

COVID-19 NPHET Subgroup – Behavioural Change

Terms of Reference

Ireland's National Action Plan in response to COVID-19 recognises how, as a society, we must all adopt behaviours that enable us, as a society to interrupt transmission.

The most important actions we can all take, and sustain, are those related to hand washing, respiratory hygiene and social distancing, as well as following the most up-to-date public health advice on how to manage infection and self-isolation. In addition, the Plan recognises the importance of building and maintaining solidarity, community spirit and resilience across the population for the duration of the national Covid-19 response.

Behavioural science can provide vital insights and evidence to support communications and other interventions required to drive and sustain behavioural change, as well as respond to emerging concerns, including misunderstanding or non-adherence to public health guidance and message fatigue.

Terms of Reference:

1. Provide evidence-based, expert analysis and advice from the national and international literature and research to understand key population behaviours and drivers
2. Establish robust processes to support the work of, and collaborate with, the Communications Group
3. Analyse data generated through research processes conducted to listen to the public (including through media and social media monitoring, qualitative research, data analytics) to understand and address emerging concerns
4. Establish processes, in collaboration with the Communications group, to measure and analyse the impact of ongoing communications and interventions designed to drive behaviour change and support resilience
5. Design, implement and analyse rapid behavioural studies or other research measures to support optimal impact of ongoing communications and interventions, address emerging or anticipated issues and concerns, or as requested by NPHET
6. Collaborate with relevant partners to inform solutions to emerging issues
7. Provide timely analysis and advice to the Communications Group and to NPHET to inform relevant decision-making and communications outputs
8. Agree Subgroup *modus operandi*
9. Report to NPHET as required