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 on 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 TFIIU experts for educational webinars hosted by partner HCP or public health organizations; deepen reach by offering localized briefings for public health leaders

**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.