



National Institutes of Health

A Communicator's Tip Sheet for COVID-19 Vaccination



Three Communication Considerations

1. WHAT

Define communication goals

2. WHO

Identify needs and perspectives of intended audience

3. HOW

Create and disseminate tailored messages

Do's

- ✓ Tailor message to the information needs and values of the intended audience.
- ✓ Appeal to positive emotions (hope, caring for others).
- ✓ Make vaccination the easy choice.
- ✓ Use appealing formats: simple graphics, videos, personal narratives.
- ✓ Use accessible language and ensure culturally sensitive translation into other languages.
- ✓ Frame vaccination as a social norm.
- ✓ Support people in making informed decisions about vaccination.
- ✓ Emphasize unity and message consistency across the political spectrum.
- ✓ Adapt to diverse platforms by partnering with traditional and social media outlets.
- ✓ Monitor misinformation and respond when appropriate.

Don'ts

- ✗ Use a "one size fits all" approach.
- ✗ Incite negative emotions, such as fear and shame.
- ✗ Use judgmental language that may alienate some people.
- ✗ Use directive language to suggest vaccination is a requirement or mandate.
- ✗ Overwhelm with complicated statistics and lengthy scientific explanations.
- ✗ Set unrealistic expectations about vaccine availability.
- ✗ Exaggerate the vaccine's ability to instantly end the pandemic.
- ✗ Dismiss widely shared concerns about side effects or adverse outcomes.
- ✗ Repeat the same message in the same way, inducing message fatigue.
- ✗ Politicize COVID-19 vaccination.