

NPHET – Communications Update 10 September

Quantitative Tracker

The nationally representative sample of 1,700 people conducted on behalf of the Department of Health on 7 Sep available [here](#) reveals

- The level of worry stands at 6.3/10, back to the same level of worry expressed in April, with the main sources of worry being the health of family and friends, and the economy
- For the first time since July, more people (42%) are against further restrictions than for them (39%)

Qualitative Tracker

Key insights from the qualitative tracker as at 6 Sep, talking to working Irish Seniors, Young Adults reveals that:

- **Senior citizens** are in good shape: they are delighted to be back outside, about their business. They take the virus very seriously but want to balance this with living. At the centre of their celebration is a reconnection with their families
- Senior citizens will not be patronised. Whilst they appreciate the care, they strongly resent being controlled. They want agency – and to make their own decisions through Covid. They have the knowledge now.
- Focus on connection, not isolation - As winter comes in, senior citizens need safe connection with their families. This is their priority. It should be ours too.
- **Young Adults** are beginning to read high cases and low deaths as an invitation to resume normal life. The case for why they should moderate their behaviour needs to be made more forcefully. At the heart of this is focus on passing on the virus, not getting it
- Laziness and apathy are the result of having no plans and doing nothing. This is a lose-lose zone. Young adults are programmed to be active: the challenge is how to do so safely
- Most people *try their best* during Covid. It's about winning their conviction through our messaging, not threatening them with *conviction* if they fail to comply. Complacency is likely an act of ignorance, not of defiance
- **Lack of control** is a frequently reported feeling about Covid. So much in uncertain, and unsure. As a result, behaviours which help us assert some control (e.g. Government testing, or planning for winter) will boost morale
- Covid is about thinking ahead. The first casualty of the virus has been spontaneity. To stay ahead of the virus, you must stay ahead in thinking. Planning has never been so *important*