

Checklist for New COVID-19 Messages



Text

- ☐ Concise information in plain language
- ☐ Terms that readers are familiar with (e.g. “mask” instead of “face covering”)

- ☐ Sufficiently spaced out elements
- ☐ Main ideas placed in the top or top left

Structure

Image

- ☐ Images that clearly reinforce the text
- ☐ Realistic images that portray diversity (e.g. age, race, gender)
- ☐ Bright, vibrant colors

- ☐ Trusted source with contact information
- ☐ One or two main points per message
- ☐ Positive emotional appeal

Content