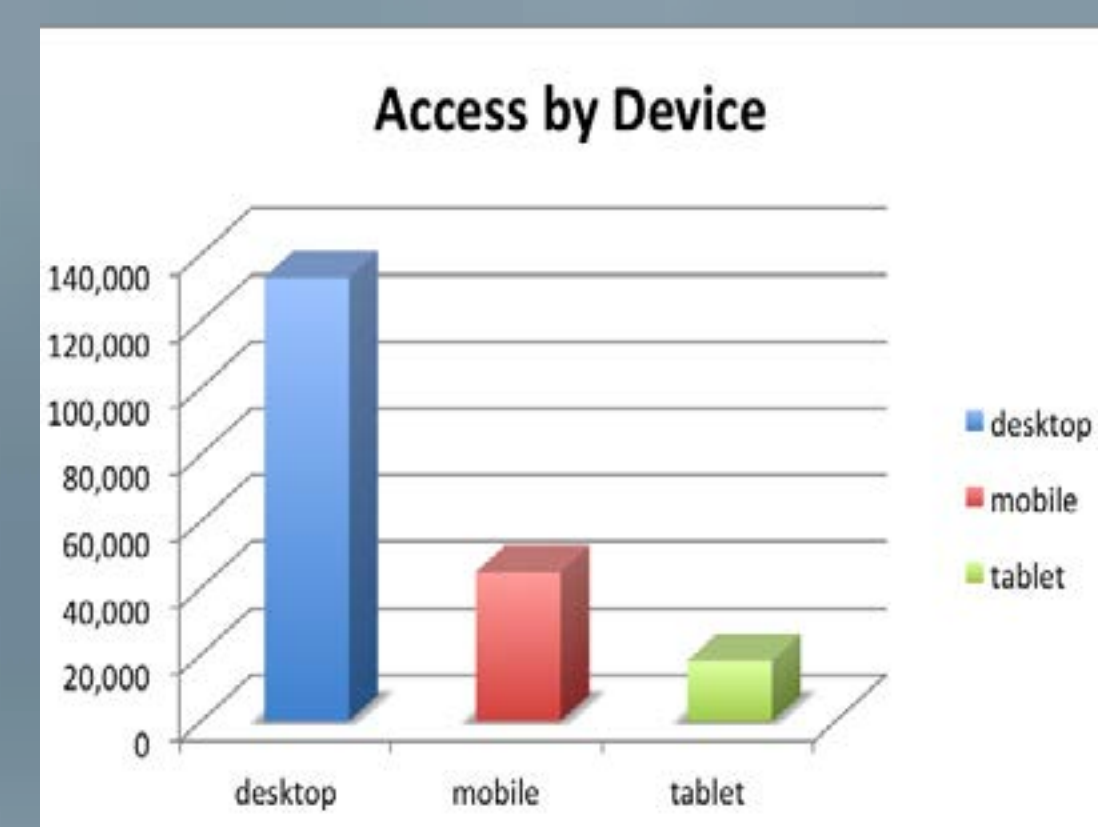


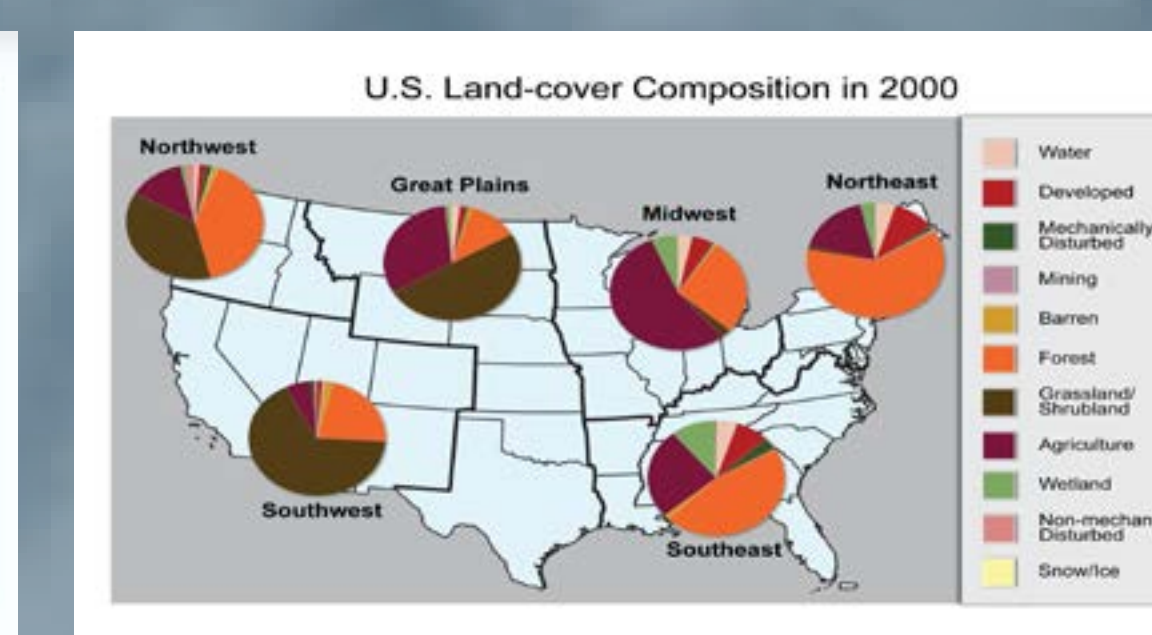
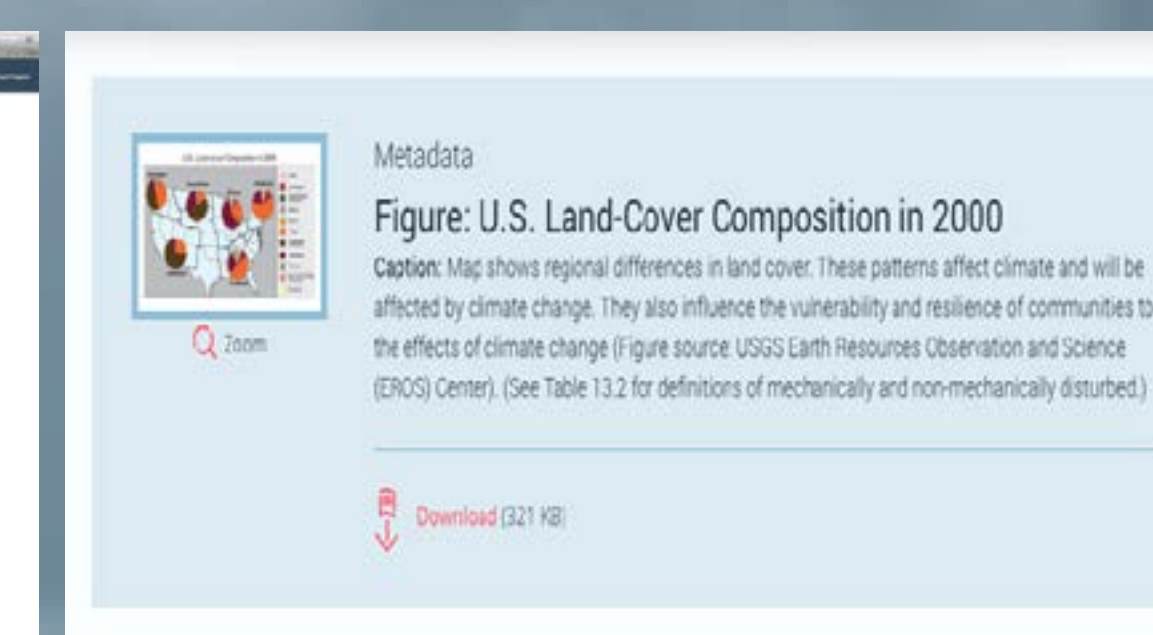
Mobile First:

The website is designed to be completely responsive to function across all devices, including smart phones, tablets and computers so that the user can access the report at their convenience. The website utilizes long scrolling pages to improve integration across devices that are swipe-based.



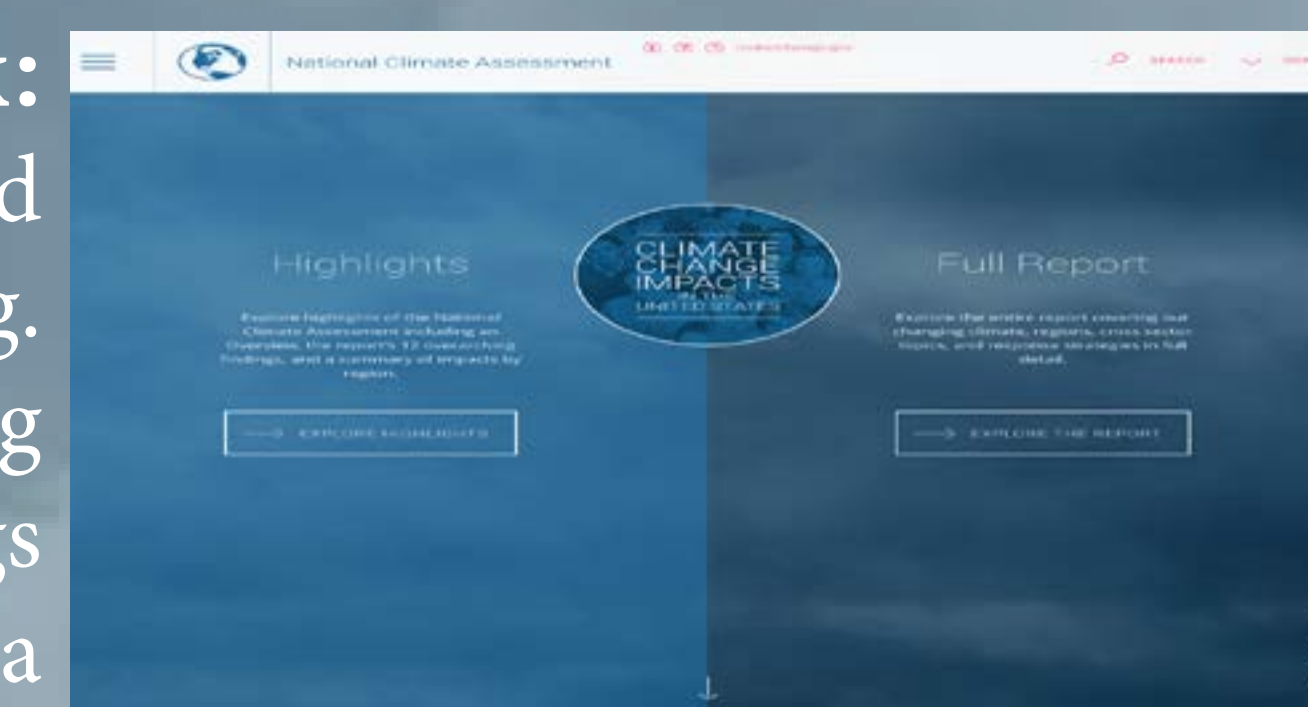
Scroll not Click:

The design is based on the use of scrolling and continuous loading rather than clicking. This offers a seamless story-telling approach to the report findings and provides users with a more engaging experience.



Traceable Accounts:

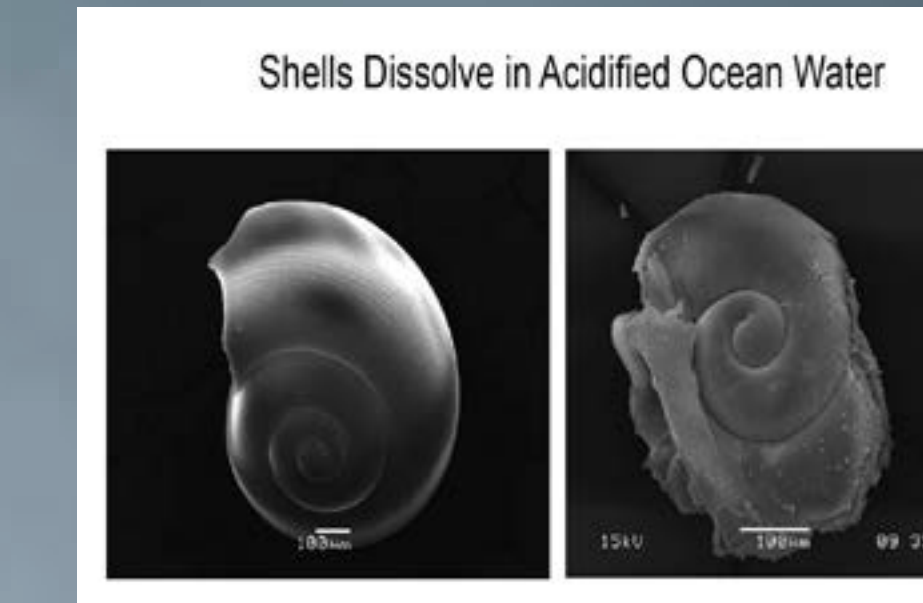
For each major conclusion in the report a traceable account is given that describes the key message process, evidence base, new information and remaining uncertainties, and an assessment of confidence. Similarly, the website provides a direct link on each graphic to the metadata and a downloadable copy of the associated images.



Ocean acidification poses threats to the Northwest's important shell-fish industry.



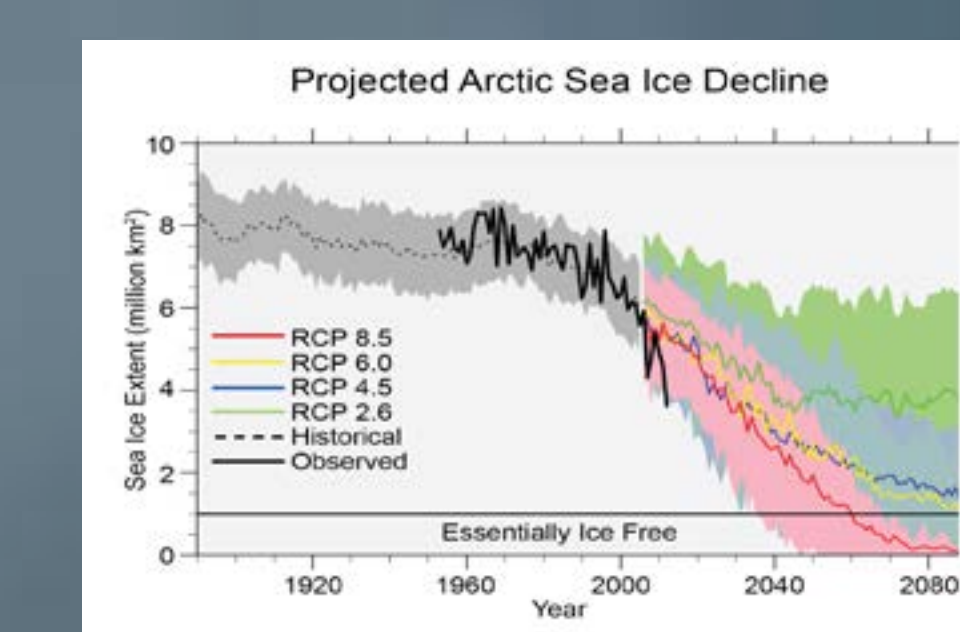
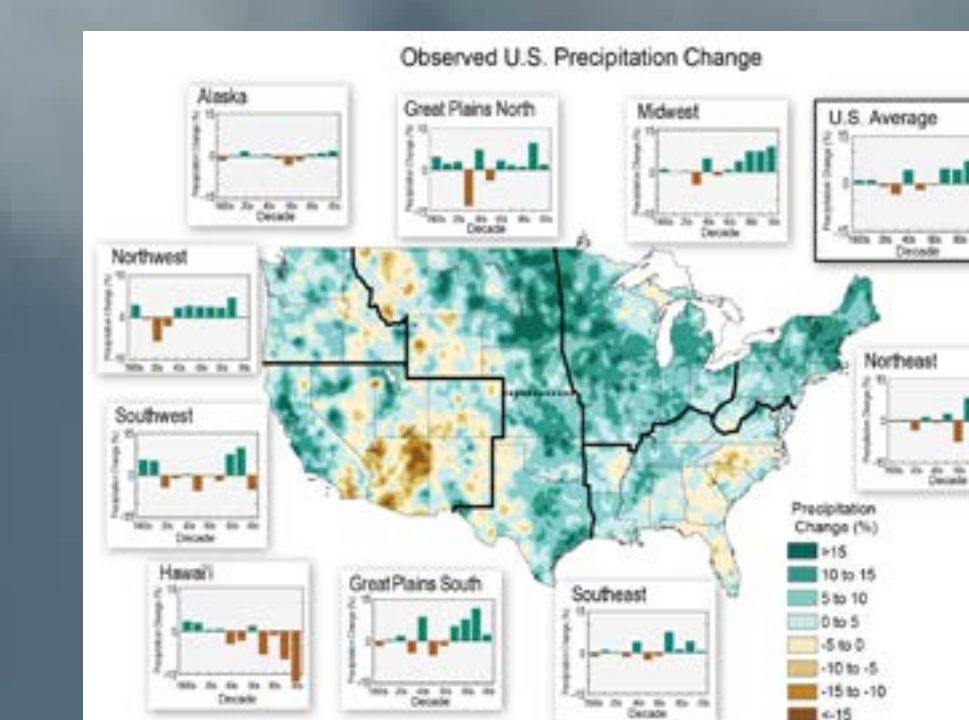
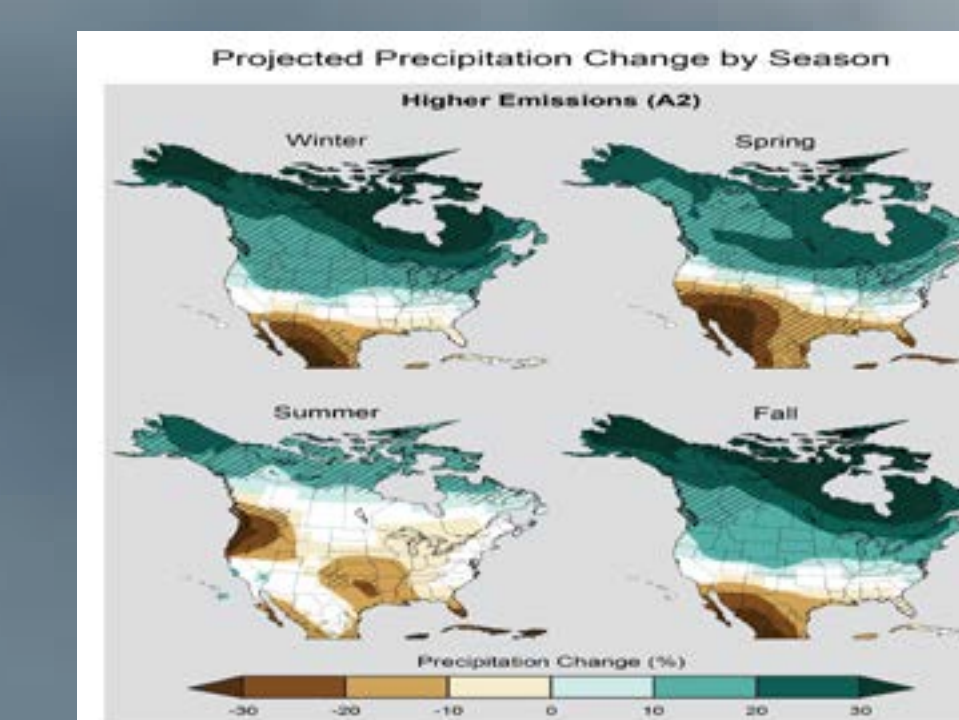
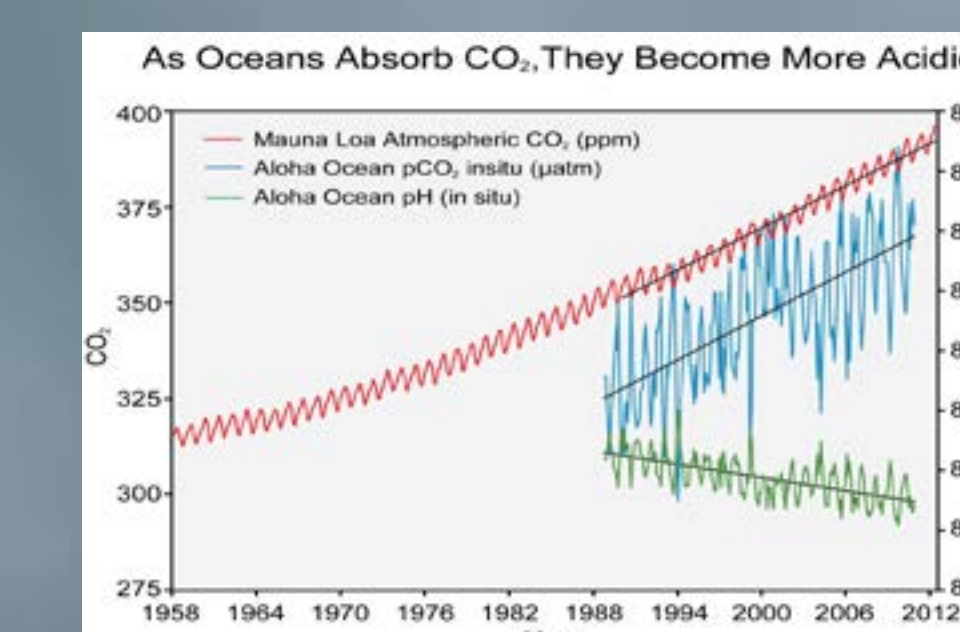
Report findings are communicated through text and graphical analysis throughout the report. Additionally, the website provides interactive graphics and photographs to demonstrate the results of the findings.



Increased frequency of heavy downpours causes flooding and erosion in rural areas.



Heat and drought impact the agriculture sector.



Reductions in sea ice alter food supplies for many species, and make hunting less safe for Alaska's native hunters.



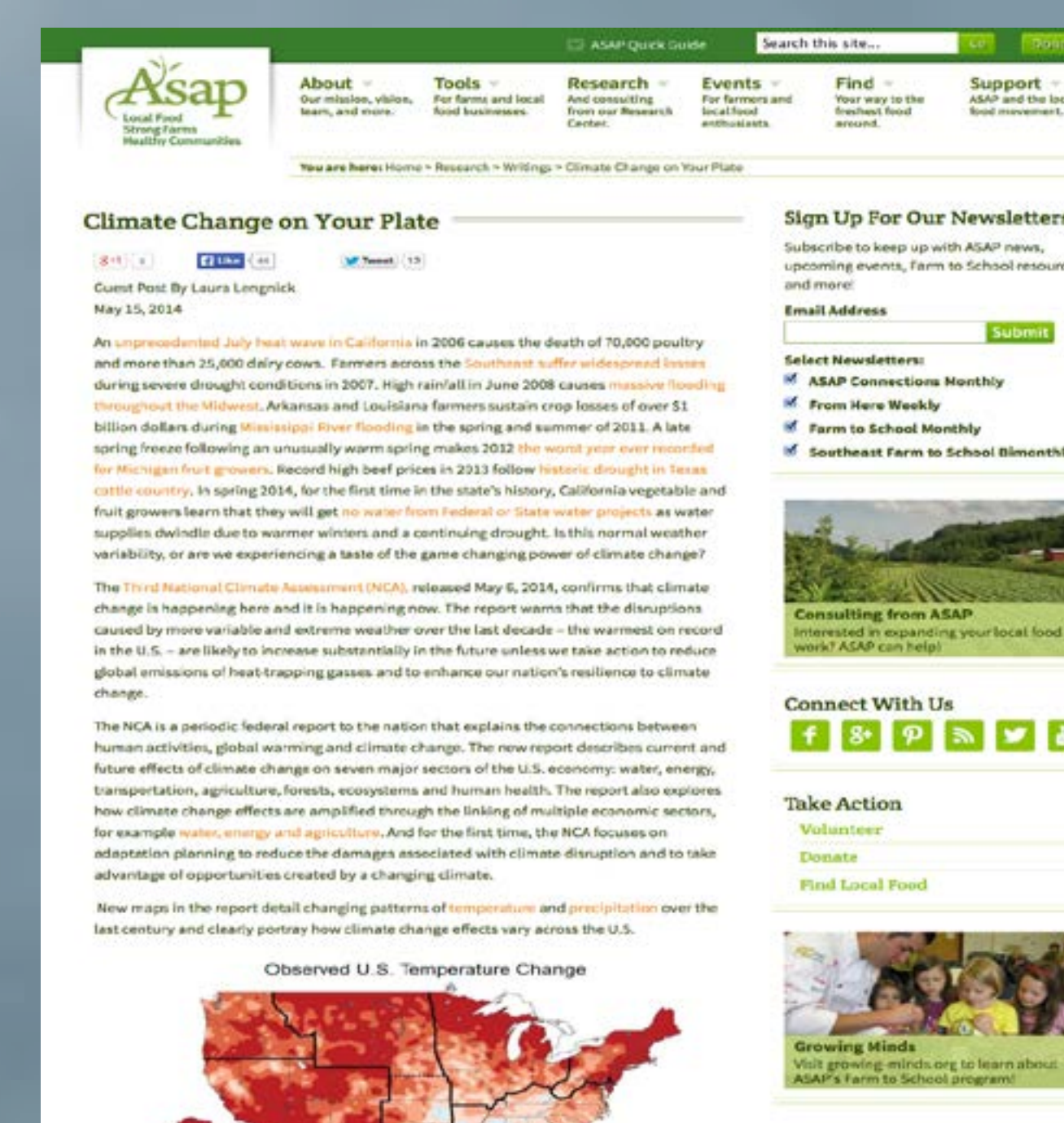
Design Architecture



Social Media

Communicating Report Findings

Outreach

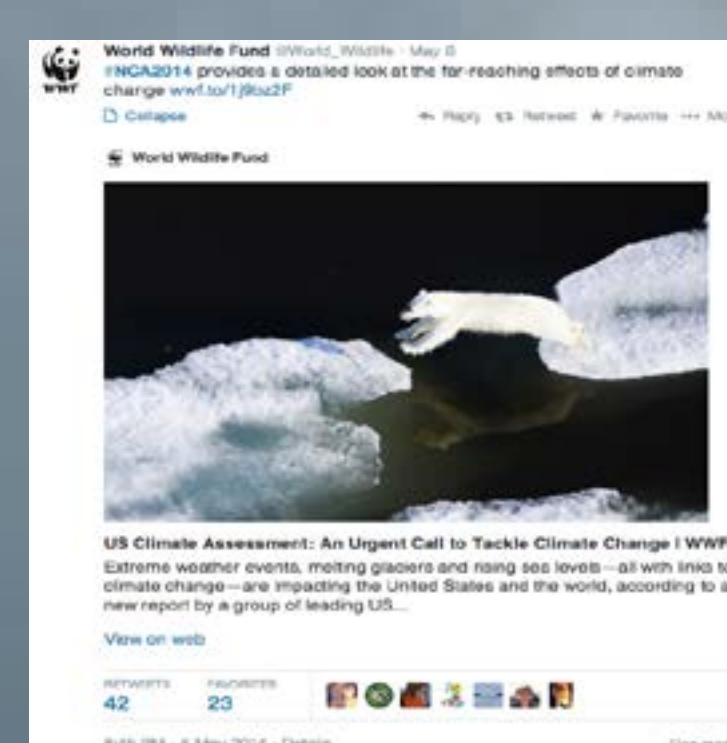
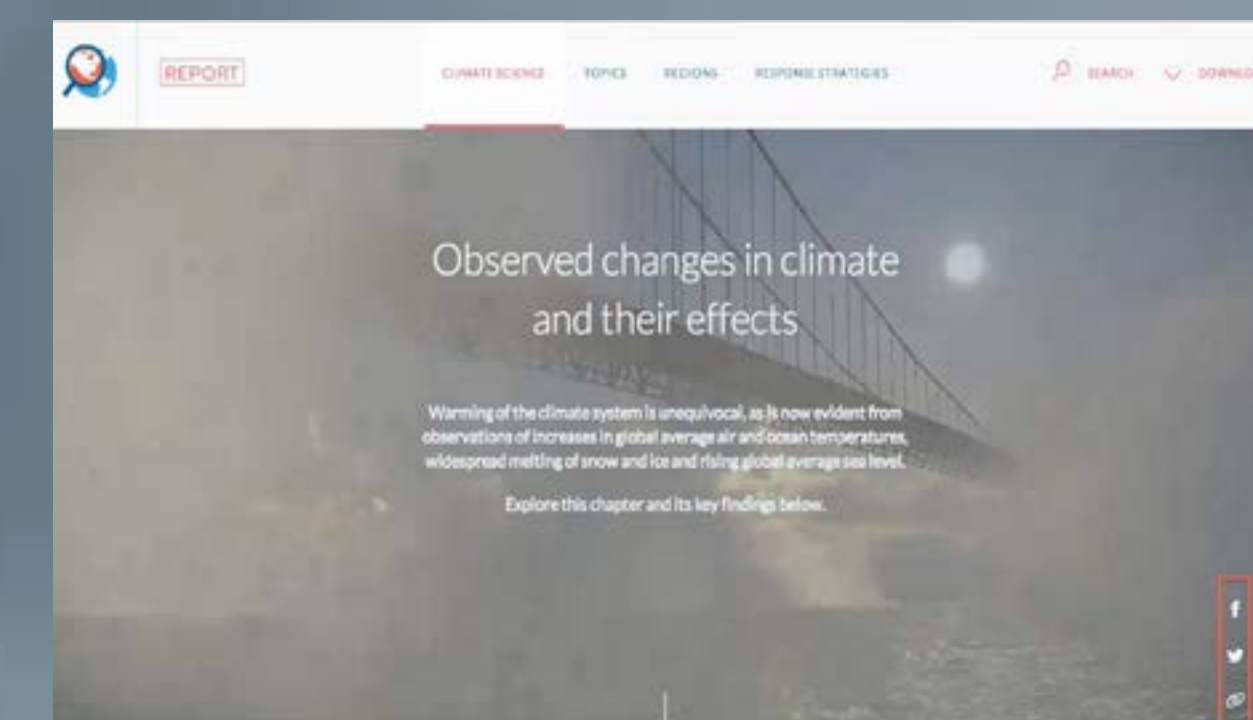


Local and Regional efforts:

In addition to national outreach, CICS-NC staff worked locally in Asheville and throughout Western NC to create a grass roots campaign promoting the release of the National Climate Assessment. County sustainability directors, AG extension offices, tailgate markets, and NGOs, like ASAP Connections, all proved to be an integral part of the rollout. The above blog post was distributed to nearly 6000 members as a result of our local strategy.

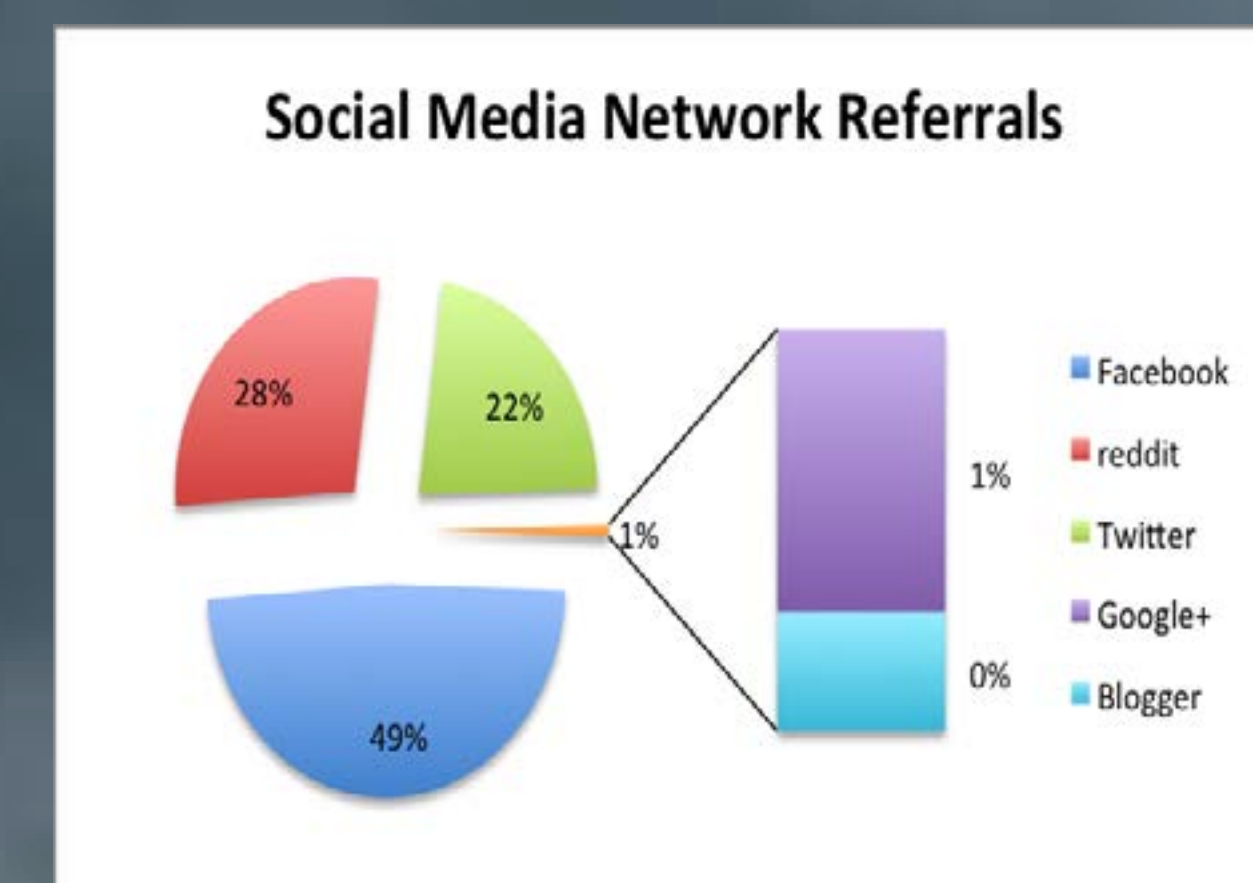
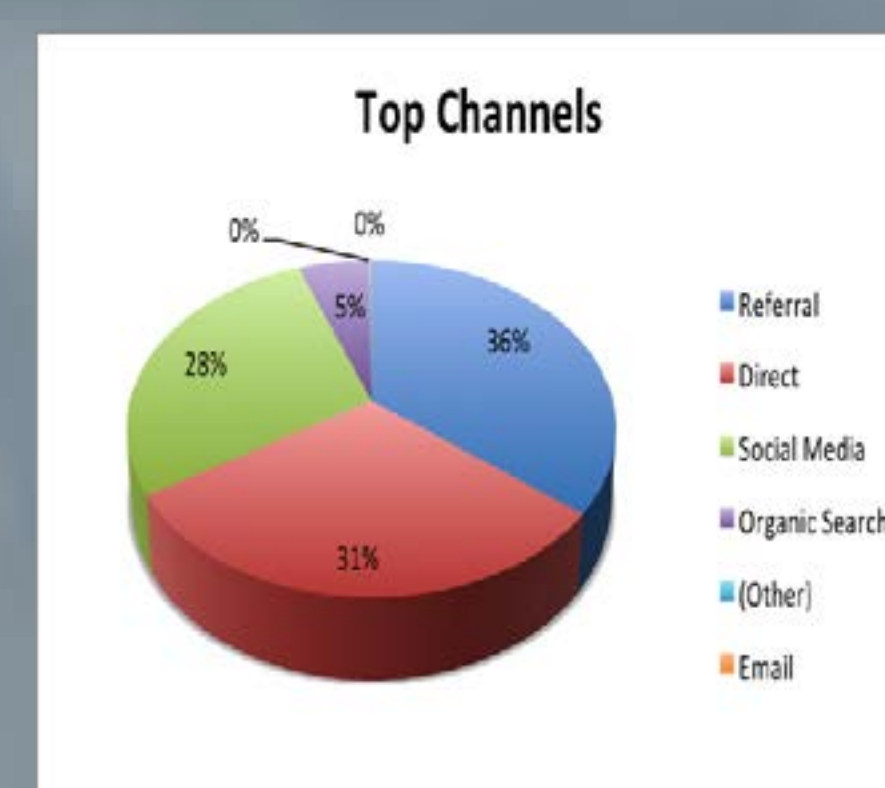
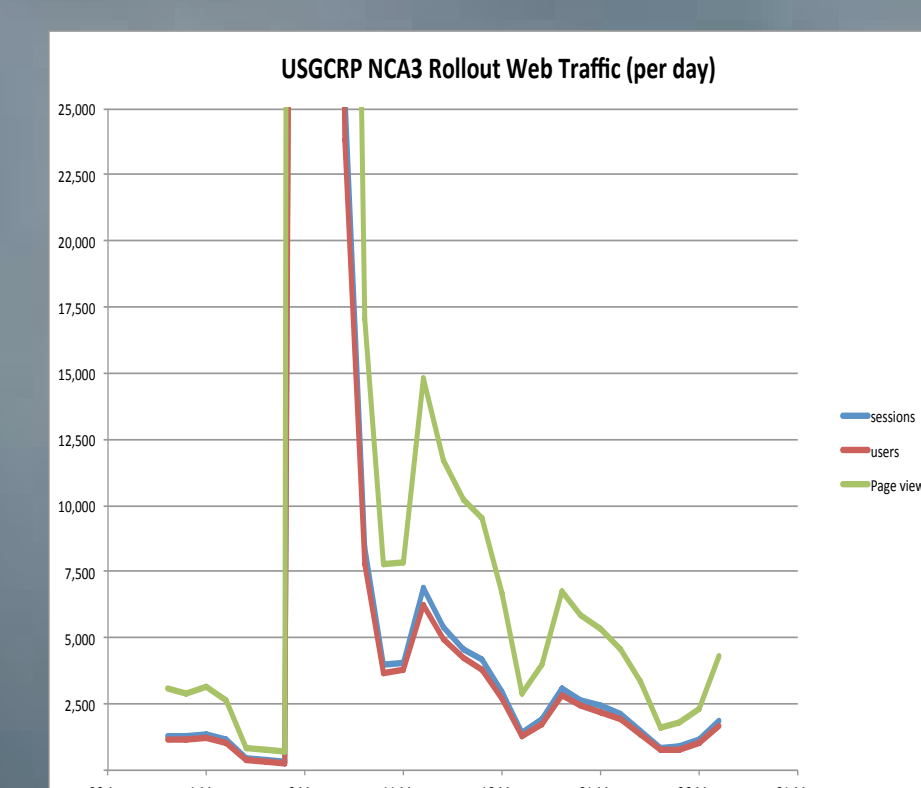
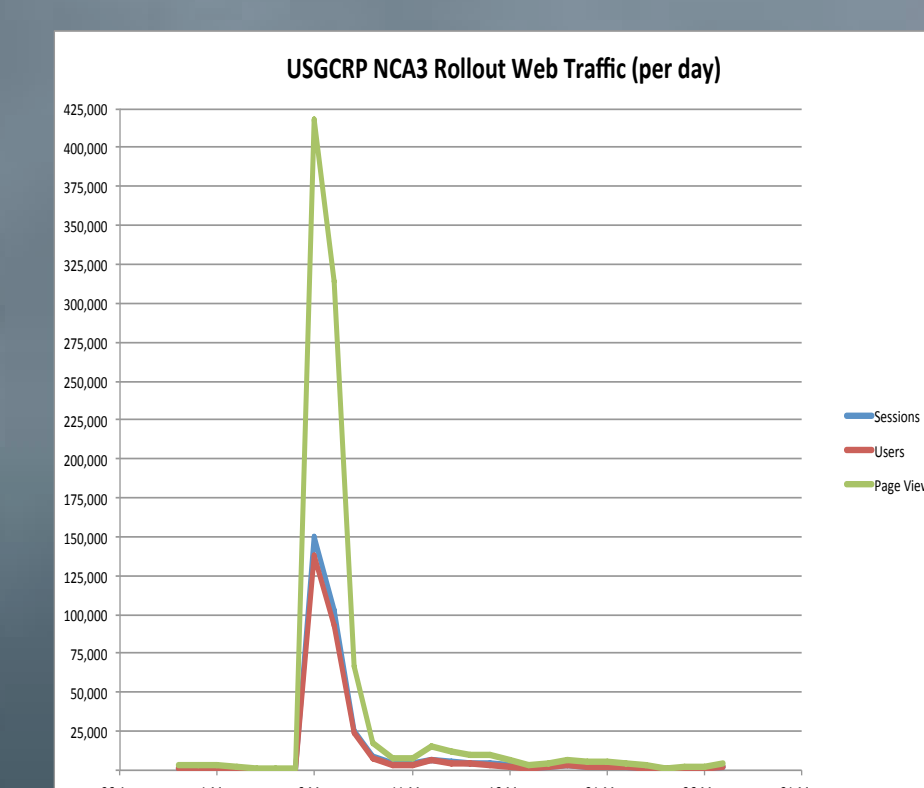
NCAnet Communications:

HabitatSeven and CICS-NC worked in consortium with USGCRP's NCAnet Communications Affinity Group to promote the digital distribution strategy of the NCA. The NCAnet is a network of organizations from various sectors including government, non-profit, for-profit and academia that work together to share information about the NCA across the United States. The group extends the NCA to a broad audience through the dissemination of NCA report findings to distinct communities of practice, through press and media outreach, supporting and planning NCA events, and producing communications materials related to NCA findings.



Social Media Integration:

The website is designed to be entirely modular so that each piece of content (key messages, images, interactive graphics) can be shared independently from the remainder of the report. Every piece of content has its own URL, Twitter and Facebook handle to facilitate digital distribution on social media portals, and through newsletters and listserv's. In this way, individuals from diverse communities of practice can access and share the parts of the report that are of greatest relevance to them which provides a more directed user experience.



Outreach and Engagement:

HabitatSeven created a master list of over 600 organizations in the United States that represent particular sectors and regions of the NCA and established a partnership with these groups as a part of the digital distribution strategy. After identifying organizations, HabitatSeven located the information in the report that was of greatest relevance to particular organizations. For example, an asthma association would likely be interested in the aspects of the health chapter that discuss how climate change is likely to result in increased airborne pollution. The team reached out to a variety of organizations with NCA texts and graphics that they could share on their social media portals and disseminate to their networks through listserv's and newsletters. In this way we were able to build widespread interest and support surrounding the NCA with distinct communities of practice.

