



Communication and Messaging

CHECKLIST

Communication campaigns are critical to outbreak containment: they can encourage adoption of health-seeking behavior and infection prevention and control practices, and keep the public informed of new information as it becomes available. Establishing a trustworthy dialogue with the public can help ensure that individuals will receive and act on messages. This checklist presents key considerations for planning and implementing communication campaigns and messaging in these contexts.

Directions: Review this checklist when developing and disseminating communication campaigns.

- Develop and pre-test **messages and communication platforms**.
- Review messages** to ensure they do not unfairly single out specific populations or groups, especially those who might be social marginalized. Talk about specific behaviors, not specific people.
- Develop and continue **anti-stigma campaigns** throughout the outbreak and recovery.
- Coordinate with local leadership to ensure that messages reach **rural communities**, and are communicated in **local languages** and **user-friendly formats**.
- Hold regular **feedback sessions** with field workers to hear about how communication campaigns are going.
- Pilot test messages**, even informally, for local understandability and acceptability.
- Provide **local media** with text or bullet points at the outset and as the response continues.