

**National Public Health Emergency Team - Coronavirus**

**Covid -19 Subgroup – Behavioural Change**

**Meeting 3**

**Note of Meeting and Actions Arising**

**Meeting Date:** Friday 27<sup>th</sup> March 2020

**Time:** 11.45

**Location:** Video Conference

**In attendance:**

Department of Health:

Kate O’Flaherty (Chair), Health and Wellbeing

Deirdre Watters, Head of Communications

Robert Mooney, Communications

Robert Murphy, Research Services and Policy

Greg Straton, Health and Wellbeing (Secretariat)

ESRI: Pete Lunn

UCD: Liam Delaney

SEAI: Karl Purcell

Safefood: Aileen McGloin

NUIG: Molly Byrne

HSE: Jolita Mereckiene (For Agenda item 9)

**1. Welcome**

The Chairperson welcomed the new members to the Subgroup meeting.

**2. Conflict of Interest Declarations**

None declared

**3. Meeting Note – Meeting 20<sup>th</sup> of March 2020**

The meeting note was agreed.

**4. Update from NPHET – Kate O’Flaherty**

The Chair updated the Subgroup on some of the activities of NPHET over the last week, including the range of measures announced by Government on Tuesday the 24<sup>th</sup> of March.

## **5. Weekly Consolidated Report -Rob Mooney**

A report was circulated to the Subgroup prior to the meeting.

It was agreed that a template to summarise the information gathered during the week would be used to focus on the various behaviours and factors that the Subgroup are looking at. The template will be used to analyse existing information and to raise any new questions to be addressed. The secretariat of the group will collate information into the template and circulate prior to the meeting for discussion.

## **6. ESRI BRU Update – Pete Lunn**

The main findings of the first BRU study was presented to the Subgroup. The main points of note from the presentation were:

- Awareness of the key messages around hand washing and social distancing is high
- Awareness around cough/sneeze etiquette is lower
- A quarter of people are less able to recall what they need to do if they have symptoms and what to do if they come into contact with someone with symptoms
- Emotional and efficacy type messages have a greater impact on behaviour in awareness material. There is an argument to move from How to do it, toward, Why it should be done.
- People under 40 seem to be slightly less aware, despite feeling they are more likely to contract the virus, this is also more likely for males.
- More realistic to produce one study very fortnight, circulating results on a Wednesday to enable discussion on a Friday. A research proposal will be circulated on Monday for consideration.

Further discussion points included:

- A question around likely consequence could be included in future surveys
- Targeting messaging to the lower compliance groups, being mindful of the impact of the measures on this group, such as disruption to lifestyle.
- The mode of delivery of Why type messaging may not be posters.
- The leaflet being developed for households will be very useful for addressing How.
- Importance of identifying motivation factors for younger cohorts and males.

## **7. Day Reconstruction Study – Liam Delaney**

The preliminary results of a day reconstruction study, carried out on the 23<sup>rd</sup> and 24<sup>th</sup> of March, were presented. The key findings were:

- Significant decline in overall wellbeing, with high levels of stress and anxiety
- Being outdoors is having the most calming effect for people
- The highest reported stressor is the teaching of children
- There was a discussion of the need to feed this into communications and the need for practical advice for people. The use of existing branding on any material is most advisable, given trust levels.

## 8. COVID19 App Development – Rob Mooney

The Subgroup discussed an App that is under development to track and map COVID19 symptoms amongst the population. There is a need to encourage download and sustain use of the App. It was agreed to share the App with the Subgroup for feedback before it is launched.

## 9. A.O.B

- It was discussed that Subgroup members could speak to the media if approached and it was important to share research internationally to increase the knowledge base
- There was a discussion around the importance of also addressing the physical environment and how it could be used to support behaviours. Karl Purcell agreed to share an early draft of a paper on this topic.
- Robert Mooney agreed to circulate input documents and the weekly synthesis report.

## 10. Date and Time of Next Meeting

Next meeting:

11am to 12.30 pm – Friday the 3<sup>rd</sup> of April 2020

## Summary of Actions Arising:

**27<sup>th</sup> of March 2020**

Action	Description	Responsible
13.	BRU research question for consideration for Monday the 30 <sup>th</sup> of March	PL
14.	Circulation of the topic guide for input into the design of the upcoming focus groups	RMooney
15.	Finalised report on day reconstruction study to be circulated	LD
16.	Link to App for further input to be circulated	RMooney
17.	Paper on physical environment to be circulated	KP