### Three Communication Considerations

<table>
<thead>
<tr>
<th>1. WHAT</th>
<th>2. WHO</th>
<th>3. HOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define communication goals</td>
<td>Identify needs and perspectives of intended audience</td>
<td>Create and disseminate tailored messages</td>
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### 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.