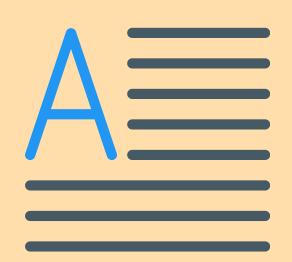


CHOOSE YOUR SIZE OF INFORMATION: BITE, SNACKS, or LUNCH



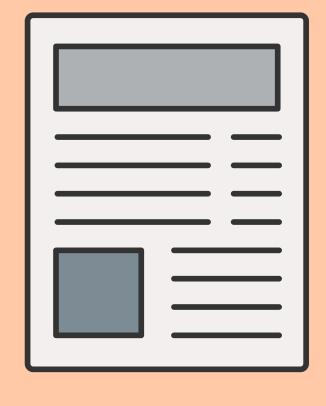
Information "bites" contain a clear statement or phrase of the main point(s).

The SNACK



Information "snacks" contain more details in the form a quick paragraph of your main point(s).

The LUNCH



Information "lunch" contains the full article(s) and links to evidence of your main point(s).

Tailoring communication, in the form of either "bites", "snacks", or "lunch", to help fit the needs, concerns, and amount of information required by a specific audience, can help combat the infodemic, increase science literacy and build acceptance of COVID-19 vaccines.

Adapted from the CANVax in Brief, <u>"Bites", "Snacks", & "Lunch" Communications for COVID-19 and COVID-19 Vaccines</u> by Noni MacDonald and Eve Dubé