

NPHET – Communications Update 03 September

Quantitative Tracker

The nationally representative sample of 1,600 people conducted on behalf of the Department of Health on 31 Aug available [here](#) reveals

- The level of worry stands at 6.5/10, back to the same level of worry expressed in April, with the main sources of worry being “health of family& friends” and the economy
- 39% think the worst of the pandemic is ahead of us, 16% happening now, 24% behind us, 21% don’t know.
- Overall, 76% think Ireland is trying to return to normal at “about the right pace” (43%) or “a bit too quickly” (33%)

Qualitative Tracker

Key insights from the qualitative tracker as at 31 Aug, talking to working Mums & Dads reveals that:

- Of the big ticket news items of the week (GolfGate; Offaly / Laois & Kildare) it is the county restrictions which grab parents’ attention, because it’s closer to their lives
- It’s about the long-haul: schools opening are already a *fait accompli*. Citizens focus post-holiday is in how to navigate the virus long-term
- Parents want to know that there is a speedy ‘swat team’ ready to deal with school outbreaks. Testing is the key weapon: its efficiency is fully in focus now
- These parents are interested in taking measured action to resume a version of normal living. This would be progress
- Parents want to find perspective: not getting caught up in moral outrage, but carving a calm path through this virus
- Men, The Role Of Pubs & Health: Restrictions are a proxy of securing health – not a guarantee of it. There can be unintended consequences of restricting living too much
- Sports and pub closure has a profound effect on some people’s lives. For some men, the pub (‘a few pints’) is their version of connection and mindfulness: a key way they function and retain balance