

COVID-19 Communications: Promoting Prevention Measures & Vaccine Confidence



www.nfid.org/coronavirus

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Partner Organizations



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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



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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

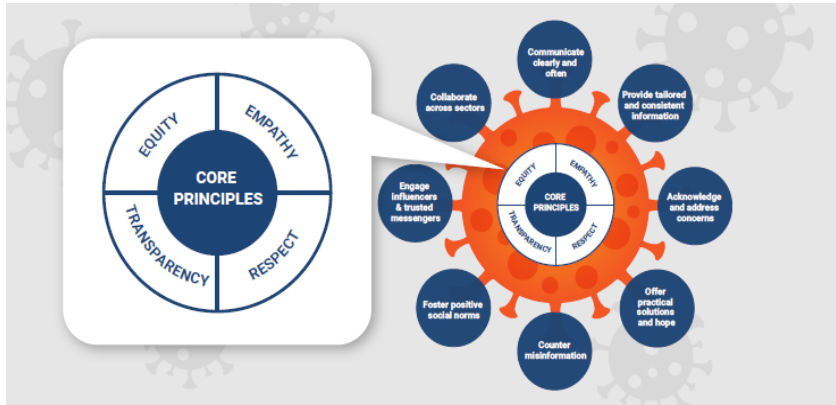
Socioeconomic status may also be a significant barrier to following recommendations

Acknowledging challenges can make messaging more empathetic, credible, and effective



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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

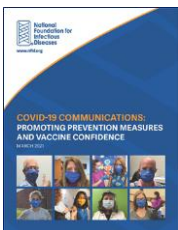
Reinforce importance of prevention measures by making desired behaviors visible and celebrated

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



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COVID-19 Communications Toolkit



www.nfid.org/covid-19-communications

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

