Title: Agenda Item 6 - Communications Update

Author: Deirdre Watters & Fidelma Browne
Organisation: Dept of Health & HSE
Date: 22 Oct 2020

Action required:
☐ For noting
☐ For discussion
☐ For decision

Approved for future publication: YES/NO (remove as applicable)
Quantitative Tracker
The nationally representative sample of 1,720 people conducted on behalf of the Department of Health on 19 Oct, available [here](#) reveals

- The emotional rollercoaster continues, with more negative emotions dominating this week (similar to two weeks ago). Anger, anxiety, and worry are way up. The level of worry stands at 6.8/10 similar to the level of worry expressed in April
- The appetite for stronger policy responses continues to grow - and is now higher on some measures than at the peak of the pandemic in April (see chart below).
- Nevertheless, there is some evidence of growing concern about the wider impact, both socially (isolation, loneliness) and economically.

Source: [Ampleforth Public Opinion Tracker for Department of Health](#)
Qualitative tracker

Key insights from the qualitative tracker as at 4 Oct, talking to young adults, mature adults and parents with children living at home, reveals:

1. We are now in a period of maximal Covid difficulty, awaiting a workable vaccine. Even though its effects and effectiveness will take time, the vaccine will declare a new era of hope. In the meantime, attention should be turned to *helping people do the right thing*, rather than policing only.

2. An absence of control is deeply worrying for citizens. Signifiers of control are valuable means of keeping morale during this most difficult phase of the Covid journey. Signifiers of control include anticipating the future trajectory of the virus, closely interpreting the advances on the vaccine, contact tracing, more examples of super-spreader events and what we can learn from them, an evaluation of statistical risk of everyday behaviours.

3. Mature adults (50-69yrs) are stable and engaged. Interestingly, although they experience loneliness, this is compensated for by a level of control, as no one is coming into their homes, bringing the virus unannounced.

4. Young adults continue to request a more positive and human discourse, with less bureaucracy and more real people, like themselves. Any behaviour change will be inspired by their peers, not their elders.

5. Misplaced Shame. Those who contract Covid are often shamed, treated as pariahs. This shame is misplaced. Any judgement should be on the risky behaviours (which are avoidable) not on the result (often random). Misplaced shaming damages our collective efforts to combat the virus.

**Coming Up**

- Establishment of (informal) Youth Task Force to be led by Taoiseach’s, with DoH & HSE
- HSE social media campaign with influencer organisations launched
- HSE Bubble campaign to launch w/c 19 Oct
- “Keeping Well this Winter” yellow booklet to be delivered to all households in November
Public health advice and campaigns

Messages: Symptoms and Testing; Living with COVID; COVID Tracker App; Children’s Flu Vaccine

Channels: TV, TV players, Out of Home; Digital; social media; paid search (Facebook, YouTube, Twitter, Instagram, TikTok)

Reach of audiences (COVID Ads): Radio 89% of adults, TV: 54% of adults; 1.2m digital views

Reach of audiences (Flu Ads): Radio: 92% of parents of children aged 2-12; 1.2m digital views

New campaigns - reaching younger adults

The Bubbles campaign creates a visual reminder of the protection we can share when we follow public health actions, and how easy it can be the lost. The bubble makes the invisible visible. This ad went live on Oct 20th on TV, Social media, Youtube and other media, targeted to 18-25s.

We are also asking for support this week from well-known people and social media ambassadors who have strong followings on Instagram and TikTok, inviting them to take part in a social relay of actions they are taking to help fight COVID, using the #HoldFirm to connect.

Results this period

»Facebook and Instagram campaign 18-24 - 135k reach
»TikTok advertising – 797k impressions
»YouTube advertising – over 262k impressions

Social media influencer relay started 19th October.
HSE COVID and Winter Communications
Weekly report October 14th – 19th

HSELive
- COVID-19 Calls: 31,209 (previous week 25,116)
- BAU Calls: 2304 (previous week 2041)
- Emails: 1316 (previous week 1220)
- New HSELive Agent Script format

Social
- 1.1 million Twitter impressions
- Reach of over 1.24 million on Facebook
- Over 1250 queries responded to on social

Web
- 416k sessions (previous week 388k)
- New information on testing and contact tracing
- Top searches symptoms of COVID-19

Supporting older adults and those at risk

Last week, the HSE Dementia: Understand Together campaign ran a local radio partnership with 10 local stations, featuring 20 interviews with people living with Dementia, their families, carers and those who support them.

Sample interviews:
Marguerite Keating on TippFM – Living with Dementia
Leahnora Clohessy on ClareFM – Memory Technology Resource Rooms

Staff Communications

COVID-19 Staff content: 13,999 page views
- PRECISE – Staff antibody test was one of the most viewed pieces of COVID content

Staff news content: 18,177 page views.
- African Museum of Ireland present CEO with artwork to thank healthcare staff – Most visited news piece
- Weekly infection prevention and control webinars for health staff managing COVID-19 here
HSE COVID and Winter Communications
Horizon: from October 20th

Short Term
From 19 October

- NEW: Children’s Flu vaccine campaign live
- NEW: The bubble - new 18-25 campaign for TV, AV, digital and social media
- NEW: Social media sharing relay begins
- NEW: Animated video for attending medical appointments finalised and published
- Testing and Tracing – technology including SMS being used to respond to turnaround times
- Symptoms and testing advertising continues
- Targeted social media campaign continues
- Winter Communications Plan consultation with Comms Network ongoing

Medium Term
From 26 October

- Flu vaccine campaign for at risk and children aged 2-12 continues
- The bubble - new 18-25 COVID campaign TV/AV/Social/Digital
- Winter ready household booklet goes to print
- Programming partnership with RTE for older adults
- Protection from COVID updated advertising ready and live
- Research: Wave 6 research results

Long Term
From 9 November

- Advertising, information and social media ongoing
- Social Media ambassadors work continues
- Winter ready booklet and advertising campaign finalised and live
- Resources development continues as required
- Continue to review web content