SRHR & COVID-19

MESSAGING CHECKLIST

- ✓ What is the **aim** of the message?

- ✓ Who is the target **audience**, and do you know about its **context**?

- ✓ Is the **shared value** between you and the audience stated at the beginning of the message?

- ✓ What is the **problem** that needs to be addressed? Is the **origin or cause** of the problem clear and is a workable solution offered?

- ✓ Is the **language** clear, inclusive, person-centred and decolonial?

- ✓ Is the message **anti-stigma** and also promoting **equity and human rights** (anti-racist and non-discriminating)?

- ✓ Which people in my target audience can **understand and access** this message and who cannot? How can I help other people understand or access this message?

- ✓ Is the message **positively framed**? Does it avoid 'us-them' thinking, polarisation and/or stigma, and negative metaphors?

- ✓ Do the elements used make the message **real and memorable** (e.g., telling a story including beliefs, feelings and values; using visual aids and/or using repetition)?

- ✓ Does the message **avoid unnecessarily repeating** the words of the opponent, myths and/or conspiracy theories?

- ✓ Is the **messenger** a trusted person, and does the **medium** that spreads the message interact with the audience?

- ✓ Is the message **tested** before use and is the message adjusted to the outcomes of these tests?