Message Framing Template

Purpose of the Tool: Thinking through the key messages that will be used to engage audiences as part of demand creation and advocacy interventions for COVID-19 vaccines is important. This message framing template can help you organize, prioritize, and ensure consistency in messages used. It ensures that interventions speak in one voice in response to the issues, questions, and concerns about vaccines that target audiences have raised. By using this template, you can create compelling, relevant key messages for your audience segments.

The tool supports the implementation of the *Focus and Create* Task 2.1 in FHI 360's *Demand Creation and Advocacy for COVID-19 Vaccine Acceptance and Uptake: An Interim Quick Start Guide*.

How to Use this Tool: For each audience segment that the intervention will address, develop a message framework using the guidance in the template. Draw on primary and secondary research (both quantitative and qualitative) as well as organizational experience to complete this worksheet. Be sure to refer to and include information from the audience profiles and behavior change and communication objectives of the intervention.

Use the example message frameworks at the end of the document for inspiration.

Message Framework

Audience: *List your priority audience segment (complete a separate table for each audience).*
Behavior Change and Communication Objectives: *List the behavior change and communication objectives for the audience segment.*
Concern or Question: *What questions and concerns might they have about COVID-19 vaccines?*
Primary Message: *Think of the primary message as the one to three sentences you would say to a target audience member if you had just 30 seconds with them in an elevator. In that short time, you need to address their concerns and get across the main ideas that would motivate them to get vaccinated against COVID-19.*

Write up to three key messages about COVID-19 vaccines to promote them to this audience. A key message is the "top-line" message you want the audience to remember to help them make the link between getting the vaccine and their interests.

Key message 1:	Key message 2:	Key message 3:

For each key message, write up to three supporting messages. Supporting messages provide the facts, examples, and explanations to support your key message. Be sure you use appropriate language for the audience and focus on the facts, examples, and explanations that will resonate with them.

Support point 1:	Support point 1:	Support point 1:
Support point 2:	Support point 2:	Support point 2:
Support point 3:	Support point 3:	Support point 3:

Call to Action: *Write what you want the audience members to do once they have heard and digested your messages.*

Do's and Don'ts of Developing Message Frameworks[1]

Do's	Don'ts
• Provide simple, doable actions that the public can perform to reduce risk. • Acknowledge the emotions (fear, anxiety, and sadness) that people may be experiencing as a result of the emergency. • Keep key messages short and concise and limit the number of messages to the most important; state only relevant information that the audience needs and wants to know. • If any uncertainty is linked to the emergency and its evolution, acknowledge it. • Provide only known facts and avoid speculation. • Ensure that messages instill confidence. • Use simple language that can be understood by the intended audiences. • Develop messages taking into consideration the communication channels used to disseminate them. • Include messages for the media, and, in cases where emergencies can spread to other countries, include international media too. • Use evidence-based data to inform messages. • Link messages to available services and resources when appropriate.	• Fuel fear and anxiety, which are likely to be already elevated. • Provide background information, because this may distract audiences from the key messages. • Develop long messages addressing more than one issue at once. • Deny uncertainty if it exists, because this affects credibility. • Speculate about any issue relating to the emergency. • Provide information that is dishonest or factually incorrect. • Use technical jargon or complex words. • Blame individuals, organizations, or institutions for the emergency. • Use language that can be interpreted as judgmental or discriminatory. • Offer promises that cannot be guaranteed. • Use humor.

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[1] [SBCC for Emergency Preparedness Implementation Kit](#)

Example Message Framework

Audience: *List your priority audience segment (complete a separate table for each audience).*

Men and women 45+ who are at greater risk of severe COVID-19.

Behavior Change and Communication Objectives: *List the behavior change and communication objectives for the audience segment.*

Behavior Change Objectives:

- Register on the electronic COVID-19 vaccination registration system and attend their appointments on time to receive the COVID-19 vaccine (one or two doses, as applicable).
- Those who have been vaccinated make their vaccination decision visible and celebrate it

Communication Objectives:

- Increase the proportion of individuals who believe that getting a vaccine is the best way to protect themselves, their friends and family
- Increase in the proportion of people who believe the COVID-19 vaccine side effects are easier to manage and safer than getting infected
- Increase in the proportion of people who believe that the vaccine can be taken by most people, and that it is especially important for people who were already infected with COVID-19

- Increase in the proportion of people who will get the COVID-19 vaccine when it is available to them.

Concern or Question: *What questions and concerns might they have about COVID-19 vaccines?*

- Is the vaccine safe?
- What side effects might I experience?
- Why is it important for me to get the vaccine?

Primary Message: *Think of the primary message as the one to three sentences you would say to a target audience member if you had just 30 seconds with them in an elevator. In that short time, you need to address their concerns and get across the main ideas that would motivate them to get vaccinated against COVID-19.*

When you are eligible to receive the vaccine, do not delay; it is important for your health and the health of loved ones around you that you are protected from COVID-19, which can cause serious illness and death.

Write up to three key messages about COVID-19 vaccines to promote them to this audience. A key message is the "top-line" message you want the audience to remember to help them make the link between getting the vaccine and their interests.		
Key message 1: Vaccination is safe and highly effective against COVID-19 virus, which can be fatal and have long-term health consequences	**Key message 2:** Getting the COVID-19 vaccine is essential to protect yourself and your loved ones	**Key message 3:** While you might expect some side effects after receiving the vaccine, this is normal and side effects are often very mild and last only a day or two
For each key message, write up to three supporting messages. Supporting messages provide the facts, examples, and explanations to support your key message. Be sure you use appropriate language for the audience and focus on the facts, examples, and explanations that will resonate with them.		
Support point 1: Vaccines provide safe and effective protection against COVID-19	**Support point 1:** Vaccination does not only benefit individuals who receive the vaccine, but will contribute to fewer cases of COVID-19, which will protect your family members and friends	**Support point 1:** Mild side effects are the body's natural response to vaccination
Support point 2: COVID-19 virus can be fatal and have long-term health consequences	**Support point 2:** Vaccines will let you return to work, school, and safer socializing	**Support point 2:** Most people will experience mild or no side effects from the COVID-19 vaccine
Support point 3: The country is following international best practices, guidance, and standards to ensure its vaccine rollout is carried out safely and effectively	**Support point 3:**	**Support point 3:** The side effects from vaccination are far less serious than a case of COVID-19
Call to Action: *Write what you want the audience members to do once they have heard and digested your messages.* • Ensure you get your vaccine appointment as soon as possible by registering on the electronic COVID-19 vaccine registration system • Make your decision to get vaccinated visible and celebrate it! • If you have questions about COVID-19 vaccination, talk to your healthcare provider		