Quantitative Tracker
The nationally representative sample of 1,770 people conducted on behalf of the Department of Health on 12 Oct, available [here](#) reveals

- The level of worry is increasing, now standing at 6.8/10 similar to the level of worry expressed in April, with the main sources of worry being health system overload, the health of family and friends, and the economy
- 52% think the worst of the pandemic is ahead of us, the highest level reported since April
- 51% think Government reaction to the current outbreak is insufficient.

![Graph showing the percentage of people thinking the reaction of the government to the current coronavirus outbreak is appropriate or not](#)

Qualitative tracker
Key insights from the qualitative tracker as at 12 Oct, talking to pregnant women, young adults, and adults with a parent in a nursing home, reveals:

- The country’s stress levels are already elevated because of the rollercoaster quality of Covid. It is the job of leadership to calm this through confidence, certitude and vision. The brinksmanship of speculation is good for no one, and must be avoided
- Citizens are looking for a definition of success, a way of living alongside Covid that balances the needs of the safe behaviours with respect of the virus, oneself and society.
- Restricted visiting of Nursing Homes is causing hardship and alienation for families and residents and increasing the burden on care staff. This would benefit from focused family engagement and co-creation to find imaginative, pragmatic visiting solutions
• First time mums-to-be should be seen and treated differently, being the most challenged by Covid. At the heart of their concern is alone-ness at a time when closeness is so important (partner family, friends). It is recommended to explore engagement and co-creation with pregnant mums to find imaginative, pragmatic solutions to support them.

• The on-going collapse in employment for young people in their twenties should be seen as a mental health challenge, not just an economic one. Remaining active, especially in the absence of social lives and the ability to plan, is a critical part of keeping balanced.

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