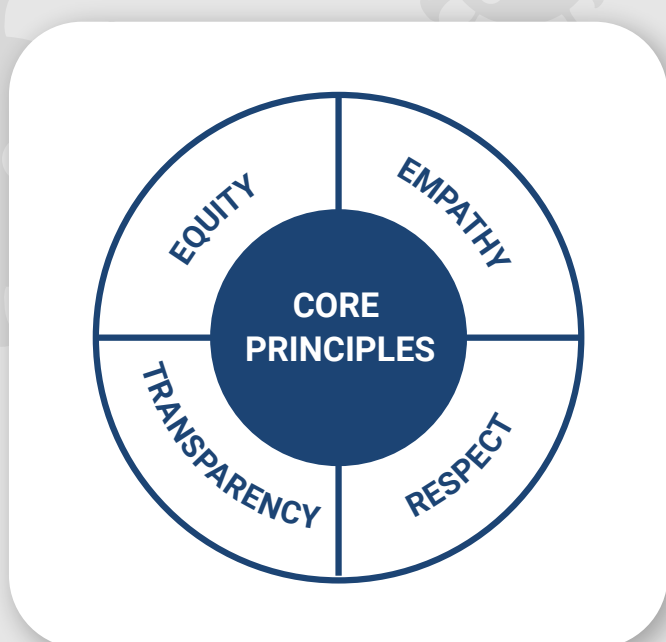


COVID-19 COMMUNICATION PRINCIPLES



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



PROMOTING COVID-19 PREVENTION MEASURES

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



Engage trusted community influencers to model behaviors



Address specific concerns and questions with honesty and transparency

