### Appendix D: Message Framing Strategies and Templates

These worksheets include templates to use when creating messages to address rumors. For more information on these techniques, visit Appendix D: Message Framing Strategies and Templates in the playbook.

1. **Using crisis and emergency risk communication (CERC) guidance**

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| **Guiding questions** | **Your responses** |
| What is your core message? |  |
| How will you repeat your main message? |  |
| What are your action steps? |  |
| How will you respect people’s fears and perceptions? |  |
| What options are you giving your audience? |  |

1. **Using debunking guidance**

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| **Guiding questions** | **Your responses** |
| What is your fact? State what is true first. |  |
| How will you warn about the myth? Repeat the rumor, only once, directly prior to the correction. |  |
| How will you explain the fallacy? Ensure the rebuttal is clearly and saliently paired with the rumor. |  |
| What fact are you reinforcing at the end? Restate the fact again, so the fact is the last thing people process. |  |

1. **Using the Truth Sandwich**

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| **Guiding questions** | **Your responses** |
| What is the first truth you want to share? |  |
| How will you indicate the lie? |  |
| How will you repeat your truth statement? |  |

1. **Using storytelling approaches**

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| **Guiding questions** | **Your responses** |
| Clearly state a specific goal that you are working on. |  |
| Who can help you achieve that goal? |  |
| What do you hope your story will make them more aware of? |  |
| What emotions do you hope your story will provoke? |  |
| What actions should your story motivate them to take? |  |

1. **Outline for framing a social or scientific issue**

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| **Guiding questions** | **Your responses** |
| **Principle:** Lead with an ideal that society should uphold. Tap into a collective concern—ideally, using a tested message that speaks to shared values. |  |
| **Process:** Explain how the issue works. Establish a mechanism or process at play, using explanatory techniques like examples or metaphors. |  |
| **Problem:** Put some tension in the plot. Make social conditions or structures the “bad guys.” Paint these threats as important but not insurmountable. |  |
| **Proposal:** Point to solutions. Highlight promising or proven collective approaches to addressing the problem. |  |