

Checklist: Message Development

Before finalizing your message, ensure that it:	✓
<i>All messages</i>	
Is presented in clear language, without technical jargon or complex words	
Acknowledges feelings of fear and uncertainty, without elevating either	
Is written in a way that communicates empathy for the audience	
Is expressed in a concise manner, with only the information the audience needs to know	
Does not promote stigma or discrimination against a certain group(s) of people	
Was developed after considering feasibility of actions, cultural and religious practices, perceived risks and barriers and facilitators	
Considers different cultural context and linguistics	
<i>Preventative Action Messages</i>	
Indicates the audience(s) for which the action is appropriate	
Provides clear, simple action(s) to take to reduce risk	
Is aligned with messages from other key actors (WHO, MOH, local partners), to avoid confusion	
Links to available services and resources	
<i>Outbreak Updates & New Information Messages</i>	
Addresses current concerns of the community/public	
Clearly communicates what is known and not known about the disease and outbreak at the time	
Explains what is being done to understand the outbreak further	
If dispelling rumors, myths or misinformation, does so in a manner that is understanding, and not accusatory	
Indicates where to find the most updated information	
<i>Additional Considerations for Messages Prior to Dissemination</i>	
Is contextualized according to local culture, linguistic preferences, and current data, on behavior change and social science data	
Is appropriate in length, format and content for the media channel/delivery method	
Has been pre-tested with key audience(s) and revised to incorporate and address feedback received	