









Evidence-based best practice guidelines for effective communication for behavioral influence:

Plan ahead. anticipate.

Clear objective for every message. Inform or persuade?

Segment audiences: demographic, geographic, socio-economic factors, workplace.

Push to target populations (TV, news, workplaces)

Accessible (especially vulnerable populations)

Acknowledge uncertainty & do not over-promise

Emphasize benefits of protective actions & risks of noncompliance

Pretest messages & adapt

Monitor & modified when needed

Inoculate against mis and dis-information

Correct misinformation

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Evidence-based best practice guidelines for effective communication for behavioral influence:

1 - Plan ahead

- · Based on a pre-crisis plan that is adaptable to crisis as it unfolds
- Know the research on how to reach target populations: message, source, messenger, channel, appeal, technique

Crisis Communication 101

- Anticipate the Crisis and plan ahead
- Develop a Coordinated Communication and Management Approach
- Align on a Common Goal
- Develop a Communication Strategy
- Activate a Communication Strategy
- Maximize Communication Effectiveness

















https://www.youtube.com/watch?v=wVs5AyjzwRM

Clear communication















Make sure the message tone is right and the targets understand what is intended















Covidisc ANALYSIS OF CORONA DISCOURSES IN SWITZERLAND SNF ZHAW USI

Preliminary findings

not for publication, not for distribution yet

Summary:

To improve the communication for better behavioral adherence:

- Invest in understanding the target audience(s)
- Have a clear objective of the communication
- Messages be action oriented, explaining what and HOW, as well as benefits of the actions and risks of noncompliance
- Messages are provided to segments based on demographic, socio-economic factors and work setting.
- Message are pushed to people (TV, news, workplaces) vs rely on pull channels (website, youtube). Use Social media to support and reinforce information found in traditional sources.
- · Message delivery (look and feel, design) be refreshed to capture attention
- Provide clear, consistent, understandable, actionable, trustworthy information that builds selfefficacy of the target audience and that is accessible
- · Pretest messages and refine before implementing
- · Inoculate against mis and dis information
- Correct misinformation



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