

# Nuclear Narrative

## THE ACTION ROADMAP

provides five distilled steps that can be used as a tool to increase interest in nuclear issues—a topic that is considered complex and daunting. Dig into the research, get inspired by new ideas, and find additional resources at [nuclearnarrative.org](http://nuclearnarrative.org).



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### AUDIENCE

#### Understand Your Actives

##### INDIVIDUAL

What is their background and beliefs? What ideologies do they hold? Where do they live?

##### ROUTINE

How do they spend their time, both personally and professionally? Why?

##### MOTIVATION

Who or what motivates them? When do they feel frustrated and disinterested?

##### INFLUENCE

What gets their attention? What are they reading, listening to and following?

##### CONCERN

What issues do they stand for and engage with? How did they come to be involved?

### PROXIMITY

#### Create a Relatable Connection

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##### OPTION 1: INJUSTICE

As with all other tools of oppression, nuclear weapons divide us and makes us afraid of one another.

##### OPTION 2: ENVIRONMENT

Nuclear weapons pose an unacceptable risk to our life-sustaining environment.

##### OPTION 3: HEALTH

The production, presence and use of nuclear weapons puts our health and our lives at risk.

##### OPTION 4: ECONOMY

Nuclear threat is an economic issue. Our world is over-armed and yet basic needs are unmet.

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### PERSUASION

#### Shift From Awareness to Engagement

##### BEGIN WITH THREAT

The starting place is the belief that a statement is true. One evidenced experience is all it takes.

##### ESTABLISH CONCERN

A threat is elevated by a sense of urgency to a concern — something your audience thinks about over and over because it matters to them and their community.

##### GENERATE CAUSE

A concern becomes a cause when it is shared with others — in conversation or through social media — once your audience has the confidence to own the message.

##### DEMONSTRATE PROGRESS

Progress is seen when your audience takes action for the cause. It's sustained through progress toward a goal, appreciation from a community, and personal validation.

### FRAMING

#### Tell An Engaging Story

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##### FOCUS ON COMMUNITY

Focusing on community is more effective than making this a personal issue or global issue: it taps into our collective desire to protect those we care about.

##### CONNECT THROUGH CULTURAL RELEVANCE

Share messages through culturally relevant voices, enticing quips and artistic images that fit into social media feeds.

##### MAKE IT OWNABLE

Keep the message simple, relatable and repeatable. Your audience cannot own a message they struggle to retell or fit into a conversation.

##### INVOKE HOPE

Write in a pre-detonation frame. Our assured demise fuels resignation rather than activating innovation, protest, or change.

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### COMMUNICATION

#### Provoke Action & Inspire Progress

##### EMBRACE THE ABSURDITY. DON'T BE INSENSITIVE.

Humor can help people engage with issues that feel insurmountable, creating a space for dialogue, hope or outrage in place of silent resignation.

##### INVOKE COMPASSION. BEWARE OF OVERWHELMING.

Like fear, empathy strikes an emotion chord so strongly it leaves people feeling helpless and results in avoidance.

##### PROVOKE EMOTION. AVOID FACT-STORMING.

Relentlessly bombarding people with facts about blast radius, weapons stockpiles and potential casualties grabs attention but fails to inspire action.

##### BE INSPIRING. DON'T BE NEGATIVE.

Change happens by asking people to imagine the leaps, then mapping the steps and stretches to get there.

##### BE COLLABORATIVE. REFRAIN FROM INSULARITY.

Embrace contribution from experts in disparate disciplines.