

Title: Agenda Item 6 - Communications Update

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Organisation: Dept of Health & HSE

Date: 8 Apr 2021

Action required:

For noting

For discussion

For decision

Approved for future publication: YES

NPHET – Communications Update

8 Apr 2021

Quantitative Tracker

The nationally representative sample of 2,300 people conducted on behalf of the Department of Health on 5 Apr, available [here](#) reveals:

- The level of worry at 5.9/10, has fallen back to levels last seen in early Dec, with concern for the health of family and friends, the economy and prolonged restrictions now the highest source of worry.
- The majority, 44%, now believe the worst of the pandemic is behind us, 29% believe it is happening now and 11% believe it is ahead of us
- 41% now think Ireland is returning to normal too slowly (27% a bit too slow, 14% much too slow), 37% think it's at about the right pace. 16% think it is too quick.
- People are disengaging from Covid related news

Social Activity Measure

The latest Social Activity Measure (ESRI/Department of the Taoiseach) for the week commencing 26 Mar and available [here](#), reveals:

- Mobility and social activity increased further over recent weeks. s. While increases in workplace activity were small, visits to locations associated with social activity, including to collect take-away food, increased more substantially. There was a steady rise in visits to shops.
- People met with more individuals from outside their household and there was an increase in close contacts between people. The most substantive change was in social visits to homes. 23.8% of the population either had a visitor to their home or visited another home the day before the study. Almost half of these (11.5%) were social visits (i.e. not professional, care or childcare related), up from 5.0% six weeks previously.
- Three psychological factors predict risky behaviour – worry, perceived consistency of restrictions and prevention-burden trade-off.

Quantitative Tracker – vaccine module

- 52% of the population know someone in their immediate social circle who has had COVID-19
- 86% (71% definite, 15% probable) say they will get the COVID vaccine when it is offered to them
- 41% say they have concerns around the vaccine - 31% 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 71% of the population, followed by the HSE (49%), Dept of Health (48%) and Pharmacists (42%)

Qualitative Tracker

The qualitative tracker will report next week.

Campaigns underway

- HSE – *We can do this* (updated protective behaviours) paused for GIS Covid Ads

- HSE Vaccine Radio ad live this week: calling 70s and over & people with certain high-risk conditions to be vaccinated during April and May
- PR and social media reaching out to people living with obesity in priority groups 4 and 7.
- Young Adults campaign
 - Act like you've got it
 - 7 seconds #NoVirusInvolvedInTheMakingOfThis
 - SciComm Collective established – group of young science communicators to communicate the virus and the vaccine to their peers via social media

Campaigns in Development

- Vaccine Booklet to include how to self isolate/restrict movements