



Important topic for heat warnings and other hazards

Wendy Bohon (Referee)

Referee comment on "Identifying community values related to heat: recommendations for forecast and health risk communication" by Kathryn Lambrecht et al., Geosci. Commun. Discuss., <https://doi.org/10.5194/gc-2021-12-RC1>, 2021

In the manuscript "Identifying community values related to heat: recommendations for forecast and health risk communication" the authors outline how they analyse and evaluate public comments on the NWS Facebook page related to heat risk in Phoenix, AZ. They determine that there are 2 key "commonplaces", or community norms or values, that describe and challenge heat related threat assessment in Phoenix - "the normalization of heat" and "heat as a marker of community identity." They then describe ways that these commonplaces make the communication of heat related messaging difficult, as well as ways to utilize these commonplaces in future messaging. The nuances in understanding an at-risk populations perception of a hazard is critical to effectively messaging about that hazard in such a way that people are motivated to take protective action. By identifying some of these critical nuances the authors are providing an important roadmap to communicators about how to message more appropriately and effectively.

The approach that they take to evaluate the Facebook messages is robust, and their description of the issues is clear and sound. However, the manuscript would be of greater value to communicators looking to improve messaging using these findings if the authors include additional information and suggestions around how to utilize the identified commonplaces when creating heat warning messaging campaigns. For instance, they rightly suggest that additional language should be used besides "excessive heat" etc. What might be more appropriate or descriptive terms? Can they offer a more extensive list of potential suggestions as to how to reframe the commonplace of community membership to inspire people towards action? Additionally, were there any examples of messaging that was found to inspire action through changing the commonplace narratives that could be used as a template? Regardless, a list or table of suggested messaging could be very helpful for science communicators tasks with creating copy around dangerous heat events. Although it may be beyond the scope of this work it would be interesting to hear the authors thoughts on the efficacy of different types of hazard messaging on social media - are videos, infographics, photos or articles more effective for communicating risk to different populations?