COVID-19 Communications: Promoting Prevention Measures & Vaccine Confidence

www.nfid.org/coronavirus

Partner Organizations
Evolving COVID-19 Knowledge

- New, emerging variants
- Duration of immunity
- Potential for transmission post-vaccination
- Need for annual vaccinations/booster doses
- How long masks will be necessary
- Impact of vaccination on daily activities

Addressing Barriers to Adherence

- Individuals may not be aware of current guidelines or understand how to properly follow them
- Unclear, changing guidelines cause confusion among the public and plant seeds for misinformation
- Socioeconomic status may also be a significant barrier to following recommendations

Acknowledging challenges can make messaging more empathetic, credible, and effective
4 Core Principles: Respect, Empathy, Transparency, & Equity

COVID-19 Communication Strategies

**Communicate clearly and often**
Use facts whenever possible, acknowledging that information continues to evolve

**Provide consistent, tailored information**
While messages need to be consistent, the way to say it may change based on audience

**Acknowledge and address concerns**
Questions and concerns are expected and should be addressed directly

**Offer practical solutions and hope**
Motivate by framing prevention measures and vaccination as best tools to help stop the spread

**Counter misinformation**
Proactively share accurate information

**Foster positive social norms**
Reinforce importance of prevention measures by making desired behaviors visible and celebrated

**Engage influencers and trusted messengers**
Work with trusted leaders and organizations with influence and credibility to boost confidence

**Collaborate across sectors**
Ensure consistent communication, policy, and action to reduce confusion
Encouraging Vaccine Acceptance

Foster vaccine confidence among the “moveable middle”
- Those who identify as “wait and see” are more likely to be persuaded
- Do not expect to change the mind of those who have firmly decided not to be vaccinated

Address concerns and misinformation
- Acknowledge that questions and concerns are reasonable and expected
- Understand the basis of the concerns
- Suggest they talk with a trusted healthcare professional about specific medical concerns

Communicate transparently, but empathetically about COVID-19 vaccines
- Talk about development process, technology, ingredients, side effects, and ongoing safety monitoring
- Avoid lecturing or shaming, and know when to move on

COVID-19 Communications Toolkit

www.nfid.org/covid-19-communications
Key Messages: Together We Can Win The Fight

We need more *everyday heroes* to help PROTECT those most at risk from COVID-19.

- Wear a mask
- Wash your hands
- Continue social distancing
- Get vaccinated as soon as you can