

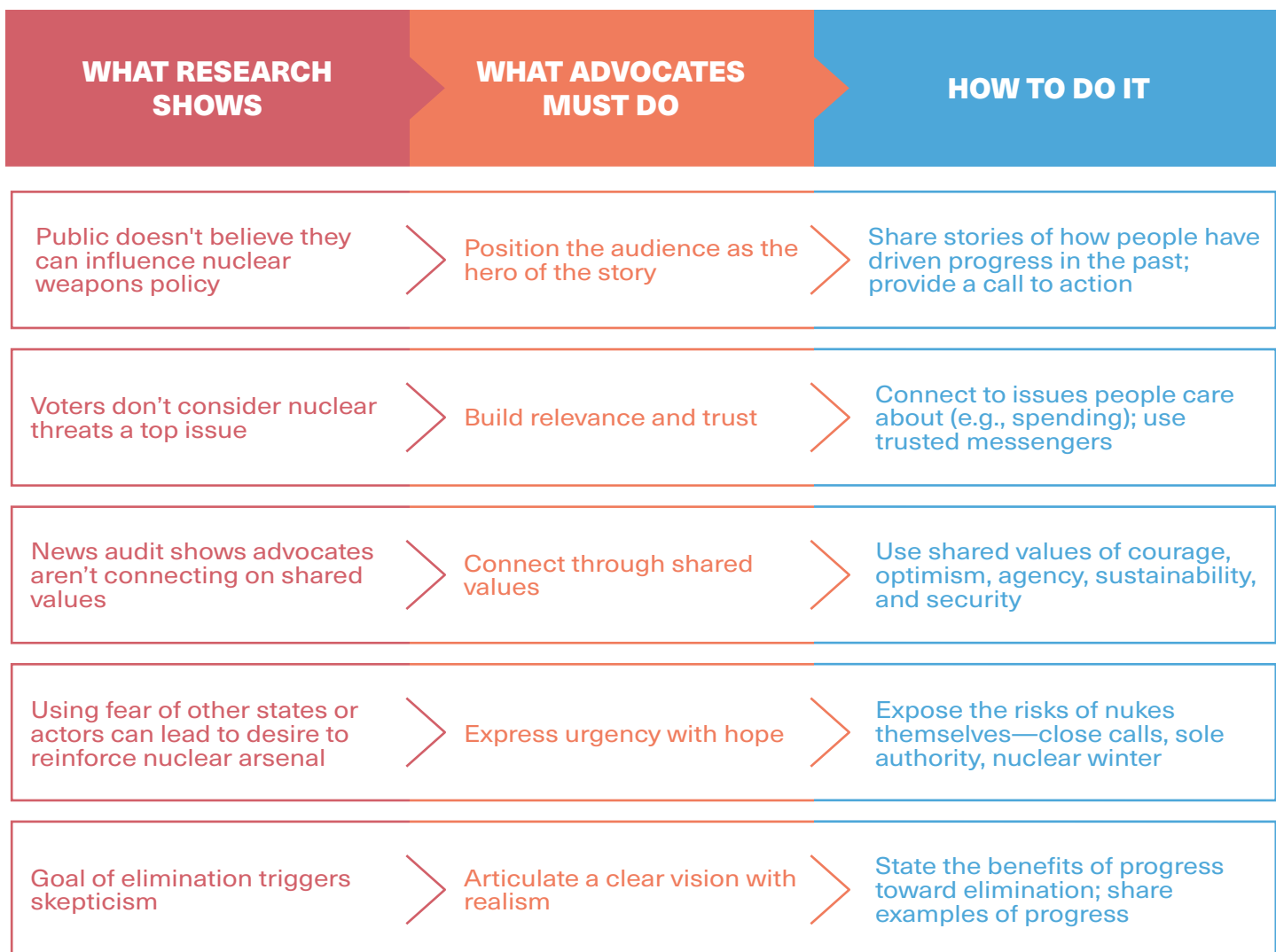
REWRITING THE NARRATIVE ON NUCLEAR WEAPONS

Highlights from a research-based guide to building a safer future

For those seeking to reduce nuclear risks and eventually eliminate nuclear weapons, this guide introduces an evidence-based narrative framework to connect with a supermajority of Americans to shift policy, practices, and mindsets by focusing on shared values. Working together, we can persuade people that nuclear weapons do not keep us safe, and that everyone can play a role in building a safer world.

Ploughshares and the Nuclear Threat Initiative created this practical, research-based guide with the social-change agency Metropolitan Group. The guidance is based on existing research; new research (including focus groups and an updated ReThink Media news audit); and input from the nuclear risk-reduction and disarmament field.

How Research Findings Drive Storytelling Imperatives



APPLYING THE NARRATIVE

The new narrative is designed to be effective with a supermajority of the American public, from those who support nuclear risk reduction (“base”) to those whose views can be shifted (“persuadable”). The full guide includes the messages and supporting framework that increases engagement, while also being believable, worthwhile, and achievable.

You can use the narrative as-is, but consider tailoring it to your messenger, audience, medium, and social context. What feels authentic for an activist on TikTok will be different for an arms control expert on CNN.

A New Narrative

EVERY STEP WE TAKE TO REDUCE THE THREAT OF NUCLEAR WEAPONS BRINGS US CLOSER TO CREATING THE SAFE AND SUSTAINABLE FUTURE WE ALL DESERVE.

Everyone deserves to be free to live the lives they choose in a stable, safe, and sustainable world. To make this future possible, we must recognize our common humanity and challenge the dangerous idea that the world is safer by threatening mass destruction.

It doesn't have to be this way.

At another pivotal moment in history—the height of the U.S.-Soviet arms race—people spoke up and their demands helped lead to the elimination of more than 80% of nuclear weapons globally. Together, people and governments can finish the job.

There is no time to lose. Historic international agreements that have successfully limited nuclear weapons will soon expire, just as a new nuclear arms race is underway. Eliminating the nuclear threat will bring us closer to securing a shared future where nations address common challenges facing humanity—like climate change, pandemics, and artificial intelligence.

We must urge our leaders to protect us now by working with other nations to reduce the number of nuclear weapons while moving toward their eventual elimination. Even if we never get all the way to that goal, every step in that direction will make us all safer.

The full guide and additional resources are available at:

nti.org/narrative

Five Core Values

Five core values underpin the new narrative framework:

- ▶ **Courage:** We question the status quo, take on worthy challenges, blaze new paths, and remain steadfast in our conviction to shape the future we deserve.
- ▶ **Optimism:** We dream big, nurture goodness in small ways, and know that a better future is possible.
- ▶ **Agency:** We seek a sense of control in an increasingly chaotic world, we recognize that we each have a role in creating the future we want, and we understand that we can achieve more together than alone.
- ▶ **Sustainability:** We work to ensure the health and well-being of humanity and our planet by never wasting or destroying our resources and striving to learn from the past so that we can bequeath more to those who come next.
- ▶ **Security:** We demand to live free from catastrophic threats to ourselves, our loved ones, and all of humanity as we embrace our collective interdependence, to address threats that don't respect divisions between people and countries.