A Communicator's Guide to COVID-19 Vaccination

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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- 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.
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.
When communicating about the COVID-19 vaccine...

Trust doctors and nurses.

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Help encourage health literacy.

Offer programs and workshops to help employees become more health literate.
When communicating about the COVID-19 vaccine...

Tell stories, not statistics.

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Misinformation should not be repeated.