Title: Agenda Item 6 - Communications Update

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Date: 12 Nov 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 1,900 people conducted on behalf of the Department of Health on 26 Oct, available here reveals

- The level of worry, now at 6.3/10 is beginning to fall back to the level seen in Aug & Sept, with a slight decline in the proportion self-reporting to be staying at home, down from 83% to 80%.
- 33%, now believe that the worst of the pandemic is happening now with 24% believing it is ahead of us.
- 70% believe this Christmas will be worse than last year, with the main worry being reduced social contact (64%) and health of family and friends (63%)
- 65% feeling restrictions should be eased mid December, 33% preferring easing on Dec 1
- 85% would trade off time with close friends & family for a shorter period of time rather than wider circles for a longer period of time
- 42% would open shops on Dec 1, 51% mid Dec.
- 63% would continue restrictions on religious services
- 32% would keep pubs & restaurants closed, 58% open with restrictions for the Christmas period

Qualitative Tracker
The qualitative tracker is now running on a fortnightly basis and will be updated next week.

Campaigns underway now
- Cases & Contacts to self-isolate & restrict their movements
- HSE Bubble campaign & influencer social media campaign
- Flu campaign
- Healthy Ireland Community Resilience campaign
- COVID public health advertising campaign – we are all the answer.

Campaigns in development
- Young Adults
  - Ad campaign
  - Creative Council
- Winter communications campaign targeting older people to commence mid Nov
Communication Priorities

1. Cases and Contacts
   - Social media campaign underway along with COVID TV ad – week commencing 2 Nov

2. Young Adults
   - Co-creating solutions to increase young adults’ compliance – end Nov

3. Older People
   - Winter communications campaign targeting older people to commence mid Nov