10 STEPS

TO COMMUNITY READINESS

WHAT COUNTRIES SHOULD DO TO PREPARE COMMUNITIES FOR A COVID-19 VACCINE, TREATMENT OR NEW TEST

1. Make decisions about the people, with the people
2. Maintain and strengthen trust through formal and informal connections
3. Listen more, talk less
4. Use data for decision-making & course correction
5. Plan, plan, plan with the people
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

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Collective service | Risk Communication and Community Engagement

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infodemic

Management