

CHECKLIST FOR COVID-19 HEALTH COMMUNICATION STRATEGIES



Set shared goals with your communication team and leadership

- Identify clear goals for your communication strategies, set priorities and place them on a timeline to distinguish results urgently needed from longer-term objectives.
- Ensure goals are specific and measurable.
- Plan for monitoring and evaluation, assigning tasks and building an infrastructure for continuous information sharing on the ongoing progress (i.e., employee vaccination uptake, hesitancy and acceptance, on-site vaccination events, launched communications campaigns, etc.)



Identify company leaders of a coordinated effort

- Identify a specific entity within your business with recognized leadership and capacity to coordinate response efforts.
- Assign and delegate tasks, harmonizing data tracking and reporting requirements.



Devise an employee-centered communication strategy

- Define communication goals that prioritize your employees, taking into consideration evidence on their knowledge, attitudes, current behaviors and built environment.
- Develop and quickly pre-test simple, clear and user-centered messages to be conveyed to your employees. Messages should be adaptable to different formats (visual, audio, video, etc.) and platforms.
- Select a portfolio of communication channels (e.g., email, interoffice mail, phone, text, social media, etc.)
- Identify sources of information and departmental ambassadors trusted by your employees.
- Share the resulting communication plan with company and department leadership.
- Provide detailed guidance to company leadership or department ambassadors on how to correct misinformation and respond to employee concerns without amplifying inaccurate content.

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Implement the communication plan

- Coordinate dissemination of messages on selected communication channels.
- Engage trusted department ambassadors in coordinated action.
- Be transparent on the status of the communication activities and resulting evidence of success or failure.
- Engage in data collection about the success of the communication plan to determine if goals are being met and to detect early signals of misinformation and disinformation.
- Empower individual employees to play their part in building an information environment that highlights accurate and actionable information.



Be ready to adapt based on employee response and scientific and media developments

- Recognize that scientific information and effective strategies change over the course of a vaccine and health communication campaign.
- Be aware of (and monitor) how prevention messages may be perceived in diverse sociocultural contexts, provide science-based guidance while leaving room for employees to adapt and find creative solutions to specific contextual constraints.
- Think ahead to issues that are likely to become trends in digital and nondigital discourse (e.g., new treatments about to be on the market, vaccine development) and how this may affect your employees. Develop accurate, effective content to address potential questions on these issues. This will help prevent the formation of data voids that are at high risk of being filled with misinformation.
- Acknowledge the status of the scientific evidence, and be transparent with your employees about the uncertainties and gaps in the information available.

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