

## NPHET – Communications Update 24 September

### Quantitative Tracker

The nationally representative sample of 1,650 people conducted on behalf of the Department of Health on 21 Sep, available [here](#) reveals

- The level of worry at 6.5/10, is similar to the level of worry expressed in April, with the main sources of worry being health system overload, the health of family and friends, and the economy
- 47% think the worst of the pandemic is ahead of us, the highest level reported since April
- 52% think there should be more restrictions, similar to the levels reported in March

### Qualitative Tracker

Key insights from the qualitative tracker as at 21 Sep, talking to Low paid workers, travellers and young couples without children reveals that:

- Covid is a marathon, and citizens feel it's time to knuckle down and *get on with it*. This is not a moment for authorities to apologise to the country for restrictions, but rather to make them clear and proportionate, appealing to personal responsibility
- Travellers need specific, urgent support – most especially with regard to how those who test positive for Covid can isolate, and guaranteeing that Traveller children doing school-work from home have access to Wi-Fi / tablets
- Low-paid workers are a powerhouse. They take guidelines seriously because they are used to the discipline of systems. Key is that they are supported by their employers who, to date, are weak on fair processes to protect their employees' health in the event of a Covid outbreak at work
- The arts (live gigs, concerts, theatre, comedy, dance, etc.) have gone *missing in action*, which is a source of sadness. The absence of the arts portends a culture crisis, as they are a very important source of inspiration and imagination which make us feel whole. The arts need advocacy for their role in Irish life, and especially their association with holistic health
- Public Health depends on Government's ability to persuade citizens to freely comply with guidelines. This persuasion is founded in expert-led storytelling, told with clarity, simplicity and empathy. No easy task, and there is opportunity for continual improvement