

10 STEPS

TO COMMUNITY READINESS

WHAT COUNTRIES SHOULD DO TO PREPARE COMMUNITIES FOR A COVID-19 VACCINE, TREATMENT OR NEW TEST



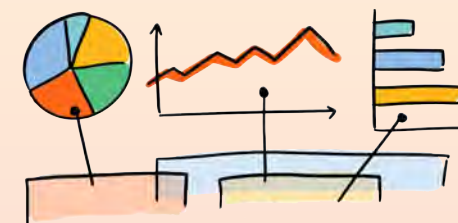
1 Make decisions about the people, **with the people**

2 Maintain and strengthen trust through formal and informal connections



3 Listen more talk less

4 Use data for decision-making & course correction



5 Plan, plan, plan with the people

6 Let the people **measure success**



7 Hire & empower more risk communication and community engagement expertise

8 Build capacity & develop skills to go beyond COVID-19



9 Manage the **infodemic**

10 Start the drumbeat together



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