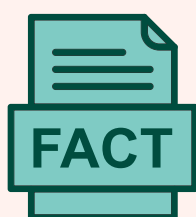


# HOW TO WRITE ABOUT CORONAVIRUS

## Best Practices for Health Writers

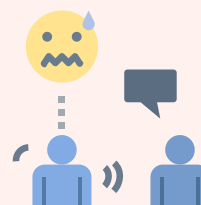


### FOCUS ON FACTS AND EVIDENCE-BASED REPORTING

what we know, not what we think might happen

### AVOID FEAR-MONGERING

watch your language

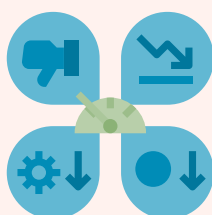
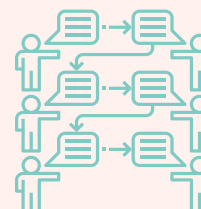


### DON'T ENCOURAGE IRRESPONSIBLE ACTIONS

eg stockpiling

### TELL STORIES THAT NEED TO BE TOLD

don't contribute to hysteria with irrelevant information

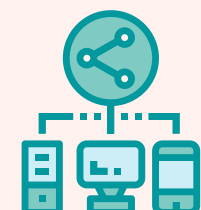


### DON'T WRITE ALARMIST HEADLINES OR ENCOURAGE FEAR

like the classic: "Here's why you should be worried ..."

### AVOID THE PRESSURE TO WRITE AND SHARE FOR THE SAKE OF IT

you don't always have to have a voice among the noise



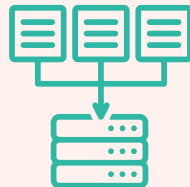


## TALK TO EXPERTS

consult with people who work in a relevant field and share their opinions

## REMAIN OBJECTIVE

you don't need to have an opinion on the future



## CONSULT A RANGE OF QUALITY SOURCES

different experts know about different topics

## FOLLOW WHO'S ADVICE

read their dedicated coronavirus page



## REMEMBER THAT NEW INFORMATION IS NOT NECESSARILY TRUE INFORMATION

in many cases, the newer info hasn't been verified yet

## UNDERSTAND STATISTICS

use them sparingly and responsibly



## WRITE USEFUL CONTENT THAT IS HELPFUL

consider your reader's needs, wants, fears and questions

## REFER TO QUALITY, RELIABLE SOURCES

always question your information, and think before you share



## EDUCATE PEOPLE IN THE WRITING PROCESS

explain the reasons why we don't have answers yet.

Source: <https://www.healthwriterhub.com/health-communication-best-practices/>  
Author: Michelle Guillemard Infographic by Daniela Nakagawa