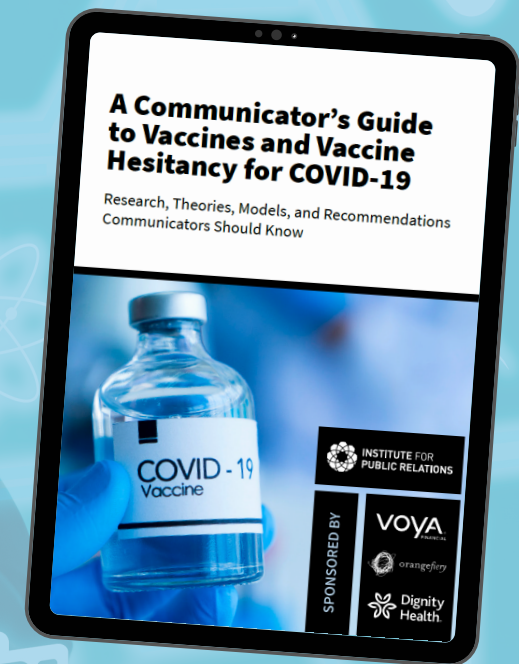




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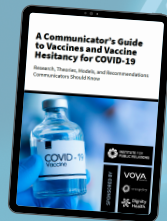
Research, Theories, Models, and Recommendations
Communicators Should Know



When communicating about the COVID-19 vaccine...

Tailoring communication with each audience is critical.

- ✓ **Messaging should be pre-tested and made available in multiple languages.**
- ✓ **Deploying insights should be done responsibly and ethically.**



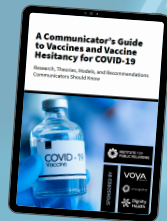
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When communicating about the COVID-19 vaccine...

- ✓ **Use theories and models to guide communication planning as well as strategies and tactics.**
- ✓ **Language matters. Avoid using loaded terms that can turn people off.**
- ✓ **The anti-vaccination movement should not be ignored.**



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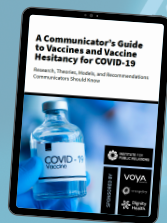


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When communicating about the COVID-19 vaccine...

Transparency is key.

- ✓ **Address the concerns about the vaccine being "rushed."**
- ✓ **The potential adverse effects of a vaccine should be disclosed to patients.**



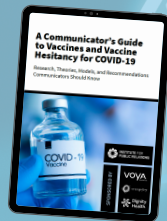
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When communicating about the COVID-19 vaccine...

Trust doctors and nurses.



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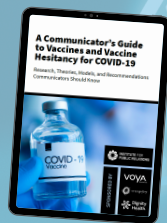


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When communicating about the COVID-19 vaccine...

Help encourage health literacy.

- ✓ **Offer programs and workshops to help employees become more health literate.**



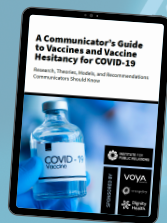
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When communicating about the COVID-19 vaccine...

Tell stories, not statistics.



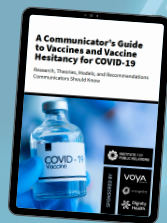
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When communicating about the COVID-19 vaccine...

Misinformation should not be repeated.



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