

Title: Agenda Item 6 - Communications Update

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Action required:

- For noting
- For discussion
- For decision

Approved for future publication: YES

NPHET – Communications Update

25 Feb 2021

Quantitative Tracker

The nationally representative sample of 2,200 people conducted on behalf of the Department of Health on 22 Feb, available [here](#) reveals

- The level of worry at 6.4/10, has fallen back to October levels, as public concern about health system overload falls back. However, the level of worry over prolonged restrictions has risen to a peak, at 3.6, now at the same level as worry over the health of family and friends, and the economy remain high.
- People are more emotionally negative since speculation about level 5 until May. Some of the negative emotions (anxiety, loneliness, anger) are at record high levels this week with some of the positive emotions (happiness) are at record low levels
- 44% of the population do not want further restrictions, 41% do, though this may be related to travel restrictions. A third of the population now think that Ireland is too slow in “returning to normal,” the highest level yet.
- People are disengaging from Covid related news

Quantitative Tracker – vaccine module

- 53% of the population know someone in their immediate social circle who has had COVID-19
- 90% (68% definite, 22% probable) say they will get the COVID vaccine when it is offered to them
- 36% say they have concerns around the vaccine – 28% are worried about side effects of the vaccine, 22% worried about the long-term effects on health.
- GPs are the most trusted source of information on the vaccine for 75% of the population, followed by the HSE (55%) and Dept of Health (52%)

Qualitative Tracker

Feedback from the qualitative tracker, for the week commencing 15 Feb, reveals:

1. The burden of Covid negativity weighs heavily. 2021 is about coping with Covid, and part of this is about finding hope. This is a core challenge of Government communication which will help it retain engagement with the ‘solid core’ of citizens
2. Managing the Vaccination Programme is the north star of leadership success in this phase of Covid.

Campaigns underway

- Living with COVID - protective actions.
- COVID-19 Vaccines
- Young Adults campaign – Act like you’ve got it

Campaigns in Development

- Updating protective behaviours
- Campaign featuring real case studies
- Young Adult Science Communicators
- Self isolation/restrict movement/ vaccine