

IMPLEMENTING THE NARRATIVE:

This checklist for more effective communication is drawn from the research-based guide *Rewriting the Narrative on Nuclear Weapons*. Learn more and read the full guide at nti.org/narrative.

1 POSITION THE AUDIENCE AS THE HERO OF THE STORY

- **Progress is possible, together:** Can your audience see themselves and “regular people” as actors in the story? Do you reference examples of success?
- **Agency:** Have you provided specific (and realistic) actions for your audience? For example, contacting elected representatives or sharing content.

2 BUILD TRUST AND RELEVANCE

- **Plain language:** Avoid acronyms, jargon, or complex terms and details that come across as “wonky” and confusing. Speak simply.
- **Connect nukes to relevant topics:** Talk about how nuclear weapons connect to current issues, such as the \$2 trillion cost of nuclear weapons during a period of high inflation and economic hardship.
- **Trusted messengers:** Can you cite a nuclear scientist, a veteran, someone from the armed forces, or a civilian national security expert?

3 CONNECT WITH AUDIENCES THROUGH SHARED VALUES

- **Values that resonate:** Consult the narrative for language that projects courage, optimism, agency, security, and sustainability.

4 EXPRESS URGENCY WITH HOPE

- **Expose the fallacy that nuclear weapons keep us safe:** Cite tested examples that resonate, including close calls.
- **No “bad guy with a nuke” frame:** Have you made nuclear weapons the threat (by describing inherent flaws in the system), instead of focusing on bad behavior by other countries?
- **Step-by-step progress:** Have you tempered urgency (and frightening consequences) with solutions and hope for the future? Describe steps that lead toward the larger goal. For example, “Supporting [relevant initiative] ensures security today and forges a path toward eventual elimination of nuclear weapons.”

5 ARTICULATE A CLEAR VISION WITH REALISM

- **Bold and realistic:** When addressing nuclear disarmament, talk about “reduction as a step toward eventual elimination” and explain the steps to manifest it. Back it up with evidence of wins, including drastic reductions already achieved.
- **A vision for a nuke-free future:** Can you talk about the possibilities that exist in a world no longer held hostage by the global nuclear weapons arsenal?