



Toolkit 2023

Achieving a healthier community and healthier planet together

A Green & Healthy Future for Frome is a partnership made up of the following:



Funded by:



Guide to this toolkit

This toolkit is intended for use by people who want to take action on climate and health including: healthcare professionals, local authorities, social enterprises and community organisers. It aims to share learning for anyone looking to adapt the Green & Healthy Future for Frome model in their own communities.

A Green & Healthy Future for Frome wants to achieve a health and climate win-win by exploring ways to help local people make changes which are good for their health and the planet's health. This community-led initiative is based on the fact that these issues are firmly linked – if we improve one, we'll also improve the other, enabling everyone to share in a healthier, fairer and more sustainable future.

The programme is a partnership between **Edventure: Frome, Frome Medical Practice, Frome Town Council** and our local community. Our programme is made possible by the **Climate Action Fund** through **The National Lottery Community Fund**.

This toolkit is part of a series of six and tells the story of one project strand: Storytelling. The full series is:

- Future Shed
- Cycle Together
- Choosing Wisely
- Green Community Connectors
- **Storytelling**
- Healthy Homes



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This Storytelling Toolkit was written by Poppy Taylor, Events & Marketing Lead, and Hannah Burd, Project Manager (until February 2022), from the Green & Healthy Future project. Thank you to all Edventure staff, particularly to Lisa Hawes whose ideas and passion helped develop the communications strategy and channels for the programme. Thank you to the GHFF Evaluators Veronica Wignall (until April 2022) and Owen King. All photos by Sue Palmer / Lisa Hawes / Hannah Burd.

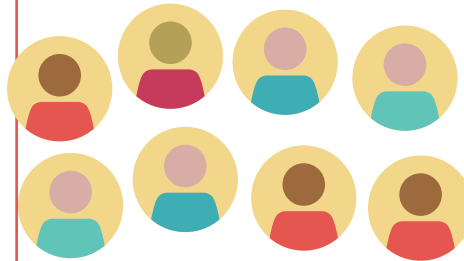
This toolkit was completed in February 2023. An earlier working version was published in July 2022.

In brief Storytelling



Why?

To have impact, we need to share compelling stories about what the Green & Healthy Future programme is trying to achieve.



High engagement with all parts of the programme, from all parts of our community



Share our learning widely beyond Frome

How?

Various activities were used for Storytelling, including...

Social media + experiments with messaging

A take-over of the town newspaper

Engagement at community events

An interactive conference

A series of mini-films

Toolkits

Outcomes & Insights

We have utilised various forms of communication to harness our shared audiences and have a wide reach within the community and beyond.

Climate messaging which uses a health or community angle is most effective

Some aspects of the programme have a direct and measurable impact on reducing carbon emissions

Conference - 150 people from 40+ organisations connecting, sharing & inspiring action on climate and health

50,000+ reached on social media

Town newspaper take-over reached 13,000 households

Video and toolkit resources capture and share our learnings



Checklist

- ✓ Learn what is already happening
- ✓ Listen to your community
- ✓ Build and strengthen partnerships
- ✓ Utilise existing networks and expertise
- ✓ Create project-specific communication channels
- ✓ Provide inclusive and supportive spaces

What is Storytelling?



Storytelling was led by Edventure Frome, as part of the communicating and marketing for the overall programme and its events. We told our story through:

- Setting up dedicated social media channels
- Running communications experiments on Facebook
- A take-over of the town newspaper
- Engaging with the community through various outreach events
- Conversation
- An interactive conference
- A series of short films
- This toolkit series

These activities were guided by our principle of participation. We utilised methods that harnessed the partners' shared audiences to reach as much of the community as possible, whilst trying to widen the circle of engagement by initiating discussions and reaching out to different groups and organisations.

We focussed on partnerships and collaborations, working with groups already established and active in the town. We wanted to work with and build on what already exists, taking caution not to step on the grassroots work that others have been doing for years. We aimed to strengthen networks as well as support people to grow their own projects and develop new initiatives.

Storytelling is a way of bringing cohesion and focus to a multi-stranded project. It creates new opportunities and avenues for people to get involved. For example, a participant on the Cycle Together strand, may discuss a wellbeing idea with a new connection who points them towards Future Shed after seeing a post about it on social media. This sharing of knowledge, particularly through word of mouth, helps to raise awareness about the various opportunities in the programme and draws more people in through the different elements or 'strands'.

Storytelling is as much about listening as it is about sharing. We listen to the needs and interests of our community so we can find ways to support people in making change. These two-way conversations also help to inform us about the impact of our actions and find new opportunities for the programme going forward.

Storytelling is as much about listening as it is about sharing

We focussed on partnerships and collaborations, working with groups which were already established and active in the town such as the Neighbourhood Network (A Sharing Town Ideas Event as part of Future Shed, January 2022)



Why were we focused on Storytelling?

We knew that to have impact, we would need to be able to share compelling communications about what the Green & Healthy Future project was trying to achieve in Frome, and why and how people would get involved. We wanted to have high engagement with all parts of the programme, from all parts of our community so that we could support meaningful behaviour change to happen - improving both climate action and actions to improve our health and wellbeing.

Part of sparking behaviour change involves telling engaging and motivational stories.¹ But we also knew that telling persuasive stories of climate action is not always straightforward. Climate change is often seen as something that is distant and hard to connect to and can be difficult to discuss. Throughout the programme, we have prioritised conversations that centre around health and wellbeing – things which are more relatable and of high importance to most people.

We also reached out to organisations who might not ordinarily intersect with us, to start connecting with others around these themes. Using this health-lens approach enables us to bring more people into the conversation, including those who may be sceptical about climate change or see it as less of a priority. This has helped to make our storytelling engaging whilst also providing opportunities to have an impact on the environment.



Above: An interactive event at the town's Picnic in the Park for children and families with the Green Health Connector

What activities made up our Storytelling?

Social media

Initially, we relied on the existing social media channels of each partner to share news and events for the programme. Whilst this worked well for partner organisations sharing their own updates, the sense of partnership and awareness around the connectedness of programme strands was lacking.

In April 2022, we therefore decided to set up a dedicated profile for the Green & Healthy Future programme (@ghfuturefrome) on Facebook, Twitter and Instagram. These platforms are used to communicate our story through cross-partner audiences which has helped to unify the projects and amplify the work of each partner.

As of January 2023, we have reached over 50,000 people through paid and organic content. Our audience is largely local with around a third of our Facebook followers and half of our Instagram followers living in Frome, although we also receive engagement on a national and global level.

As well as being a space for us to share information, social media has been a useful tool for listening to our community. We have received lots of positive feedback via social media, particularly during and shortly after the conference, from local attendees to those representing organisations such as the NHS.



Above: Screenshot of the @ghfuturefrome Instagram page, taken in January 2023

What activities made up our Storytelling?



Above: Screenshots from social media, showing positive feedback about the Health & Climate Conference and Green & Healthy Future for Frome project

What did we learn?

Creating dedicated GHFF social media channels in Year 2 didn't change much in terms of day-to-day content posting for the communications staff however, it did help to unify and present the brand, making it clearer and easier to share our activities and our stories. It also helped to identify the project strands as part of a wider programme which had dedicated funding. This was especially useful to the medical practice, as it helped explain that NHS resources or money were not being spent on activities that were outside of providing core healthcare services.

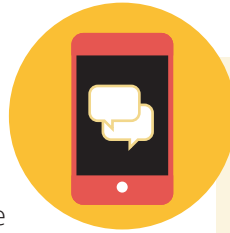
All three partners have different voices. Frome Town Council and Frome Medical Practice are trusted authorities with distinct tones which are public information orientated. @ghfuturefrome is the one voice that joins us all together and provides a space to share more emotive content which can facilitate more engagement.

What activities made up our Storytelling?

Communications experiments

Originally, we planned to run a series of focus groups to understand how people in our town would like to engage with climate action and the programme. We were keen to listen to the stories that already exist within our community and start with those, rather than telling stories 'to' people.

Since our project launched in the middle of UK Covid lockdowns, we instead turned to digital tools. We used Facebook Experiments to carry out a series of 'A/B tests' to explore which narratives around health and climate action were the most engaging. As an example, for an upcoming Green Community Connector training session, we tested 3 messages to encourage registrations (see posts below).



What did we learn through doing the communications experiments?

The first training session post did not make it past Facebook's social causes filter and was banned. From this we learned that caution was needed when sharing information about climate change. Through other 'A/B' tests we found that messages purely about carbon footprints seemed to be less effective and those with a community or health angle were seemingly more engaging. Social media marketing alone was insufficient to increase attendances on these occasions, confirming that multiple forms of communication were needed for the programme.

Facebook experiments: A/B tests

Climate Change



Got banned by Facebook

Climate +Health



Community



Posts accompanied with identical text:

Register for our upcoming sessions, online and in person:

At Frome Town Hall 2 November 11-12: <https://bit.ly/GreenComConTownHall>

At Pronto, 23rd November 11-12: <https://bit.ly/GreenComConPronto>

Online (multiple dates): <https://bit.ly/GreenComCon>

What activities made up our Storytelling?

Microinfluencer experiment

In October 2022, we signed up to participate in a micro-influencer experiment with Glimpse; a social media agency contracted by the National Lottery to support CAF projects. The aim of the experiment was to connect with a local micro-influencer - generally defined as someone who has a social media following between 1,000-100,000 - and create content together to promote the project. After several leads fell through due to various personal circumstances, we connected with a local health and wellness coach who, in January 2023, attended our Future Shed session on community supermarkets with Frome Food Network. The microinfluencer recorded a video which was shared on Instagram accompanied by copy about what they had learned and experienced. We gained a new connection with a member of our community as well as useful insight into ways to engage with local people and reach new audiences.



Outreach at community events

We used storytelling for community participation and wanted to share stories and future thinking through creative and imaginative activities. For example, to encourage young people to share their vision for the future with the programme, we set up a postbox in our local library and also took it out to town markets and events. We provided children with drawing materials and prompts, e.g. 'what would make our town green?' and asked them to post their letters in our box.



Outreach at other town events included:

- Picnic in the Park
- Children's Festival
- Glow in the Park
- Frome Seed Swap
- Family Fun Day at Victoria Park
- How To 2022
- Frome International Climate Film Festival



What did we learn through doing this outreach?

Children shared a collective vision for a town with lots of green space, trees and high tech solutions that would enable people to live healthy lives with small environmental footprints. We learned that the instructions had to be very clear and simple to enable children to engage. But when we did, they provided powerful messages to the rest of us. Wider community engagement and conversation, particularly with underrepresented groups, are an essential part of our programme.

What activities made up our Storytelling?

Town newspaper takeover

During the COP26 fortnight, we collaborated with our town's local paper, the Frome Times, which is delivered to around 13,000 (the vast majority) of households in our town. In a partnership with Frome Town Council and a community organisation called Sustainable Frome, we funded a 'fake' front and back page 'wrapper' of the newspaper. This was designed to look like a newspaper edition from 2030 and included an array of articles, artwork and advertisements intended to create an inspiring vision for how our town and world could look, if we worked together to ensure climate change was averted and our health and wellbeing prioritised.

We invited members of our community to create articles and artwork via a series of social media call-outs from the three participating organisations. These were supplemented with artwork created by children during a series of outreach events in the preceding months (see 'Children's postbox and drawing the future events' on page 10).




An editorial panel made up of all three organisations reviewed the submissions and assembled a mix of content that spanned a diverse range of ideas - an optimistic vision of the future and sufficient motivational calls to action to encourage people to take climate action. We were keen to keep the balance between visionary articles which inspired people to get involved and motivational articles that sparked people out of apathy. We did not include any articles with alarmist or inaccurate content in relation to the climate crisis.

We collated the following content to fill an A2 double-sided newspaper wraparound:

- 21 Articles
- 7 Adverts
- 5 items of Artwork
- 5 Letters to the Editor
- 3 Poems

What did we learn through doing the Town Newspaper Takeover?

The main place we could assess reactions to the newspaper was via posts on local social media groups (including our own channels) and in direct conversations with the project team. This means we likely did not hear negative reactions to it, however, the public responses were universally positive, with the following feedback shared:

 **Love the idea of a Children's Forest circling Frome! And the lido of course."**

 **I really hope something like this will happen. Love the idea of a Frome tram service."**

 **Just loved the wraparound, great idea."**

• A GREEN AND HEALTHY FUTURE FOR FROME •

FROME TIMES

THE TOWN'S OWN INDEPENDENT NEWSPAPER

IN THE YEAR 2030
 Wraparound produced by
 Edventure:Frome, Frome Town Council
 and Sustainable Frome

Issue No. 827 • Thursday 14th November 2030 • @frometimes /frometimes

A vision of how Frome could look in 2030
 A special wraparound of your Frome Times to coincide with COP26.

Frome resident is youngest ever to complete record-breaking cycle route



CATHERINE HILL, aged 9, has become the youngest person ever to cycle the new Land's End to John O'Groats cycle path. The bike highway, which was completed this year and runs through Frome, is now the longest continuous segregated cycle path in the world. Catherine rode her new ebike with her parents along the 900+ miles of the path during the Easter holidays.

"The new path is so much fun! We saw loads of animals and stayed at some really cool campsites on the way. It was my favourite holiday ever," said Catherine.

Long-distance cycling has enjoyed a boom in recent years as ebikes have made long journeys possible and even enjoyable for an increasingly diverse range of people.

The opening of the path is a significant moment in the UK's move towards sustainable travel. The route makes use of former roads that have seen a huge decline in traffic, as a result of people ditching their cars in favour of life on two wheels.

With electric bikes, scooters and wheelchairs allowing people to find the level of exercise that's right for them, this trend looks set to continue. In fact, Catherine's record may already be under threat. Her cousin Cley, from Wiltshire, is three months younger and is now inspired to take on the challenge himself. But there's just one hitch. "I haven't got my own ebike yet so I need to ask Catherine if I can borrow hers."

Catherine declined to comment on his request. Frome Times will bring you the latest developments as we get them.

Christian Moore

COP 35 COMES TO FROME

ALMOST exactly nine years ago, our very own Frome Blackbirds "flew" from the Market Place to Glasgow's Event Campus to "Sound the Alarm" at COP 26. Now, COP is coming to Frome!

The nine Blackbirds had already been a bit with the world media in Cornwall after their appearance at the G7 conference. They then chose to fly once more, this time to the ground-breaking, Covid-ridden and planet-changing Conference of the Parties (or COP) in 2021.

The message of the blackbirds was: "We all need to listen to nature and ask our leaders to take action to halt the decline of our ecological systems." And at that conference the alarm call of the blackbird was finally heeded.

The stark, beautiful black and yellow costumes designed by Dulcie Best, world-leading costume designer, have once again been taken out of mothballs and donned to celebrate the news that Frome has been chosen to host one of the 35 "People's assemblies" which will be held in towns all over the world. These will replace the COP, yet will still be called COP, as the three letters will now stand for a Conference of the People.

Alex Hart



People's assemblies have long been a way to discuss issues or make decisions collectively. This can help ensure that all voices are heard and valued equally, and no one person or political party can dominate the decision-making process. This is just one of the ways in which countries have recently been attempting to work together to share ideas and resources. Frome representatives are extremely excited about the prospect of having a say in working towards a healthier and more biodiverse future for both people and planet, and anyone interested in taking part is urged to contact the Council via the usual portal.

BATH STREET FULLY PEDESTRIANISED



FROME town centre is officially car free as the entirety of Bath Street opens up almost exclusively to pedestrians.

The road, stretching from The Cornerhouse roundabout down to the corner of Willow Vale, is now permanently closed to all motorised traffic, save for the Frome Tramline, electric emergency vehicles, and deliveries to high street businesses. After a year of work transforming Bath Street into an elongated park-like area for pedestrians with trees, planters, benches, wildflowers, and bicycle storage, it marks the final step in making Frome town centre fully traffic-free.

"Road incidents in the town centre are now a thing of the past," Felicity Whelks, the Town Council's Officer for Sustainable Transport, tells Frome Times. "It's nice to finally have the opportunity to walk through our town without the fear of being flattened. We've reclaimed our streets, and having a bit of fresh air along the way makes walking through town feel genuinely healthy and invigorating."

Private transport is one of the world's highest emitters of greenhouse gases. An average petrol car produces more than twice the amount of CO2 per kilometre than that of a public bus. But only half the issue was related to pollution. "The pedestrianisation of Frome, not limited to its town centre, is already having a dramatic effect on our communities," adds Whelks. "Children play on the streets, adults share a cuppa outside their front doors. And restaurants and cafes have some very attractive outdoor dining spaces in the warmer months."

For many of us, all these things felt like a complete pipedream, when we had no faith that policymakers would take adequate action to address runaway carbon emissions. This just proves that the world can change quickly when the desire to do so is there."

Early car-cutting schemes in Hamburg and Toulouse found that they resulted in increased community activity and improved public health. Bath Street's transformation follows similar initiatives in Frome, such as the recently completed tram network spanning the whole town. After the success of the Warminster line, work is now underway to link Frome with Wells and Shepton Mallet.

Hugh Thomas

ACTIVE TRAVEL ACCELERATES IN FROME

The new trams are not deterring kids from actively travelling to school!

The annual School Streets survey has shown that most children in the town are walking, cycling, scooting or hoverscooting to school thanks to the shorter school day.

The results found that the new 10am school start gave children not only time for a full night's sleep, but also extra energy and time to get to school in an active way – a winning combination of fresh-air, freedom and fun.

Student, Stuart Getup said, "I really enjoy my journey to school. I can get there way quicker now I'm not stuck in the car, and I feel much less stressed by the end of the day! It's also a nice way to spend time with Mum and Dad before school starts as we go wildlife watching – I spotted 3 water voles in the river yesterday!"

Active travel is extremely beneficial for learning as well as



offering a big wellbeing boost, and thanks to the School Streets project over 90% of Frome school children now actively travel. Teachers have also found that the children's interest and focus has greatly improved, and homework submissions have doubled with far fewer incidents of dogs devouring the paperwork overnight.

The significant decrease in air pollution is due to the town's Local Cycling and Walking Infrastructure plans introduced in the mid 2020's and the new tram system. This means Frome is now far below guideline limits and has led to the town being recognised and highly commended by the National Air Agency as "leading the way in air safety".

'The Children's Forest' fires the imagination

A MAJOR new exhibition opens at Black Swan Arts in Frome this week, showing powerful work from local artists and school children to celebrate five years of the Frome Children's Forest.

In 2022 a groundbreaking partnership was forged between the schools of Frome, Frome Town Council, and local farmers. Over the next three years volunteers – including hundreds of school children – walked the periphery of Frome and studied maps and deeds. They looked at unused farm-land, hedges, ponds, ditches and field margins – pockets of land that could be returned to nature. They negotiated, fundraised and persuaded – and together they patched together a wide "wildlife corridor" fully encircling the town of Frome.

Every child in Frome helps tend to it and to document what is growing and living there. Returning to sites their school or group has adopted every season through their school years, and working alongside farmers and wildlife experts, children learn about the importance of biodiversity first hand, taught by the returning voles, dragonflies and hedgehogs.

"The Mayor of Frome says, "Not only does the Frome Children's Forest support the self-healing of nature and the development of rich ecosystems, sustainable stewardship of land has also done wonders for local people's sense of agency. It is a delight to see a generation for whom ecological responsibility is second nature."

As well as Somerset Wildlife Trust announcing plans to establish a Children's Forest around every town in Somerset, the Forest is extending its reach into the centre of town. Since the Frome Tramline was established, car travel has significantly decreased, and a number of carparks have been reclaimed by nature. The latest addition to the now wild carparks is a night sky viewing platform for all to enjoy a touch of star spotting.

Wendy Hubbard

Frome's last car ready for towing by Ned Garnett



Library of Things spreads nationwide

IT'S time to celebrate as the UK's 50th Library of Things opens its doors!

There are now 50 sharing libraries across the UK, and the latest is packed full of useful items to borrow from games for your street party to tools for your garden.

Born and bred in Frome, SHARE:Frome was the first of its kind in 2015, a social initiative by Edventure:Frome in association with Frome Town Council and The Cheese & Grain.

SHARE:Frome's Manager said, "We have always planned to have a nationwide network of federated Libraries of Things, so to see yet another community become borrowers and save money and space in their homes while reducing their carbon footprint is a dream come true."

In 2029, Frome's Library of Things saved users 1900 tonnes of greenhouse gas emissions, 2540 tonnes of raw material use and 220 tonnes of manufacturing waste.

To find out more about the famous Library of Things head over to <https://shareframe.org/>.

A special wraparound produced by Edventure:Frome, Frome Town Council, Sustainable Frome

What activities made up our Storytelling?



Short films

In June 2022, we commissioned a series of five short films to share the story of each Green & Healthy project strand. These were designed to showcase our work in action, to give people - including locals and those from afar - a real sense of what community action on climate change can look like. At the time of writing, these have received over 1000 views across YouTube & Instagram. [You can watch them here.](#)

What did we learn from doing short films?

Our professionally produced films have captured the story of each project strand and have been useful in sharing our learning. These films and many of our own reels have received lots of engagement on social media. However, due to the live nature of these platforms, unless content is regularly promoted it can become hidden down the timeline. The films could have benefited from more dedicated time for promotion.

Toolkits

In July 2022, we created a series of six toolkits to record and share our learning widely beyond Frome. These written booklets each captured the story of a Green & Healthy project strand, with the intention of enabling others to use our examples to develop their own plans, build on our learning and adapt the project ideas for their own communities. We have shared what we did, what worked well, the challenges we faced and the learnings taken from them.



These initial toolkits were launched at the Health & Climate Conference in July 2022. These were distributed to attendees as part of their Digital Delegate Pack for the day, with physical copies also available for accessibility.

Following the launch, we made the toolkits available as downloads from the Green & Healthy website. We received requests from people representing a breadth of organisations including local authorities, social enterprises, environmental groups and the NHS, from Grimsby to Cornwall.

In January 2023, to coincide with the end of our CAF-funded Development Phase of the programme, we created revised versions of the toolkits with updated statistics and learnings from recent events and activities. This is one of the toolkits, [you can request the others here.](#)

What did we learn from doing the toolkits?

The toolkits have been a useful method of recording our activities, challenges and successes during the Development Phase of the programme and serve as a point of guidance and inspiration to people in other communities looking to establish similar projects. As with all communication resources, there is always more to be done with promotion and it's vital to leave time to dedicate to wider promotion.

What activities made up our Storytelling?

Conference

On Friday 15th July 2022, we hosted a sold-out national Health & Climate Conference at the Cheese & Grain in Frome. The purpose of this event was to share our learning experiences and tell the story behind the unique partnership of the programme.

We were keen to attract a crossover audience of local people and others from further afield, to facilitate connection and learning. We invited members of the community to join and hear more about how they could get involved with the Green & Healthy Future programme, as well as people from other regions to inspire them to take action in their own communities.

A total of 162 bookings were made despite high rates of Covid-19 infections at the time, across a diverse range of backgrounds and sectors. A total of 43 organisations were represented including community groups, healthcare, environmental, local government and business. 60% of attendees were from Frome. The other 40% of attendees hailed from nearby towns in Somerset and Wiltshire, and further afield including London, Newcastle and Cornwall.



We were conscious about how we curated our speakers, keen to bring different voices and perspectives into the room. Whilst aiming to keep the content relevant to Frome, we wanted to bring in the wider world, encouraging people to think about the bigger picture and connect what's already happening with taking action in their own context. We invited people of colour and younger voices to speak on climate-related issues such as politics, inequality and justice.

Our full speaker line-up included:

- Jonathan Higman - Chief Executive, Somerset Integrated Care Board
- Dr Rita Issa - Climate Researcher, Activist and GP, Bromley-by-Bow Centre
- Ian Preston - Director of Household Energy Services, Centre for Sustainable Energy
- Yvonne Bignall - Self-Care Coach & Women's Health Advocate
- Grace Maddrell - Climate Justice Advocate & Author of Tomorrow is Too Late

For more information about the conference, see the [Digital Delegate Pack here](#).



Attendees gathered at the Cheese & Grain for the Health & Climate Conference on July 15th 2022

What did we learn from doing the conference?

- The conference was a strong example of the partners working together. It provided a key opportunity to amplify our work in the context of health and climate and to bring in global awareness.
- We gained a lot of social media traction on the day, especially on Twitter where there is an active medical and climate community.
- The conference required a lot of staff time and resource to organise. Similar sharing of knowledge could be delivered by project staff speaking at and attending other conferences and events.
- Attendees found the day helpful and inspiring. Staff received many positive comments, emails and social media feedback in the days following as well as the formation of new connections and collaborations.

What are the key ingredients?

The key ingredients for successful Storytelling include:

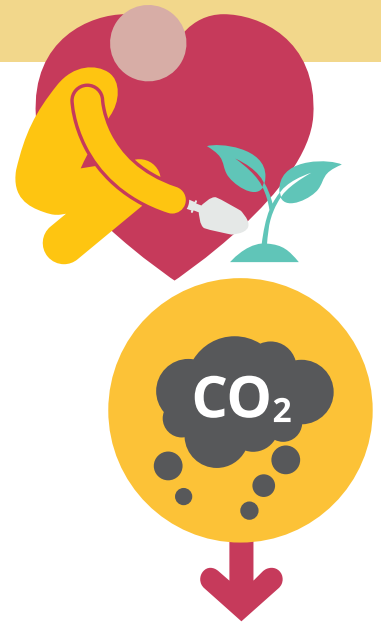
- Working with experienced communications staff in the partner organisations
- A project lead with a background in behavioural science and community participation
- Partnership working across the organisations to amplify the community reach through shared audiences
- Creating a channel for the programme where each partner can contribute content
- Inviting participation, initiating conversations and listening to the community
- Utilising existing networks to widen the audience reach
- Phoning, emailing and reaching out to different members of the community and underrepresented groups
- Focussing on community building, providing inclusive and supportive spaces
- Recognising what is already happening and acknowledging the wider cultural context
- Creating warmth and humanness in our content whilst building trust and authority
- Recognising that people don't need to know everything at once - often it is about sowing the seeds and providing enough information which enables people to find out more and make connections by themselves.

Below: A children's postbox and drawing the future event



Outcomes and insights

- We have found it useful setting up programme-specific social media channels to share our story, emphasise the partnership and amplify each other through shared audiences
- Whilst the 'A/B tests' were interesting, we probably could have predicted the outcome that climate messaging which uses a health or community angle would be most effective
- Climate change content may be banned for political reasons - check social media community guidelines and choose wording carefully
- The town newspaper 'wrap-around' had a huge reach and is still used as an entry-point for discussions about the programme
- Some aspects of the programme have a direct and measurable impact on reducing carbon emissions whilst the impact of others are not quantifiable.
- Certain aspects of the programme such as the film and toolkit resources could have benefited from more dedicated time for promotion, especially for the purpose of sharing our learning with communities beyond Frome.
- Although most of our content has been locally-focused, it was important to include diverse perspectives when telling stories about climate change. The conference was a strong example of where we facilitated this.



Below: Screenshots of our short films on YouTube





In May 2022, the Climate Action Group 'Green & Blue Spaces' meet up was organised by Frome Town Council and supported by the Green & Healthy Future for Frome partners with more than 12 community groups represented and attended by Frome's mayor Andy Wrintmore

References

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¹ <https://link.springer.com/article/10.1007/s10584-019-02425-6>

Watch our short films to see our project in action and download our other toolkits at www.greenhealthyfuturefrome.org/storytelling

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February 2023

<https://greenhealthyfuturefrome.org/>

