Title: Agenda Item 6 - Communications Update

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Date: 16 Sep 2021

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

Approved for future publication: YES
NPHET – Communications Update
16 Sep 2021

Quantitative Tracker
The nationally representative sample of 1,600 people conducted on behalf of the Department of Health by Amarach Research on 26 Jul 2021 published here has revealed:

- The level of worry now stands at 4.8/10, the lowest levels seen in the pandemic.
- The majority, 64% now believe the worst of the pandemic is behind us, 9% believe it is ahead of us with just 7% believing it is happening now.
- 48% think Ireland is returning to normal at about the right pace, 28% think it is too quick and 23% too slowly.

Vaccine Quantitative Tracker
- According to the Amarach tracker, 95% of the adult population (aged 18+) say they are vaccinated
- Of patients with children aged between 12 – 15 years, 34% say their children are already vaccinated, 45% say they will definitely/probably get their children vaccinated, 9% say they definitely won’t get their children vaccinated
- GPs are the most trusted source of information on the vaccine for 75% of the population, followed by the HSE (54%), Dept of Health (48%) and Pharmacists (48%)

Social Activity Measure
The Social Activity Measure (ESRI/Department of the Taoiseach), available here for week beginning 24 Aug 2021 reveals:

- Over 50% of people have visited a café, pub or restaurant in the past week. Mask-wearing and checking Covid-19 certificates for indoor dining remains problematic in some hospitality venues – about a third of those dining indoors in cafés and restaurants said that their Covid digital certificate was not checked.
- There are large differences in worry across the population - while one in two adults aged over 70 are highly worried about Covid-19, so are nearly one in three adults aged under 30.
- Workers who go to their workplace tend to be a little less worried about Covid-19 than workers who work from home, and take less preventive action.

Qualitative Tracker
Feedback from the qualitative tracker over the three weeks ending 6 Sept reveals that:
- There is widespread appetite to make progress – people need to live with Covid and need to resume their lives. This progress is enabled by the wide embrace of vaccinations
by the Irish people

- The key justification for this shift is the vaccination of citizens. Key is that everyone has been offered vaccination; once this is the case, it’s time to press on
- The return to school brings with it some unknowns and should be handled deftly. Key is to help parents understand the positive benefit in having their child vaccinated
- Citizens have understood that vaccination is not a silver bullet. However, the daily case rates bring with them great confusion. They need to be unpacked, so people can understand the meaning of cases in their lives
- Boosters are an unknown and need careful consideration of both the science and ethics. There is a palpable resistance to boosters among some

Campaigns underway
- HSE: We Can do this – vaccine & Covid protective behaviour
- HSE #For Us All vaccine campaign
- Sci Comm Collective – group of young science communicators to communicate the virus and the vaccine to their peers via social media