

2023 Communication Committee Report

Members of the Communication Committee: Lori Goldman, Margaret Holm, Sue Kirschmann, Henry Sielmann

The Communication Committee is focused on Goal 1 of our Mission Statement which is to “Inform Okanagan communities about the consequences of climate change and inspire them to take action.”

In 2023 communication encompassed the following avenues of community outreach:

- A monthly newsletter which reached over 1000 people
- Published events, commentary and articles of interest on FTFO Facebook, Twitter, and Instagram pages
- Our website with regularly updated climate action events, campaigns, and special pages devoted to topics such as “Take Action”, “Current Issues”, videos and blog posts.
- Ten monthly “Deep Dive” webinars with attendance of 20 to 80 people each month. Topics in 2023 included climate and aging populations, finding happiness in climate action, and geothermal energy. The webinars are recorded and can be viewed on the FTFO YouTube channel.
- Regular displays at Penticton and Naramata Farmers Markets and community events.
- Climate topic information sheets, displays and bookmarks for the general public.
- Power point presentations and information sheets prepared for presentations to municipal councils and committees.