

**Background:**

At the meeting of 28<sup>th</sup> May, the GP representative spoke to a paper entitled *“Evaluating the community impact of NPHEt recommendations – how NPHEt addresses societal impacts other than the Covid infection rate”*.

The purpose of the paper was to generate a discussion on the need for NPHEt to have a mechanism in place to gather and consider information on qualitative parameters that measure the impact, effects and consequences of NPHEt recommendations, particularly the public health restrictive measures in the community.

The discussion at the meeting noted that a significant volume of qualitative research in relation to the impact of the public health restrictive measures on different cohorts in society is currently being carried out. This includes information collected through the weekly public opinion and focus group research conducted by the Department since mid-March 2020, which has been feeding into the development of communications material and which is regularly considered by various NPHEt subgroups; however it was acknowledged that the visibility of this research has been somewhat limited at the NPHEt.

The DOH committed to circulating to NPHEt on a regular basis a report on the qualitative research already ongoing, and it was agreed that the DOH and the GP representative would work together to set out a proposal for how the broader social qualitative impacts of the public health restrictions are regularly reported to NPHEt and continue to be part of its considerations.

**Proposal:**

It is proposed that a standing agenda item, to be taken at regular/monthly intervals, would be scheduled for future NPHEt meetings where the DOH would update on the impact of COVID19 on subgroups of the population; over 70's and medically vulnerable, parents with young children, teenagers, newly unemployed, etc. The report to be based on the ongoing qualitative research being undertaken by the Department.

## Appendix

### NPHET Agenda item 4(a) - Review of Existing Policy Personal Behaviours & Social Distancing

#### Quantitative Tracker

The latest public opinion tracker data, dated Monday 8 Jun, is available online [here](#)

Research conducted on behalf of the Department of Health shows that a growing majority of adults (62%) feel that the worst of the pandemic is behind us, with a decline in the number of people who think we are likely to see a second wave, falling from 63% at the end of May to 54% today.

The nationally representative sample of 1,800 conducted by the Department of Health reveals

- A fall in the percentage of adults 'staying at home rather than going out' now at 73% compared to 92% at the beginning of April
- Accompanied by a growing use of hand sanitizer, now at 88%, up from 63% in mid-March

#### Qualitative Tracker

Key insights from the latest focus group feedback, dated 5 Jun, reveals that:

- Many believe the roadmap is the right thing to do, but do not want to see the economy to re-open too quickly as there is fear the impact of a second wave
- Public are being vigilant now in terms of the MUST DO behaviours to prevent a second wave as the economy opens back up. However continued confusion exists in relation to face-masks.
- People are beginning to categorise people into those they trust (close family and friends) and 'others' (strangers particularly late teens / early 20s).
- New behaviours in the home emerging:
  - One participant temperature checked family on arrival
  - Outdoors only
  - Sanitiser visible and people being asked to use it
  - Clear, unobstructed pathways to bathrooms created
  - Clean towels - washed afterwards
  - Minimal indoor interaction