Use Carrots, Not Sticks
Highlighting actions of those who follow recommended behaviors is more effective than pointing disapprovingly at non-compliance

Normalize recommended behaviors

Tailor messages with personalized emotional appeals that align with values and beliefs

Address specific concerns and questions with honesty and transparency

PROMOTING COVID-19 PREVENTION MEASURES

COVID-19 COMMUNICATION PRINCIPLES

1. Acknowledge that scientific understanding of COVID-19 is evolving
2. Prevention measures are based on strong evidence
3. Facts & figures are not enough—need to make it personal
4. Vaccination is part of the solution along with masks, social distancing, and other prevention measures
5. Questions about COVID-19 vaccine safety and effectiveness require open and transparent answers

CORE PRINCIPLES

- Transparency
- Respect
- Empathy
- Equity

TRANSPARENCY      RESPECT      EMPATHY      EQUITY

Communicate clearly and often
Counter misinformation
Engage influencers & trusted messengers
Acknowledge and address concerns
Provide tailored and consistent information
Collaborate across sectors
Foster positive social norms
Offer practical and hope