

## **National Public Health Emergency Team - Coronavirus**

### **Covid -19 Subgroup – Behavioural Change**

#### **Meeting 4**

#### **Note of Meeting and Actions Arising**

**Meeting Date:** Thursday 2<sup>nd</sup> of April

**Time:** 14:00

**Location:** Video Conference

**In attendance:**

Department of Health:

Kate O’Flaherty (Chair), Health and Wellbeing

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

#### **1. Welcome**

The Chairperson welcomed the members to the Subgroup meeting.

#### **2. Conflict of Interest Declarations**

None declared

#### **3. Meeting Note – Meeting 27<sup>th</sup> of March 2020**

The meeting note of the 27<sup>th</sup> of March 2020 was agreed.

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

The chair mentioned that NPHET is now meet twice weekly on Tuesday and Friday morning, the group will therefore begin meeting on Thursday afternoons at 2pm.

The Chair updated the group on the number of inputs that have been made over the last week as a result of the work of the Subgroup, including feedback into the development of the COVID tracking App, update to the NPHET and to the Special Cabinet Committee, and insights toward the development of the wellbeing campaign to be launched next week.

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

A report was circulated to the Subgroup prior to the meeting for consideration. Feedback into the structure of the report was invited from the Subgroup. An updated template will also be circulated.

## **6. ESRI BRU Update – Pete Lunn**

The findings of the first BRU study was discussed. The findings around men and handwashing was again emphasised. The ESRI plan to publicise the study by way of a press release and a draft of this will be shared with the Department in advance for any comment or inclusion.

The Group discussed the publishing strategy for outputs and papers from the Group's work, and agreed that the secretariat will ensure that any papers published by the group will be made available on the gov.ie webpage for the group.

The next BRU study will look at self-isolation. The research is due to commence on the 2<sup>nd</sup> of April, with preliminary results expected by Wednesday the 8<sup>th</sup> of April for dissemination to the group for discussion at the next meeting.

A brief discussion was held that it would be opportune to consider the communication of step-down measures for the BRU for the third study. The Group also suggested some areas where there may be relevant literature or research to help with those considerations.

The Chair said the issues around 'exit' or reduction strategies will be considered by NPHE and that the Group's inputs will be sought into that process as it evolves.

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

The preliminary findings have been written up and submitted to a journal for publication, it will be shared with the group for input. The study will go back to the same sample for further data and could be used to get a picture of the use of the new app and other selected behaviour. It was agreed the study was also important for the Wellbeing initiative.

## **8. COVID19 App Development – Rob Mooney**

The Chair thanked the Subgroup for the extensive and detailed feedback forwarded on the COVID App during the week. Robert Mooney agreed to send on the wireframe of the App to the group for further input.

## **9. Designing for Behaviour Change -Karl Purcell**

The Group discussed the draft paper circulated by Karl around physical changes in business, workplace and other environments to support key behaviours. Evidence to suggest that the floor based social distancing prompts are working outside retail premises. Larger businesses are more able to implement these measures however extra support for SME sector may be required. The Chair agreed to facilitate a link between Karl Purcell and officials in the

Department of Business Enterprise and Innovation. Liam Delaney also suggested that the Health and Safety Authority are beginning to look at and take a part in the generation of business specific guidance and the possibility of a compliance-inspection type regime.

There was a discussion about how significant behaviour adaptation has already occurred and the importance of timing to ensure that these are sustained when measures are stepped down. The Chair re-stated that the group will input into NPHET for consideration when there is a move to the reduction of measures.

## **10. Hand Hygiene – Robert Murphy**

A paper on hand hygiene circulated by Robert Murphy to the group was discussed. There is a high degree of the awareness of the importance of handwashing but people are less informed about what is good handwashing and practice it, there is an intention-action gap. There is an additional gender gap, with males less effective and likely to wash their hands. An intervention of the production of posters for display in public restrooms was discussed for coming relaxation of measures, including options for testing this. Whilst a field trial may be the best methodology to test posters, it was discussed that the time frame and sample size may not enable such a methodology. Posters could be tested with the weekly focus groups and discussion on having an efficacy or emotionally based message, with male and female targeted posters.

In looking at design of the poster, Robert Mooney agreed to send the Department of Health and HSE COVID brand guidelines to the group.

## **11. A.O.B**

- Molly Byrne discussed an international survey from Montreal that would give international comparison, which NUIG planned to issue a press release on. The Subgroup agreed to endorse the survey for use in Ireland.
- There was a discussion about strengthening collaboration with Northern Ireland, through a forthcoming MoU. Aileen McGloin has established contact with NI colleagues establishing a similar group.

## **12. Date and Time of Next Meeting**

Next meeting:

2pm – Thursday 9<sup>th</sup> of April 2020

# Summary of Actions Arising:

2<sup>nd</sup> of April 2020

Description	Responsible
Circulate updated weekly report template	RMooney
Facilitate a link between Karl Purcell and officials in the Department of Business Enterprise and Innovation	Chair
Strengthen collaboration with NI Subgroup	Chair, Secretariat
Endorse iCare international survey	MB, Chair, Secretariat
Circulate wireframe of the App	RMooney
Circulate COVID brand guidelines to the Subgroup	RMooney