

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

### The BITE



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.