**Tool to prioritize criteria that inform decision-making on acting to address rumors**

Use guidance from Step 1: Decide whether to address the rumor to complete this worksheet and determine whether to address a rumor.

| **Decision criteria** | **Criteria definition** | **Benchmark** | **Benchmark met?** | **Importance** | **Composite score** |
| --- | --- | --- | --- | --- | --- |
| Seriousness | | | | | |
| Spread of rumor |  |  |  |  |  |
| Impact on public trust |  |  |  |  |  |
| Population affected |  |  |  |  |  |
| Where the rumor is circulating |  |  |  |  |  |
| Impact on institutional reputation |  |  |  |  |  |
| Type of actor spreading rumor |  |  |  |  |  |
| Believability of the rumor |  |  |  |  |  |
| Impact on health |  |  |  |  |  |
| *Add additional criteria here* |  |  |  |  |  |
| Capacity to act | | | | | |
| Workload of responders |  |  |  |  |  |
| Value generated by acting |  |  |  |  |  |
| Funding available for acting |  |  |  |  |  |
| Availability of evidence needed to act |  |  |  |  |  |
| Access to trusted communicators |  |  |  |  |  |
| Amount of time available to act |  |  |  |  |  |
| Availability of expertise in current team |  |  |  |  |  |
| Knowledge level of audience |  |  |  |  |  |
| Support from leadership |  |  |  |  |  |
| Whether clearance is needed to act |  |  |  |  |  |
| Level of cultural competency |  |  |  |  |  |
| *Add additional criteria here* |  |  |  |  |  |
| Potential consequences | | | | | |
| Amplifying rumor |  |  |  |  |  |
| Alienating audiences |  |  |  |  |  |
| Making inequalities worse |  |  |  |  |  |
| Becoming a target of harassment |  |  |  |  |  |
| Being unable to address uncertainty |  |  |  |  |  |
| Political ramifications |  |  |  |  |  |
| Being wrong about the facts |  |  |  |  |  |
| *Add additional criteria here* |  |  |  |  |  |
| Other | | | | | |
| *Add additional criteria here* |  |  |  |  |  |
| Total composite score | | | | |  |