

NPHET – Communications Update 27 August 2020

Quantitative Tracker

The nationally representative sample of 1,695 people conducted on behalf of the Department of Health on 24 Aug available [here](#) reveals:

- 92% of people say they wear a face covering every time they are shopping, 99% say they wear a face covering while using public transport
- 68% of the population say they are staying at home rather than going out because of Covid.
- 40% think the worst of the pandemic is ahead of us, 18% happening now, 20% behind us, 22% don't know.
- Emotional wellbeing has stabilised with, on average 50% of the population reporting feeling enjoyment yesterday, 33% feeling worried, and an uptick in people feeling anger, up from an average of 13% over recent weeks to 18% on 24 Aug

Qualitative Tracker

Key insights from the qualitative tracker as at 17 Aug reveals that:

- Self-interest is the strongest motivator in complying to public health advice and is the root of behaviour change. Those with vulnerabilities are most attuned to the guidance.
- Citizens now accept that Covid is here for some time. Marathons are defined by pace. Every day can't be a crisis. People need calm, order
- Anger is bubbling, especially when Covid affects livelihood – small business owners feel that they have been sacrificed. The anger is a culmination of feelings from the beginning of the pandemic.... And not just a result of recent events. Guidelines must make common sense; clarity and decisiveness are valued.
- Stress is a function of coping today and worrying for tomorrow. The worry weighs heavily. People benefit from structure, routine and the ability to plan.
- Schools returning are an essential for order. Children need their education, parents need their freedom, the country needs its routine.
- The stigma of having Covid symptoms is silencing. We need to move the stigmatisation to the poor behaviours that lead to contracting the disease.
- Seeing good behaviour is more powerful than *talking about it*. e.g. school-kids will bring good practices home; the more restaurants open, the more 're-training' of diners. Opening the economy accelerates new ways of behaving.

Communications Update

- Refreshed HSE/DoH campaign on all personal protective actions launched



- New TV and radio ad to launch this week

Communications to Schools

- All-of-government communications housed on www.gov.ie/backtoschool
- Poster packs for schools featuring public health advice distributed via Dept of Education and available on HSE website [here](#)
- COVID-19 Advice for parents, available [here](#), distributed via schools
- Health advice for parents and carers on Gov.ie/backtoschool and on hse.ie
- FAQs for parents at gov.ie/backtoschool/questionsanswered/
- HSE paid social media and google search campaign live