Burnet Institute

Multicultural community communications handbook

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Why we created this handbook

Staying abreast of the changing health measures during COVID-19 can be difficult for all of us, but it can be especially challenging for culturally and linguistically diverse groups. This pandemic has created specific challenges for health communications because there are things that make it different to other disease outbreaks: we are learning in real-time and while no place in the world is unaffected, communities are experiencing the pandemic in unique ways.

We worked to facilitate the co-creation of community-led communication and resources to ensure multicultural communities remain safe.

We trialled this process with different communities, and have documented the process and developed resources so it can be replicated with any community group.

The beauty of the process is that it is not just relevant for COVID-19, it can be used for many topics and is a working example of co-creating communications with a community.

How to use this handbook

This handbook can be used to guide the co-creation of public health communications with communities.

Work your way through the steps

The process has been broken down into a set of linear steps. It has been designed to facilitate collaboration time and co-creation of communication outputs with the community.

Although it is a linear process, the specifics can change and work to suit your audience in the best way possible.

Make use of the templates

We've included templates for key resources that you can make use of throughout the project.

If you want to use some of the templates in this document, make a copy and edit the slides directly.

Recommended team shape

Community lead: Invested in solving the challenge with healthy connections to multiple demographics within their community.

Process facilitator: Helps facilitate the process, ensures useful outcomes, and supports engagement.

Support network

Comms and design: To bring the ideas from the community to life, helping to co-create effective communication outputs.

Public health professional: Helps translate scientific evidence and behavioural insights so that the health messages are effective.

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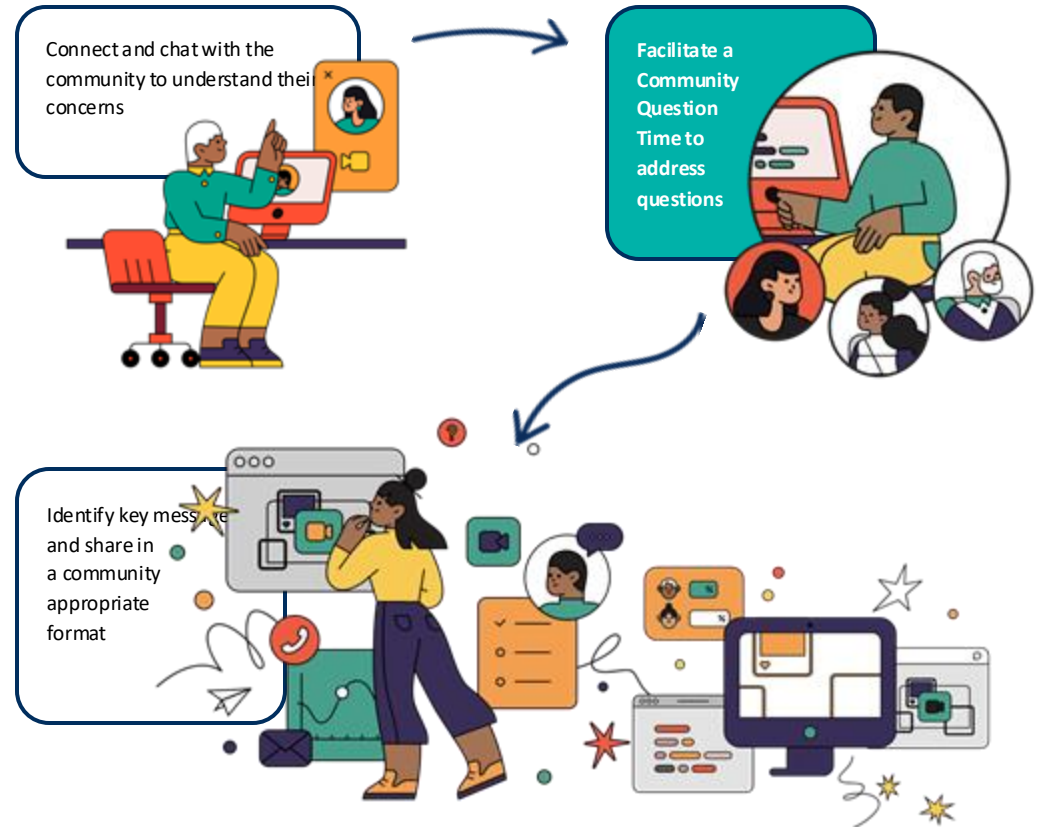
Community-led comms approach

How does it work?

The process centres around connecting the community directly to public health experts to have their questions and concerns addressed in a person-centred, culturally sensitive and supportive environment.

We call this moment *Community Question Time.* It can be a zoom call, an in person event or a casual conversation.

After the panel have answered the communities questions, the team will identify the key messages that should be shared more widely and the best format to share them in.

The idea is that rather than running research to inform comms for the community, we facilitate the community to ask their questions directly and then translate that into comms that can be shared.

Connect and chat with the community to understand their concerns

Facilitate a Community Question Time to address questions

Identify key message and share in a community appropriate format

The process

1. Understand

Understand the community needs and perspectives

1. Identify community need

2. Desktop research and landscape review

3. Audience and challenge scoping workshop

4. Frame the challenge and the audience

5. Recruit community participants

6. Run community exploration research

2. Answer

Answer community questions

1. Recruit the *Community Question Time* panel

2. Prepare for *Community Question Time* panel

3. Run *Community Question Time* panel

3. Co-create

Co-create and validate sharable health messages

1. Break up community question time answers into key messages

2. Translate into community ready format

3. Validate and iterate content with the community

4. Share through community networks

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1. Understand the community needs and perspectives

1. Understand the community needs and perspective

1.1

Identify a
community lead

1.2

Desktop
research and
landscape
review

1.3

Audience
and challenge
scoping
workshop

1.4

Frame the
challenge and
the audience

1.5

Recruit
community
participants

1.6

Run community
exploration
research

Identify community lead

The community lead is a core member of the project team and a driver of the process.

They are invested in solving the challenge and have healthy connections to lots of people in their community.

This person may be part of your organisation or network already. If you have someone in mind, ask these questions:

— What skills do they have that could help the project?

— Do they have time to commit to the project?

— Do they have the resources needed to do good work?

#Tips:

— *Create a scope for a community lead (template on the next page)*

— *Recruit using channels that the community lead would use: professional networks, community health organisations, local community groups*

— *The right person may already be part of your team!*

Understand

Answer

Co-create

Community lead scope

Project background

Staying abreast of the changing health directives during COVID-19 can be difficult for all of us but can be especially challenging for multicultural communities.

To keep our communities safe and connected it is essential that communities are enabled to clearly communicate and articulate the value of adhering to Public Health directives, and to do so in a culturally sensitive and specific way. Engaging communities to play a role in leading the response also builds trust and self-efficacy which are critical to wellbeing.

Overview

We want to facilitate the co-creation of community-led communication and resources to ensure multicultural communities can understand Public Health measures and remain safe throughout the pandemic and post vaccine rollout.

The project requires community engagement technical advice to ensure that its design, implementation and outcomes are fully aligned to the needs of the community.

Key responsibilities

As part of the scope of this work, technical advice will include but not be limited to:

- Communication and community liaison
- Planning and attending community workshop sessions
- Translation of language and concepts where required
- Advising on cultural relevance and appropriateness of process and communications outcomes
- Advocating for community needs

#Tips

— Copy and paste this text into an email, message or the everyday platform used in your organisation to let people know about the role they could play in the project.

— Don't forget to add contact details so they know who to contact if they are interested.

Desktop research and landscape review

A literature or landscape review will give you a better idea of the wider community context and how this challenge has been approached already and the things you should consider on your own project.

— Review what is currently known about the challenge, both in the academic literature and other media, but also what kind of communications (good and bad) are being used

— Compile into a document for easy reference for the team involved

— Capture examples of comms that work well, or poorly as inspiration for the process

#Tips:

— *Don't reinvent the wheel, much of this thinking and research has been done already*

— *The Burnet Institute is a great place to start or ask for advice*

Desktop and landscape reviews will vary depending on the challenge you are tackling, but here are some questions to think about to get you started.

The Burnet Institute reports are a great place to start.

The challenge

— What do we know already about the challenges?
— What do we know already about health behavior change?
— Who has tried to solve this before? What did they do? Did it work?
— How have other countries/regions approached this?
— Does this relate to past situations (past pandemics etc?)
— What are some potential opportunities?

The landscape

— What comms or media does the audience currently consume?
— Are there other comms for the same challenge already?

The audience

— How does the audience communicate?
— What questions should we be asking our partners and community?

Considerations

Personal autonomy

Feeling of personal autonomy or 'choicefulness' is an important factor in enabling. Self-determination theory (SDT) argues that well being comes from people being able to meet three base needs; autonomy, competence and relatedness. SDT is primarily concerned with motivation (intrinsic and extrinsic). It is interested in how cultural and social factors can undermine people's sense of control. For example, the ongoing restrictions may have taken away from people's sense of autonomy, and this may be exacerbated by the lack of choice around the availability of preferred vaccine.

How do health measures impact your community's sense of personal autonomy, competence and connection to each other?

Misinformation Vs disinformation

Misinformation and disinformation has remained a key and evolving challenge throughout the pandemic. Misinformation can stem from speculation and knowledge gaps, misunderstandings and misconceptions. Disinformation stems from certain groups knowingly spreading false information for their own agenda. There is a limited window in which people's misinformed perspectives become entrenched, therefore addressing the issue early is imperative. Research suggests that exposure to detailed messages debunking misinformation can be effective and that exposure to multiple sources of information outside an individual's siloed communication circle can result in a more accurate credibility assessment.

What are some of the misconceptions that are being reinforced in the community?

Social normalisation

Our social context influences how we interpret messages and the decisions we make. When we feel stressed, people tend towards herd behaviour, making decisions based on the behaviour (or perceived behaviour) of others around them (e.g., panic buying, hoarding.

Perceived social norms among peers (e.g., family, friends, community) influence a person's own likelihood to engage in a particular behaviour. Social networks can promote the spread of beneficial as well as harmful behaviour.

Cultural norms and cultural identity factor strongly into how people make decisions. They can also relate to disease risk.

What views on vaccine uptake and health measures are common in the community?

Information vs emotion

While having access to the right information is helpful in dispelling misinformation, and health literacy is a predictor of adherence and vaccine uptake, people do not make decisions on information alone. Especially when considering novel health interventions, people make decisions about new innovations with their gut rather than evidence. Stress, uncertainty and fear can be a barrier to correctly processing and interpreting information.

What emotional drivers may be especially pertinent for this community?

For one of the projects we compiled the findings from the desktop research into a pre-read briefing document that summarizes the key issues that should be considered when tackling this challenge.

We also created moodboards with examples of good and bad COVID comms from around the world.
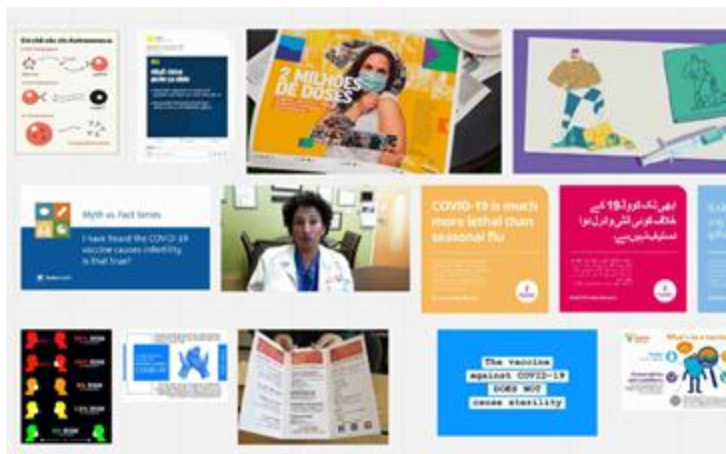
Multicultural community–led COVID–19 communications project

Kick-off Meeting Pre-read

Aug 9, 2021

Table of contents

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This table is an example of some of the summarised insights from the desktop research around **vaccine uptake** that was conducted for our first community-led comms project.

Note: Responses to COVID-19 changes quickly, so this kind of information can change as you work on your project.

	Enabler ✅	Barrier ❌
Availability	- Preferred vaccine for age group is available	
Accessibility	- Convenience - Reminders or prompts - Financial support / wage subsidies - *Alternatives for digital booking* - Default appointments - On site vaccinations	- *Understanding of eligibility* - Cost (including lost wages) - *Cost associated and inconvenience of consulting a doctor (AZ)* - Technology or inability to access booking system - Logistical issues (eg: travel and distance)
Desirability	- Recommendation from health professional - Social normalisation - Sense of civic duty - Health literacy - Perceived increase in mobility, or return to normality as a result of vaccine - Perceived increased risk - Trust in the government	- Low health literacy, knowledge, misinformation - Distrust of government surveillance and privacy, particularly amongst disadvantaged groups and minorities - *Preference for Pfizer over AZ* - Negative media coverage of vaccine side effects and problems with rollout (39) - Ostracizing groups for vaccine hesitancy

Audience and challenge scoping workshop

You'll come into this project with some idea of the challenge and audience that you want to tackle as part of your project. This workshop is a chance to unpack some of what you know already about the community and their needs, and what you have learned through the desktop research.

This workshop should help you to get more specific about what the challenge is, and who you need to involve.

— Before engaging the community directly, run a workshop with your key team members to uncover what is already known about the potential needs of the community, questions and perspectives on the challenge (template on the next page)

— Understand at a high level what community leads or others close to the community have heard about the challenge

— Unpack what cohort within the community represents the greatest opportunity for comms on this issue
(eg: stay at home mothers)

— Identify community preferences for running research and preferred collaboration platforms
(eg: WhatsApp, or in person workshops)

— Identify areas to explore more through desktop research

Understand

Answer

Co-create

What follows are templates for a workshop to unpack in more detail the challenge, audience and potential approach for your project.

Follow the activity template if it's helpful, or create your own.

It's important to run this with someone who is deeply connected to the community (eg: your community lead). However at this stage much of what comes out of the workshop will still be assumptions that will need to be validated further once you recruit your participants.

We've included some warm up exercises to get you started, but feel free to bring your own.

The main goals of this workshop are to

1. Align on who the key audience should be
2. Brainstorm possible influencers
3. Discuss existing perceptions and information needs
4. Discuss best ways to engage with the community

Who should be involved

— The community lead
— Process facilitator
— Any other team members or stakeholders with connections or insights into the community

Welcome

In Melbourne we are located on the traditional lands of the Wurundjeri/Woiwurrung people of the Kulin Nation. We pay our respects to Elders both past and present, and recognise and respect their abiding connection to this land, its waterways and community.
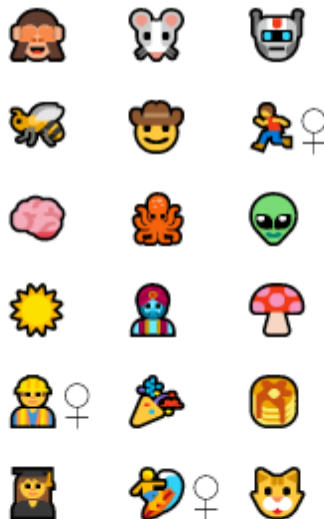
Wurundjeri/Woiwurrung people have nurtured this land for over 50,000 years and continue to do so today.

Sovereignty was never ceded.

Example warm up 1

Introduce yourself and pick the emoji that best represents how you are feeling coming into this session

Example warm up 2

To get to know each other we're going to ask a few questions. Go around the group and tell us;

1. *Your name*

2. *What brought you here*

3. *One community you are a part of*

4. *One thing you'd like to see come out of this project*

#Tips

— *It can be good to introduce a level of abstraction (like the emoji) to get people to move from a words based analytical frame of mind to a more creative mode*

— *Some people will find it important to explain why they are there, or what their story is. So find a way to have people introduce themselves that doesn't reinforce existing power dynamics*

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Impact

What are the unique impacts on the community?

In what ways has COVID and related restrictions or health measures uniquely affected this community?

What steps or actions may be difficult or challenging for your community? What steps are people unclear on?

In what ways has COVID promoted inequity in your community?

What support is most useful for the community, and are they aware of it?

How do health measures impact the community's sense of personal autonomy, competence and relatedness?

What are some of the positive actions that are being taken in your community so that people get vaccinated and follow health measures?

Answer or idea	Answer or idea	Answer or idea	Answer or idea
Answer or idea	Answer or idea	Answer or idea	Answer or idea
Answer or idea	Answer or idea	Answer or idea	Answer or idea
Answer or idea	Answer or idea	Answer or idea	Answer or idea

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Priority groups/ audiences

Within each priority community who are the groups we should focus on?

Consider:

Within the community which groups are most in need of community-led messages?

Who is least likely to hear the message?

Who is least able to adhere to the measures?

Who is most likely to pose an increased risk to the community if they are unable to adhere to public health measures?

Who

Who	Who
Who	Who
Who	Who
Who	Who

Why

Why	Why
Why	Why
Why	Why
Why	Why

Prioritise

With which groups can we have the most impact?

Drag the star to the group you want to vote for

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Communicators and influencers

Who are the people and platforms that are most likely to be trusted and listened to?

Consider:

Who are the trusted sources of information?

Who are the people already communicating with the community?

Who

Who	Who
Who	Who
Who	Who
Who	Who

Why

Why	Why
Why	Why
Why	Why
Why	Why

Prioritise

Who will be most willing to engage in the process and play the role of communicator?

⭐
⭐
⭐
⭐
⭐

Drag the stars to the group you want to vote for

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Community orgs/ owners

Within the community, which people or organisations are able to take on the message or communications as part of their work?

Consider:

Who has the most trust with the community groups?

Who is invested in improving health and community wellbeing?

Who has the time/resources to fully participate in the workshops?

Who

Who	Who
Who	Who
Who	Who
Who	Who

Why

Why	Why
Why	Why
Why	Why
Why	Why

Prioritise

Who is most likely to champion this work after the project is complete?

Drag the star to the group you want to vote for

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Perceptions

What are common community perceptions of COVID and the response?

Consider:

What are some of the misconceptions that are being reinforced in the community?

What is the community's attitude and trust level towards government and the health sector?

What views on vaccine uptake and health measures are common in the community?

What do people currently think will happen (short and long term) as part of the pandemic response?

How do different people in your community understand COVID-19/vaccine risks? What are some factors that are influencing their perceptions?

What have you noticed about conversations happening around you?

?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?

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Needs and preferences

What are information needs and communication preferences of the community?

Consider:

Information needs

Who are different groups within your community and how might their information needs, concerns and communications styles differ?

What are some of the things about COVID-19 that people are still unsure about in your community?

Communication preferences

What emotional drivers may be especially resonant for this community?

How has communication about COVID-19 been happening in your community?

How do people in your community best engage with information or stories?

?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?

What's next

What are the main themes that you've discussed?

Consider:

Has this raised issues that you need to investigate further?

Is there a clear rationale behind the community or audience that you want to focus on?

?	?	?	?
?	?	?	?
?	?	?	?
?	?	?	?

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Re-frame the challenge and the audience

The project may have started with an idea of the community that you want to talk to, but as you know communities are diverse and have different needs. This process should help us get more specific, from a community as a whole to an audience for the comms.

We have spent some time grappling with the challenge that you brought into the process, it's time to reflect and summarise what you now believe the challenge to be, after having done some more thinking, talking and research.

Re-framing the challenge is a way to get more specific on the *what, why* and *who* of your project, and to make sure that you are solving for the right problem.

— This step functions as a way to summarise what you have learned by grappling with the problem and turning it into an actionable brief to return to throughout the project

— This will likely change and evolve as you start talking with the community

— We've included a template to help you frame the challenge on the next page

The challenge

What is the behavior or action that we want to encourage?

What does the literature and stakeholders say about this?

How has how you think about the challenge changed after doing the workshop and research?

Why is it important to solve this challenge? (for the community and for society as a whole?)

Can this challenge be addressed through comms?

The audience

Who are the specific audience within the community that we are focusing on?

Why is focusing on them going to have the most impact?

Considerations

What context should we know about this audience?

What are the best ways to engage with this audience?

Desired impacts

What does success look like? What do we hope this comms will achieve?

#Tips:

— *Answering these questions will form a brief that you can return to throughout the project as you move through or when you bring on new people.*

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Recruit community participants

With a clearer idea of the challenge and the and the audience we can start looking at recruiting community members to participate in the process and help co-create the final messaging and comms. Being specific here is important, what are the types of people that would be good to talk to and how will you reach them?

— Based on the learnings from the workshop, create a recruitment brief for community participants (there is a template on the next page)

— The community lead recruits and screens participants through their networks

— Choose the number of participants that you can manage. We recommend 6-8 for an online setting and up to 12 for in person.

— Ensure that you include information to participants on what participation will look like and that you have ethics approval from your organisation

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Understand

Answer

Co-create

Define the demographics

Eg; 18-35

Eg: Casual workers

Eg: Cultural background

Explain the participation requirements/time commitment/ethics

Group sessions discussing concerns about COVID

Provide feedback and input into communication designs

Attend a Community session

Will participants be compensated for their time?

Yes, $100 per hour

Contact details to register interest

Email us at info@us.org

Where will you share the ad? Where will your audience find it

On community facebook groups

Clients of our services

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[[Headline goes here]]

[[Our organisation]] is looking for **[[description]]**

If you
- [[Recruitment specification]]
- [[Recruitment specification]]
- [[Recruitment specification]]
- [[Recruitment specification]]

You will be paid for your participation

Add your logo here

Call or email [[contact details]]

Create an ad, poster or social media post to attract potential participants. Be specific about the requirements and provide contact details for someone to talk to and screen participants.

You can use this template or create something you feel will resonate more with your community or audience.

Are you a part of the vibrant Indian community here in Melbourne? Help us create COVID-19 community messaging

The Burnet Institute is looking for young people from Melbourne's Indian Community to help create health messages about COVID-19
If you
- Were born in India
- Are between 18-35 years of age
- Speak English and Punjabi or Hindi
- Work in the service sector or have a casual job
- Live in Melbourne's North or West

You will paid for your participation!
CALL or MSG

Burnet Institute   Call or message.

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Run community exploration research

We have an idea of the challenge based on our experience and landscape review, but we need to understand how the community feels about it. Engaging with the community to understand their perspective on the problem is important. The insights from this will inform the Community Question Time session, and any comms that come out of it.

This research can be run in person, online over zoom, on the phone or even in messaging groups like WhatsApp. Whatever works for your context, community and within any current restrictions.

Ask the community a series of questions to learn more about their needs and preferences around the issue.

— Sometimes this can be easier to do through platforms like WeChat and WhatsApp as it gives participants time and space to thoughtfully answer

— Other times the community will be much more engaged and comfortable at an in-person workshop setting

— It's important to do what suits the community best

What we want to understand through this process is:

— What do the community think and feel about the topic of the project (eg: vaccines)

— What questions would the community need to have answered for them to be confident to cooperate with health advice

— Who would they trust to answer these questions

Understand

Answer

Co-create

Identify the core things you want to learn from engaging with the community and make and prioritise a list of questions.

You can run your session as a group discussion, an interview, a text chat or a more interactive workshop.

Example questions

— What have you heard about [topic]?

— What are some examples of information you've seen shared about [topic]?

— How does [topic] make you feel?

— What do you think isn't being communicated enough about [topic]?

— What would you need to know about [topic] to feel safe?

— Who do you trust to get quality information?

— Where are you currently getting information about [topic]?

— What kind of content has been shared in your networks?

#Tips:

— *Start general and let people get comfortable before getting more specific*

— *Make sure you have enough time built into the process to build trust*

— *If it is a highly sensitive issue, consider one-on-one sessions over group sessions*

— *Facilitate conversation within the group and validate the themes as they emerge*

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After conducting your research you'll need to make sense of what you have been hearing. What are the main themes?

Ultimately you'll be looking for some general insights about where the community is at, what they are thinking and feeling, and what the key questions and concerns are that they would benefit from talking to public health experts about.

What did you hear speaking to the community?

— What are people thinking or feeling?

— What are people most concerned about?

— Who do they trust to answer these questions?

What do people want to know?

— What questions do they have that you could help answer?

— What are areas that better comms could help?

Document these insights in a way that you can easily brief your panel for the *Community Question Time*.

📄This is the briefing document we prepared for the Indian community

#Tips:

— *Not all community questions will be asked explicitly by your community. Some of them may be hard for people to communicate, or under the surface. Read between the lines and come up with the questions that may be lurking behind what people are saying.*

— *After synthesising down the key questions validate them with your community to make sure they feel right to them*

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2. Answer community questions

2. Answer community questions

2.1

Recruit
Community
Question
Time panel

2.2

Prepare for
Community
Question
Time panel

2.3

Run
Community
Question
Time panel

Recruit *Community Question Time* panel

Based on the insights from the community exploration research, recruit a panel of 'experts' and trusted community members to answer the questions.

Think of your community and the best way to help community understand the evidence and take action. This means finding people who both answer the questions for your community, and encourages the behaviour you are looking for. *(See health communications principles on page 38)*

This is important because it provides an opportunity for people to hear the truth to questions they have, without judgement or expectation.

Potential panel members might include:

— Health experts or GPs
— Community or religious leaders
— Trusted community members
— Government representatives
— Epidemiologist
— Influencers

#Tips:

— *Make sure the panel is okay with being recorded and provides consent*

— *Look for panelists who will resonate with your community. Just explaining the science isn't enough; empathetic and accessible communication is important too*

— *Burnet has expert epidemiologists who can talk with your community*

Panel example

Audience moderator

Someone from the community who is comfortable asking questions and ensuring answers get to the crux of the issue

Health professional with cultural context

Someone who can answer health questions with authority an has the language and empathy to connect with the community

Burnet epidemiologist

Someone who can address understands the public health issues and "why" of what is being asked of the community

Support team

Community lead

Welcoming and thanking the group

Other supporter

Hosting the zoom call or in person meeting, recording the session. Monitoring chat, tech support etc.

Prepare for *Community Question Time* panel

The Community Question Time is a is a time for the community to have their questions and concerns addressed directly in a way that will encourage healthy behavior.

Preparation for this moment means giving your panel members the appropriate context on the community, their questions and health communication principles. *(see next page)*

— Brief the panel with questions from the community and give them time and space to form answers in preparation

— Brief the panel on the learnings from your research so far, including community context and behavioral insights

— Workshop your questions and answers

— Create an agenda for the session *(see example on page 39)*

#Tips:

— *You may want to work through the questions and answers with the panel to make sure they will resonate with the community*

— *Burnet can help with best practice behavioral science and access to accurate information about public health issues and COVID*

What we know already about health behavior change.

The following health communication principles are also helpful when preparing for your *Community Question Time* event and creating comms afterwards. It's a good idea for the panel and team to consider these when responding to community questions.

Further reading:

- Effective Communication Strategies for COVID-19
- Public Health Communications Strategies for COVID-19 Harvard Review
- Enhancing global health communication during a crisis: Lessons from the Covid-19 Pandemic
- Vaccine communications: Equipping community advocates with behavioural science principles
- Four messages that can increase uptake of COVID-19 vaccines
- Practicalities are the biggest barrier to vaccination and the easiest to address

Remember to listen
Communication is a two-way street, including between people who make decisions and those asked to abide by them. Building partnerships and trusted relationships are important so that there are clear pathways for engagement to happen. Gestures of support and inclusion can be as important as communicating specific messages.

Tailor your message
Understand your audiendence (class, age, risk, communication style) and tailoring the message to reach them. This might mean using different platforms including social media.

Address uncertainty
It is okay to communicate that we don't have all of the answers. Explain what we do know and be clear about the things we are doing to understand more. Be frank about the future. Look for ways to be consistent even when the message changes. When change happens, explain why.

Be honest about risk
Explain the risk and potential consequences with the appropriate tone. Don't under or over reassure people about the risks.

Lean into the detail and story behind the facts
Using plain language doesn't stop us from giving people more detail about what is happening. Don't assume that reassurances are enough. Providing numbers, context, history, and changes to procedure in a timely and straightforward fashion, can improve trust and understanding.

Give people steps they can take
Tell people what they can do and how they can act to keep themselves and others safe. This includes the information or access to the support that they need to act. Consider different health literacy levels for your audience.

Focus on providing the correct information and highlighting the positive actions people are taking
Don't draw too much attention to misinformation or minority behaviours directly. Countering in the positive is more effective than critiquing the minority. For example- a focus on misinformation can spread and normalise myths and misinformation further. While building visibility and momentum behind desired behaviours serves to normalise them.

Prioritise *equity* in all aspects of health communications
The pandemic has reduced equity because it affects our communities unevenly. Recognise that people have different circumstances and require tailored information, messaging or resources so that they have the same opportunity to adhere to public health measures and stay well during the pandemic.

Purpose of the session

We want to host an accessible question and answer session where the community can have their questions answered by people they trust, who are part of their community.

The aim of the session is to allow participants to hear the truth to questions they have, without judgement or expectation.

The ideal outcome is for participants to feel empowered with knowledge about COVID-19 vaccines having heard directly from experts.

The agenda provides a guide for how the session may run, but feel free to go with the flow and open up questions to the community.

Community Question Time - Agenda

Intro (20 mins)

- Thanks and welcome
- Acknowledgement of Country
- Intro to the advisory group
- Acknowledgment of context
- Intro to panel
- How the session will work
- Agenda of questions that will be answered before opening up to conversation

Questions (40 mins)

- Prepared questions from the conversations/workshops/insights with the community so far

Outro (20 mins)

- Any additional questions from the group
- Summing up key takeaways
- Thanks and goodbye

Conversation guide

We prepared a conversation guide for our panel. It was not a script, but acted more as a prompt and a reminder.

We invited the panel to put in their own notes before the session.

📄 You can access our conversation guide here as a reference and guide to create your own.

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Run *Community Question Time* panel ✨

This is the moment that the whole process is centred around, when you connect your community with public health experts to answer their questions and address their concerns directly.

This may be the only output you have for your community, and that's okay! But if you are looking to share the information beyond the community members involved directly in the process, the Community Question Time can be used to help create sharable messages or content to get the information out there.

— Run a remote or in-person session where the panel answer the community questions

— Leave space for the community to ask any follow-up questions and facilitate an authentic conversation

— Record the session for note taking, and potentially to share publicly if your participants consent and it is appropriate

— You can view a full recording of a Community Question Time here

#Tips:

— *Think about what your community will need to feel safe answering questions*

— *You may need to have a moderator or introduce a panel dynamic that makes asking and answering questions less intimidating*

Understand

Answer

Co-create

Q: How was the vaccine
developed so quickly

#Tips for a smooth session:

— *Start the event 10 minutes before the scheduled time to check the security and attendees settings are correct. (If the session is online)*

— *Ask that everyone is respectful to each other*

— *Ask for consent and let people know you are about to start recording*

— *Ask people to mute themselves when they aren't talking (if the session is online) so the recording is the best quality it can be*

— *Leave enough time for questions*

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3. Co-create and validate sharable health messages

3. Co-create and validate sharable health messages

3.1

Break up community question time answers into key messages

3.2

Translate into community ready format

3.3

Validate and iterate content with the community

3.4

Share through community networks

Break up the Community Question Time answers into key messages

The Community Question Time is a great way to directly answer the questions of the participants in your group. Afterwards you can use what you heard as a guide to develop more messages that can be shared with the community on social media. (see next slide)

— Ask the community what stood out most to them from the *Community Question Time* session

— Take the key insights, learnings, and highlights from the *Community Question Time* and create small bite-size pieces of communications

— Going forward new questions and answers may shared online to inform future projects

Steps we took:

— Transcribe recording of Community Question time

— Highlight the key questions and the best answers

— Group and prioritise key questions and answers

— Rephrase the questions and the answers for maximum clarity (black and green post-its)

— Edit the video into small clips for each question *(optional with ethics/consent)*

— Write the message content

— Have messages approved by the panel and validated with the community

Check out they key messages from one of the projects here

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By summarising the bits that resonated most with the audience we can break the *Community Question Time* down into some key messages.

Consider:

— What was the core question?

— What answers did we get in the session?

— What resonated most with the participants, what helped them understand?

— Are the answers clear and easy to understand?

1   Your question here

Your headline here

Your description or explanation here

Template

1   Why do we need the vaccine?

Vaccines are the best weapon we have against the virus because there is no treatment or cure yet.

Vaccines save lives. Vaccines have saved millions of lives all over the world. Vaccines are one of the best public health interventions in the history of medicines. No other medicines have saved so many lives other than antibiotics. The more people are vaccinated the more lives are saved.

Example

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Translate into community ready format

Once you have the key messages you want to get out into the community it's time to put them into a format that will reach your audience. This will be different for every community.

For one audience you might create social media ready images and videos, for another it might be conversation guides for front line workers talking directly to the community. Let your audience guide you.

— Based on what you have learned, determine the best format to disseminate messages

— Assess if this is something you can deliver yourself within your organisation, or if you will need additional support to bring the messages to life

— Our aim is to make any assets created as part of this process open and available to other orgs

#Tips:

— *If you want some support turning your messages into comms, Burnet has created some templates and may be able to connect you with some design resources*

— *You may even need different formats for the same audience depending on their needs and preferences*

If you want to create social media posts we have some templates available for you to use.

They are available in Canva and you can contact Burnet Institute to access them.

Colours and fonts can easily be changed to suit your community and language.

If you need some assistance using Canva for the first time, there are handy tutorials here: https://designschool.canva.com/tutorials/
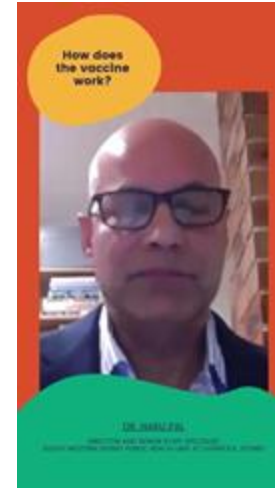
Validate and iterate content with the community

Once the project team and community leads have created some draft messages, it's time to share it with the participants of the group to get their feedback.

Through this feedback process, the team will update the wording and visuals to make sure they are:

— Culturally appropriate

— Linguistically accessible

— Accurately reflect community needs and preferences

— Communicate the answer/message successfully

1

2

3

Update

Draft your messages in a format that's easy to share with the group

Get feedback from your group
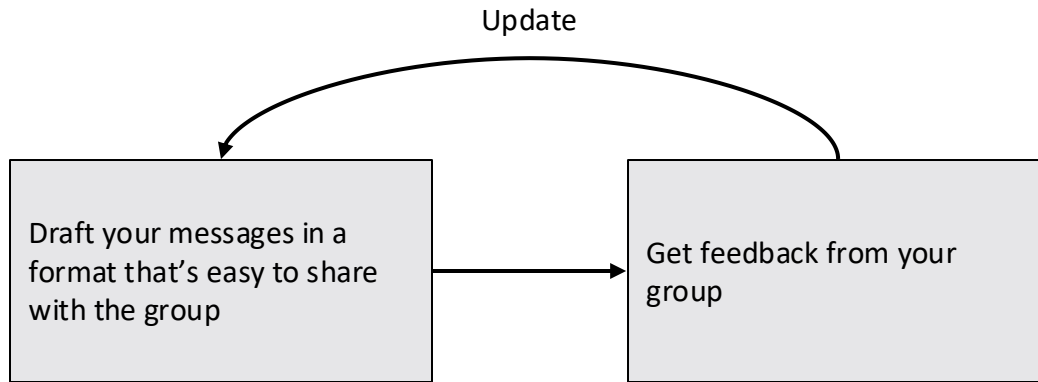
Get your key messages and comms into a format that you can share with your participants. This could be as simple as a sketch with your messages or full designs.

Test the key messages and design directly with your community.

— Do they capture what stood out to them most from the Community Question Time?
— Are they easy to understand?
— Do they help encourage the desired behavior?

If changes are needed, go away, make those changes, and then share back with the community. Repeat this process until you land on something that resonates.

#Tips

— *Be clear on what you want feedback on. Is it the language and wording, the design or something else?*

— *Invite positive and constructive feedback. Ask what can be improved or how would you make this better?*

— *Number your comms executions for easy reference*

— *Encourage quite members of the group to share their thoughts*

— *You can use techniques like dot voting to prioritise different messages or designs*

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1

What works about this?

What could be improved?

Does this address your concern?

Other questions or prompts

— How likely would you be to share this content?

— Which of these do you feel like you would be most likely to trust engage with? Why?

— Which look and feel do you think does the BEST job of communicating the message? Why?

— Which look and feel do you think does the WORST job of communicating the message? Why?

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Share through community networks

Now that the comms are finalised, it's time to share them far and wide! Create a plan for how to share through your network.

After sharing through your channels, it may be useful to commit to some paid advertising on the community's preferred channels.

Keeping track of how many people and organisations are sharing your content can help you measure how effective the strategy is.

Make sure anyone who is in your content has reviewed it and given consent.

Who shares the messages

— Participants in the project and their networks

— Partner organisations

— Influencers in the community and sector

Where could you share

— Face to face conversations with your community

— Participants can share the content on their own preferred channels to their family and friends

— Partner organisations can share through their networks and workplaces

— Look for proactive media opportunities to showcase the project and the messages you've created

Content principals

Content principals are a shared set of objectives that help us focus on producing the best communications that we can.

Here are some to keep in mind:

- Is the message clear and easy to understand?
- Is it the truth?
- Does it support the key messages we defined?
- Is the message consistent?

Timing

The best times to post your final communications will change slightly depending on when your community finish work shifts and usually have relaxation time.

But as a general rule, most engagement on social media happens:

- Sunday to Friday 4pm-10pm
- Saturdays 8am-12pm

Organic reach

Organic reach refers to people who see your content through unpaid distribution. This may be your only choice (depending on budget) but it doesn't mean it won't be successful. If you harness your existing community and organisational social networks, sharing content can be very successful and will sometimes be received as more authentic than paid placements.

Paid advertising

If you have budget available, it can be very effective to advertise to your community through paid channels.

Instagram and Facebook: You will need to set up the *Ad Centre* to pay for promotions.

It is worth setting up and spending time choosing the right target audiences for your groups, rather than simply boosting a post, as the results are much more effective.

If you set up ads for 4-10 of the messages, you can monitor which ones perform best over the first two weeks and then refine your campaign.

The main thing to look for is high engagement: likes, shares, clicks, comments, and saves.

Community radio: Community radio stations are still one of the most effective ways to spread public health messaging. Get in touch with them to record an ad or be interviewed by one of their presenters. Take the final messaging with you as a prompt.

Printed materials: Distributing printed health messaging through local groups and businesses is a good way to ensure it reaches people who aren't online.

Paid search: Paid search on Google can be very effective if you have an organisation home page that features all of your final messages.

To measure the effectiveness of paid search ads look at impressions, click through rate and cost per click.

Tools for working online

Collaboration and sensemaking

Miro

Miro is an online collaborative whiteboard platform that allows you to bring people and teams together, wherever they are, to work on the same digital page. There is a free option which includes unlimited team embers and three boards. Plenty of room to run this process!

Google docs

Google does is a free online document app that lets you create and collaborate in real-time from any device. You can leave comments, suggestions and action items and also see where each person is currently working. Automatic saving and version history protects your work as you go.

Design

Canva

Canva is an online design and publishing tool that is very easy to use. You can create an account for free and create social media posts, brochures, emails and video posts.

Figma

Figma is a free web-based graphics editing and user interface design app. You can use it to do all kinds of graphic design work from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between. It takes a bit more time to learn compared to Canva, but if you have a designer in your project team it could be the better option.

Remote working

Zoom

Zoom is a cloud-based video conferencing tool that lets you host virtual one-on-one or team meetings easily. The free plan allows you to have 100 participants in 30 minute meetings.

WhatsApp

Whatsapp is a free alternative to SMS where you can create group chats with the ability to share text, photos, videos, documents, voice calls and video calls. It works on most phones and there is also a desktop version.

Discord

Discord is a voice, video and text services where people can easily set up groups to talk and share information. There are iOS, Linux, Windows and Android versions of the app for use on phone or desktop.

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Thanks

We hope this handbook helps guide the co-creation of public health communications with your community.

More resources and example comms can be found here.

Find out more information
www.burnet.edu

Get in touch with our team
angela.davis@burnet.edu.au

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