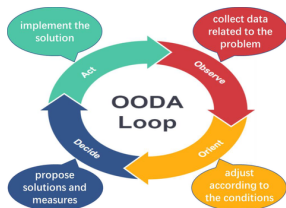


The OODA Loop Checklist

Cycle through the **OODA Loop Checklist** to stay responsive and build trust with rapid response for medical, public health, and science professionals.



OBSERVE

- ✓ Monitor sentiment via surveys, social media, and community feedback
- ✓ Identify sources of misinformation and learn why they resonate
- ✓ Track trust levels in different communities through feedback-loops

ORIENT

- ✓ Consider cultural, historical, and psychological factors that shape beliefs
- ✓ Reflect on personal and organizational biases that influence your work
- ✓ Re-orient perspectives with social behavioral theory and reflective listening

DECIDE

- ✓ Plan communication strategies and select channels to address concerns
- ✓ Prioritize honesty and steps for rapid response to correct falsehoods
- ✓ Choose clear, empathetic messaging and trusted messengers

ACT

- ✓ Deliver messages through trusted messengers
- ✓ Monitor feedback loops, observe and reorient if trust isn't improving
- ✓ Build long-term trust with integrity, competence, consistency, and openness