution remains popular, crossing party lines and other demographics. That's why communicating at the water-climate nexus is key to building public support for both water and climate solutions.

## Climate-water public opinion

- [Global Warming's Six Americas](#) is foundational public opinion research from the Yale Program on Climate Change Communications that can help us understand and motivate different segments of the population. Deeper dives include [Segmenting the climate change Alarmed](#) and [Study: Extreme weather may not lead to increased support for climate action](#).
- [Voters want the U.S. to invest in water](#). Our March 2021 national poll asked voters about water infrastructure, water priorities in federal economic stimulus, and how voters are experiencing climate change regionally.

## Communications resources at the climate-water nexus

- We believe that effective communications get heads nodding and hearts pumping, and that starts by leading with our values. When developing messages, we love [The Opportunity Agenda framework](#): VPSA. Value, Problem, Solution, Action.
- The recent Water Hub report, [The Opportunity on Water](#), includes recommendations for advocates, funders, and policymakers, including:
  - Speaking in universal values like health, safety, families, and financial security.
  - Ensure campaigns focus on *why* rather than just how. Our [Water at Work](#) digital campaign shows how investing in water infrastructure will build resilient communities and create family-wage jobs.
  - Visuals. [Climate Stripes](#) is a great example of how graphics can effectively tell a story without words. Tap into the emotion around water through imagery.
  - Think beyond factsheets and op-eds: explore arts and cultural strategies to reach and move people. Azul brings Latinxs perspectives and participation to ocean conservation and recently released a full-length album, [En El Mar](#), to celebrate community and build support for [30X30](#).