Ten points for an effective pandemic communication

- **To train health workers** by giving them a clear understanding of what to tell to the population in case of a real pandemic.
- **To not censor or soften information**, since is just a matter of time before censorship is unmasked, and such an unmasking will always lead to suspect and discredit.
- **To be flexible** in terms of communication, being ready to correct any information if and when the situation changes.
- **To plan the communication in synchrony** with the different stages of the outbreak.
- **To be careful with the terms used**, in order to avoid any risk of social stigmatization.
- **To avoid contradictory claims** from experts and representatives of public health institutions.
- **To not have a detached attitude** when dealing with urban myths that thrive around pandemic and vaccines.
- **To tailor the communication register** based on the different targets.
- **To make clear that there is a component of uncertainty** when predicting the evolution of a pandemic.
- **To establish a communication leadership**, way before the appearance of a pandemic.

Neutral refers mainly to messages aimed to spread information, usually with links to statistics and articles.

Alarm refers to messages that express emotionality and fear.

Reassurance refers to messages aimed to hinder possible panic reactions with reassurances and practical advices.

Conspiracy refers to messages that hint to conspiracy theories.

Distrust refers to messages that express distrust over authorities and experts due to their contrasting information.