10 STEPS TO COMM

1. MAKE DECISIONS ABOUT THE PEOPLE, WITH THE PEOPLE

2. MAINTAIN & STRENGTHEN TRUST THROUGH FORMAL & INFORMAL CONNECTIONS

3. LISTEN MORE, TALK LESS

4. USE DATA FOR DECISION-MAKING & COURSE CORRECTION

5. PLAN, PLAN, PLAN WITH THE PEOPLE
UNITY READINESS

6. Let the people measure success

7. Hire & empower more risk communication and community engagement expertise

8. Build capacity & develop skills to go beyond COVID-19

9. Manage the infodemic

10. Start the drumbeat together