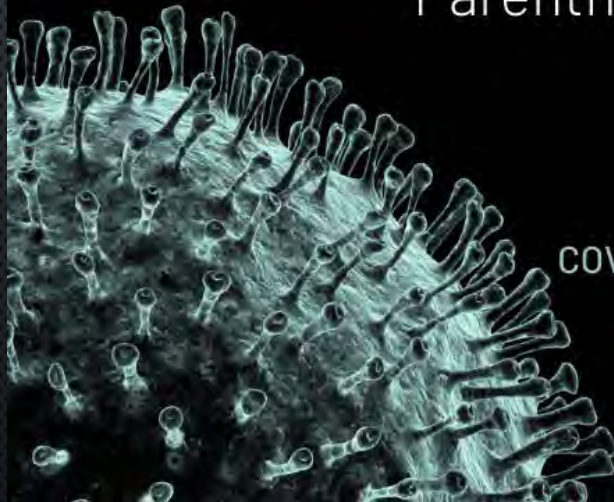


# COVID-19 Conversations



Mitch Stripling

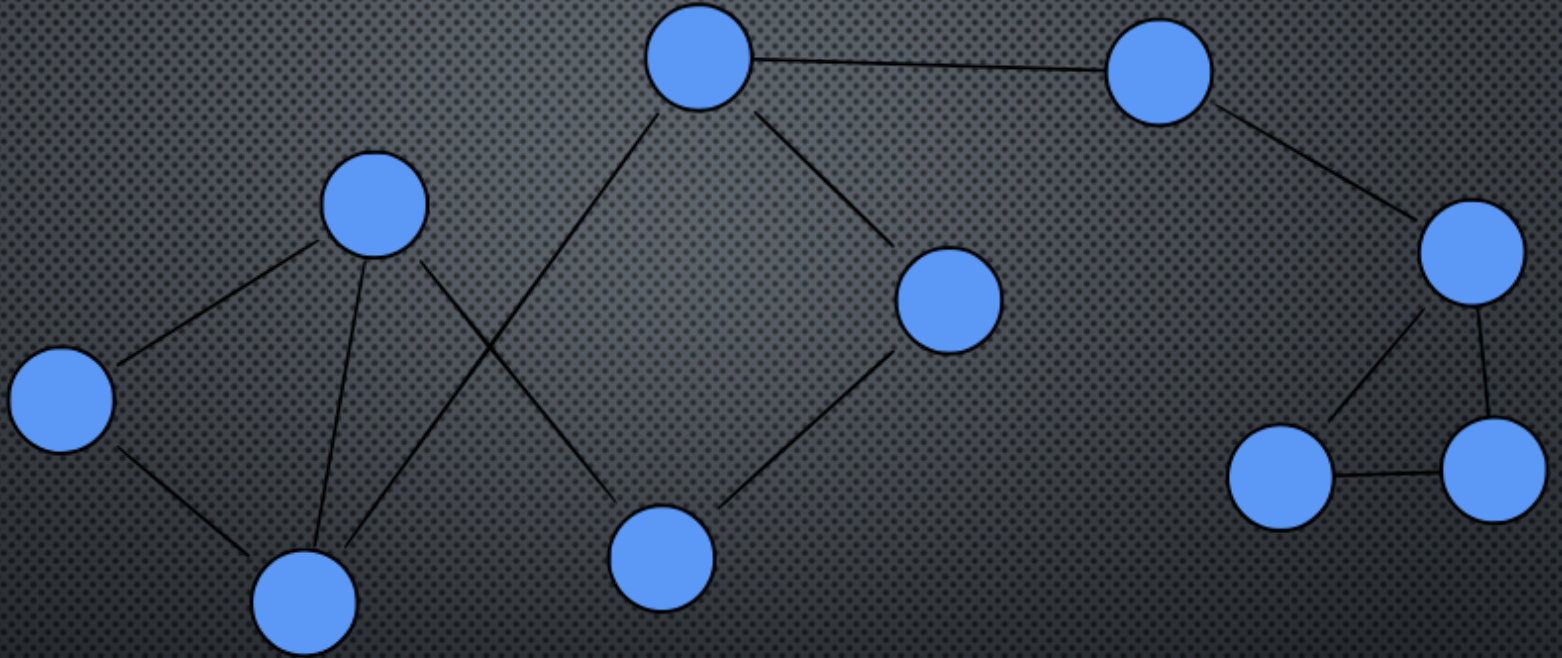
National Director, Emergency  
Preparedness and Response, Planned  
Parenthood Federation of America



[COVID19Conversations.org](https://COVID19Conversations.org) | [#COVID19Conversations](https://twitter.com/COVID19Conversations)



● व्यक्ति



A failure of imagination storytelling.

# LANGUAGE

The words we use create reality

Social Distancing



Physical Distancing



Stay six feet away.

⊗ **Less clear**

“Practice social distancing.”

- ✗ New term
- ✗ Unclear
- ✗ Not specific
- ✗ Conceptual

☑ **More clear**

“Stay at home.  
Get groceries  
once per week.”

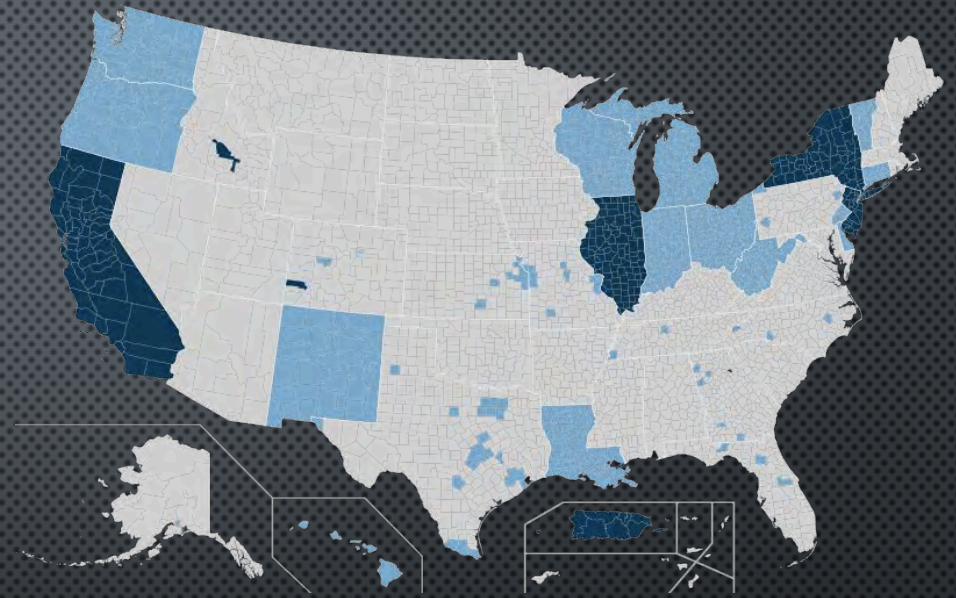
- ✓ Use known words
- ✓ Be clear
- ✓ Be specific
- ✓ Be concrete

REDDIT: Posted by [u/Hybrid\\_UX\\_Research](#)

## VARIABILITY

A unified information ecosystem acting in a chaotic fashion.

Each new order adds confusion/anxiety and lessens effectiveness.



Minh Nguyen / March 22 2020

# EQUITY

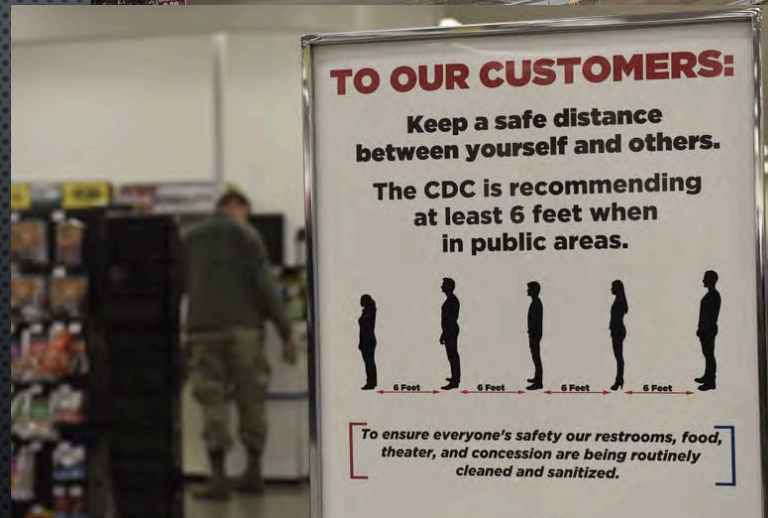
Restrictions without support make the disease

less visible

to the privileged

and

push more disease to the most marginalized



# Imagine a new story based on solidarity and not fear.

- Clear, early triggers with long timelines
- Simple language
- Focus on equitable support
- Use the time to ramp up testing/tracing

