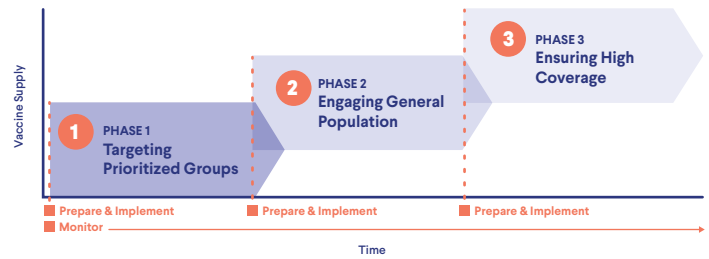


## Quick Guide for Vaccine Communications



### Prepare

- Establish vaccine communications working group
- Designate roles and responsibilities
- Nominate spokespeople
- Identify and secure resources to implement communications plan
- Develop decision tool to determine response to vaccine-related event
- Define target audience: Allocated groups recommended for vaccination
- Identify potential threats to confidence in vaccine safety

### Implement

#### Activities targeting health workers

- Identify and respond to specific vaccine confidence needs of health workers
- Prepare specific key messages, materials and trainings for health workers

#### Activities targeting influencers

- Identify key influencers and ambassadors
- Seek input from key stakeholders representing marginalized communities
- Choose most effective and equitable communication channels

#### Activities targeting the public

- Create key messages and communications materials and pre-test as needed
- Create clear procedures for approval and dissemination of information
- Implement routine information dissemination
- Engage with media and build social media presence
- Create mechanisms for responding to questions

### Monitor

- Review new information and continually update materials as additional vaccines and recommendations are introduced
- Develop strategies to monitor and evaluate communications
- Monitor for safety events
- Monitor reactions from media and public