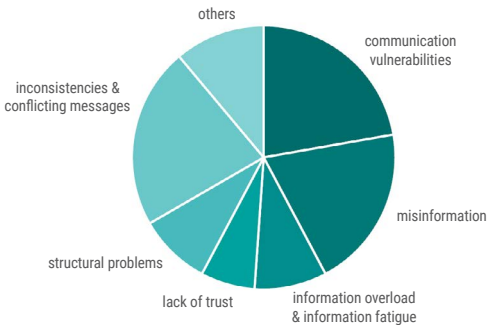


## FACTSHEET: Pandemic communication: How can we reach the most vulnerable? (Austrian Red Cross)

Communication about public health recommendations is a crucial measure in times of a pandemic. The COVID-19 pandemic highlighted the need for targeted and inclusive communication strategies, particularly for vulnerable groups. In Austria, no official pandemic communication plan is available.

The COVINFORM project evaluates promising practices and provides some recommendations on good practices identified among all partner countries.

### Communication barriers



Despite the critical role of communication, there have been barriers to effective communication across the countries

### Key communication vulnerabilities

#### Language



#### Literacy



#### Digital Access



Traditional one-way communication channels (press releases, mass media, conferences etc.) do not prove effective to reach vulnerable groups. **Two-way communication channels**, such as social media, hotlines, events, or webinars provide the opportunity to **engage with the target audience** and gain insights into their communication needs.

### Trustworthy

Trust takes far longer to build than to destroy. Listen to people's concerns, doubts, and suggestions. Identify the right messenger and involve respected figures from communities.

### Timely

Particularly in the early days of an emergency, people need to be informed quickly on the state of knowledge. People will receive large amounts of information from multiple streams, so a balance between timeliness and certainty must be found.

### Targeted

Targeting does not simply refer to identifying the potential audience; it concerns the content too. Communication must address matters of relevance to the audience. Targeting means focusing on an identifiable, achievable objective.

### Transparent

Transparent means the message should be clear to the intended audience. It also means being clear about the source and reliability of the message. If data is limited, say so, and explain why it is still used. Recognizing uncertainty and limits is crucial.

### Tactful

Communication around health crisis requires an understanding of what motivated people to change their behaviours. In general, this will be positive messaging. Avoid messages based on guilt and fear.

## PROJECT FACTS

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Research & Innovation Action

### GRANT No.


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SYNYO

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