



COVID-19 Vaccine Education Guiding Principles

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The Vaccine Education Guiding Principles guide practitioners and advocates through their COVID-19 vaccination education efforts and outline principles related to risk communications and community engagement (RCCE) in support of COVID-19 vaccine uptake.



Simplify the Message to Keep People Healthy

COVID-19 vaccine education instills public confidence in vaccine safety and effectiveness by presenting information in a way the community can understand.



Connect the Dots

Understanding activities and priorities at the local, national, and regional level is key to ensuring that vaccine education efforts are strategic and collaborative.



Put Communities at the Center

Successful campaigns are locally-led, prioritize diverse voices, consider the community's health and scientific literacy, and go beyond simply pronouncing that vaccines are safe and effective.



Meet Your Audience Where They Are

Create space for your audience to ask questions and get accurate, scientifically supported answers.

Use Messaging That Works

Unbranded efforts that speak directly to your audience's motivations and concerns are more likely to be successful. Focus on core messages that are positive and inspiring such as:

1. COVID-19 is a dangerous disease, but you can keep yourself, your family, and your community safe by getting vaccinated when it's your turn.
2. Vaccines are one of the safest and most effective medical inventions. They have saved countless people from disease and disability.
3. Doctors and scientists are motivated by wanting to help people.



Harness the Power of Storytelling

Individual experiences are a powerful motivator. Empower, support, and amplify a diverse range of voices from the communities you are working with.



Appeal to the Positive

Acknowledge fears, but do not reinforce them. Instead, focus on information that empowers the audience to protect themselves, their families, and their communities.



Don't Engage with Misinformation

Expose the methods and motives of people spreading misinformation, not their content. Instead, ask people to share and engage with pro-vaccine messages.



Test, Test, Test

In this dynamic communications context, be prepared to adjust your approach to incorporate new information.



Do No Harm

Advocates must do what they can to mitigate unintended consequences. Communications must not unintentionally create stigma for people who have, or have recovered from, the virus.