

# Six reasons why water is so hard to talk about.

From food and fashion to global trade and pollution, the climate change conversation is now mainstream. Effective communication is needed to keep these issues in the spotlight and foster the behavioural changes needed to advance climate goals. But communicating about climate issues is complex, especially water-related topics. Here are six reasons why journalists, bloggers and marketers find it tricky to cover water.

## The Usual Narrative

The difficulty in breaking away from old narratives is that the water crisis is not just about drought and flooding. Talking about models of success might inspire people to take action, instead of having them believe it is too late already.

## Unconnected Dots

It might not be so easy to see that education for girls is a water issue. Health is a water issue. Fighting hunger is a water issue. Unless we make such connections visible and clear, people will not understand how urgent the water issue is.

## The Media Logic

To get your message across as a communicator, it is important to understand the media logic. How do you package your story to the media? How can you deliver stories of hope rather than despair and disaster?

## Missing Voices

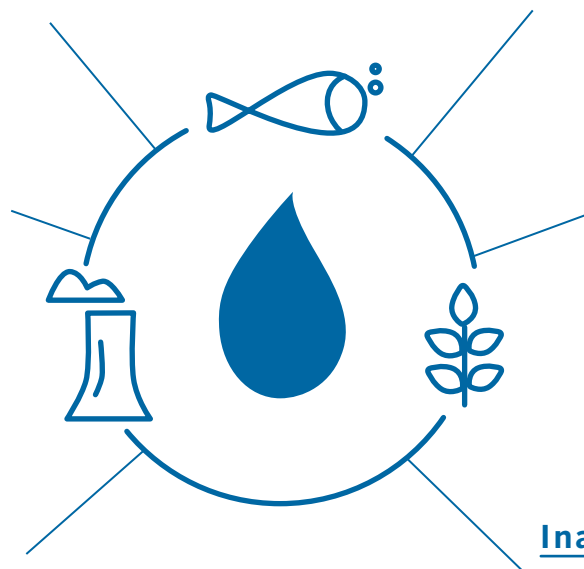
People that suffer most from climate change are rarely present in the discussion. Communicators are not listening to these voices. Amplifying diverse voices can make policy decisions more inclusive.

## Choice of Words

How do we make people feel included through the message we put across? Words can get people to become part of the dialogue, and then take action.

## Inaccurate or Lack of Information

Having accurate information is not only about being impressive but also staying relevant to the challenges we face today. Covering the complexity around water issues can level-up your message.



**We've curated a new programme of inspiring talks and round tables to give you the knowledge and skills you need to overcome these challenges, broaden your reach and empower people to make better decisions about water. We are calling it the Communication and Behaviour Change Accelerator and you're invited to join us every day on Centre Stage at World Water Week 2021.**

**Details on our [website](#).**