

EXAMPLE COUNTER MESSAGING PLAN

Below is a sample counter messaging plan that was used as part of the CCP Activation Campaign.

- Audience: Researchers, public health officials, reporters who influence the national scientific narrative.
- Goal: Promote a more accurate narrative to ensure potential local market partners hold an accurate scientific understanding of CCP and the merits of supporting the campaign; Promote narratives that are accurate to increase visibility among desired audiences.

GATHER INSIGHTS

A (prematurely) negative narrative is forming around CCP's state of the science and clinical merits of use

Inputs

- Formative Community Research
- Misinformation/Disinformation research
- Sentiment Analysis- key stakeholders and influencers
- Social media monitoring
- Daily media clips monitoring
- Current messaging

IDENTIFY STRATEGIC APPROACH

Balance the scientific narrative with counter-messaging

- **Message assessment** - Incorporate **additional qualitative insights** (including other federal agencies) into existing insights
- **Develop data driven counter-messaging- Re-align and tailor messaging** based upon stakeholder concerns/feedback.
 - What is the message?
 - Who is the audience?
 - Who is the messenger?
 - How will it be delivered?Aggregate positive messaging into a **stronger single narrative**
- **Continue monitoring for messaging opportunities** refine messaging.

REFINE DELIVERY

Evolve multi-channel tactics to shift / elevate the discussion

- **Develop assets** – Graphic abstracts, researcher videos
- **Social Media** – Deploy social media assets **organically** and support with paid media to **target key influencers** and their **followers**
- **Earned media** – Expand existing national research briefing pitches to include **local market** health/science reporters
- **HCP Stakeholder outreach** – Pitch TFIU experts for educational webinars hosted by partner HCP or public health organizations; deepen reach by offering **localized briefings** for public health leaders

Gather Insights

Inputs:

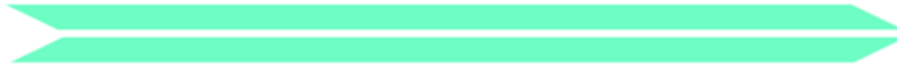
- Formative Community Research
- Misinformation and disinformation research
- Sentiment Analysis - key stakeholders and influencers
- Social media monitoring metrics
- Daily media clips monitoring
- Scientific publications monitoring
- Community Engagement Team intel
- Current Messaging

Strategic Approach

- **Message assessment:** Fold any new qualitative insights from research stakeholders, including counterparts within other federal agencies, into existing insights from current input.
 - Assess concerns/nuances from other federal agencies that we may have awareness.
- **Develop counter-messaging / message elevation:** Re-align messaging based on stakeholder concerns, aggregate positive messages into a stronger single narrative.
- **Continue monitoring for messaging opportunities:** Continually assess inputs, develop refined/additional counter-messaging based on key criteria like the following:

- What is the message? A negative study is overamplified, method limitations are not cited, there is a critique on the integrity of the process
- Who is the messenger? National scientific influencers, including researchers, journalists, public health officials, community leaders/ elected officials
- How is it being delivered? Social media, media coverage, professional or scientific meetings, other public channels
- Who is receiving this message? Other national scientific influencers, local potential partner/decision makers

Refine Delivery



Develop Assets

- Create graphics/social cards to capture:
 - “Guardrails” on how to spot CCP study strengths/limitations
 - Key studies to date “highlights”
 - “What RCTs will add to the body of knowledge” explainers
- Develop key research stakeholders video testimonials.
 - Key influencers in medical community video segments
 - Government officials

Amplify Messages via Social Media

- Deploy new graphic and video assets organically.
- Create visibility for research-oriented assets with paid follower look-alike campaign, using key research influencers (positive and negative voices) as targeting anchors.

Leverage Earned Media

- Continue and expand existing national research briefing pitches to include local market health/science reporters.

Engage Stakeholders

- Amplify discussion within existing forums by pitching experts for engagement and educational opportunities, like webinars, conferences, 1:1 briefing; offer template resources for communication channels like social media, member newsletters.