

20 COMMON QUESTIONS

1. Can you tell us what happened? Were you there? How do you know what you are telling us?
2. When did it happen?
3. Where did it happen?
4. How many people were harmed?
5. Are those that were harmed getting help?
6. How are those who were harmed getting help?
7. Is there any immediate danger?
8. Is the situation under control?
9. What can we expect next?
10. What are you advising people to do? What can people do to protect themselves and their families - now and in the future - from harm?
11. What are the names, ages and hometowns of those that were harmed?
12. Why wasn't this prevented from happening? Could this have been avoided?
13. What caused this to happen?
14. Who is to blame?
15. When did your response to this begin?
16. When were you notified that something had happened?
17. What have you found out so far?
18. Are people over-reacting?
19. What is the worst-case scenario?
20. What steps need to be taken to avoid a similar event? Have these steps already been taken? If not, why not?



TRANSITIONAL BRIDGE EXAMPLES

- What's most important is...
- Another thing to remember is...
- If you look closely, you'll find...
- The real question is...
- Let me just add that...
- That reminds me of...
- What that means is...
- The real issue here is...
- That's not my area of expertise, but I think you'd be interested to know that...

TIPS TO ENHANCE MESSAGES INTO GREAT SOUND BITES

- Specific examples
- Analogy
- Three Cs:
 - Cliches
 - Colorful words
 - Contemporary references
- One liners
- Anecdote
- Personal experience
- Quotations
- Absolutes
- Meaningful numbers
- Appropriate humor

THE FOUR PART ANSWER

1. Restate the question in your own words
2. Give a summary statement that responds to the question
3. Substantiate position with examples, facts
4. Leave with a positive

Transition to a message if not in answer

EXAMPLE:

Q: What are the side effects of the vaccine for pregnant women?

[Question Restated] The vaccines have undergone rigorous testing for side effects and are proven to be safe for pregnant women.

[Summary Statement] Most women don't have any side effects, but some do.

[Support] More than 99% of pregnant women who received the vaccine reported no side effects. And the vast majority of those who did, only experience minor side effects like soreness around the injection area. There are only 4 reported cases of women with side effects who required medical assistance.

[Switch to Positive] But the vaccine does have an important positive side effect. The vaccine also protects the baby from illness even after birth.

[Transition] It is important to also understand that washing your hands and covering your cough or sneeze will go a long way to preventing the disease.

MESSAGE DEVELOPMENT PROCESS

Analyze

- Establish Objective
- Define target audiences
- Background justifying the advocacy
- Analyze opposition points and other vulnerabilities
- Brainstorm preliminary ideas of messages
- Weed out all that is irrelevant, redundant, too complex or toxic

Construct

- Summarize common themes into 3 or 4 top line messages that are simple and clear
- Add support and proof points under top line messages
- Add overall, middle theme that represents case being made
- Review & add message enhancers (sound bites)
- Develop list of bridges to take you back to your messages

MESSAGE TRACK TEMPLATE

TOP LINE MESSAGE 1

Support & Proof Points - Msg 1

TOP LINE MESSAGE 2

Support & Proof Points - Msg 2



TOP LINE MESSAGE 3

Support & Proof Points - Msg 3

TOP LINE MESSAGE 4

MESSAGE TRACK EXAMPLE

Almost ½ the population will receive the first vaccines: PW, HCW, Children 6 months - 24 years with underlying conditions and older Americans with underlying conditions.

First doses are coming out 10 days ahead of schedule



You can find local information about where to get the vaccine on [flu.gov](https://www.flu.gov)

We will be pushing out the vaccine to 90,000 sites across the country