

**National Public Health Emergency Team - Coronavirus**

**Covid -19 Subgroup – Behavioural Change**

**Meeting 10**

**Note of Meeting**

**Meeting Date:** Thursday 14<sup>th</sup> of May 2020

**Time:** 15:00

**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

UL: Orla Muldoon

**1. Welcome**

The Chairperson welcomed the members to the Subgroup meeting

**2. Conflict of Interest Declarations**

None declared

**3. Meeting Note – Meeting 7<sup>th</sup> of May 2020**

A couple of minor amendments were suggested to the draft meeting note. It was agreed to re-circulate with amendments and for any further amendments to be submitted.

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

The NPHE has considered the wearing of face coverings since the last meeting, many of the insights offered from the Subgroup were helpful in this process.

**5. Insights from the Week -Rob Mooney**

A report was circulated to the Subgroup for consideration, including the data from recent online surveys regarding the wearing of face coverings which was shared and discussed.

## **6. Solidarity and Adherence – Orla Muldoon**

A brief paper was circulated to the Subgroup prior to the meeting setting out possible recommendations for the framing of messages arising from the recent UL research. These recommendations included that emphasis to be placed on ‘citizenship’ or those ‘resident in Ireland’ rather than ‘Irishness’ to ensure inclusivity of all ethnic groups/identities; that messages should explicitly address the need for social inclusion to achieve success; that language should be inclusive, and diversity in people delivering the messages and in communication platforms was important.

It was noted that the Department of Health and HSE communications already incorporated many of these factors into its development of communication materials, and that the suggestions from the research would be useful to sense check against, as well as being of interest to wider Government communications around the national response to Covid. The brief paper would be considered by the Department’s Communications function in that regard.

## **7. iCare Study**

A presentation showing the results of the first iCare study was shared with the Subgroup prior to the meeting. The study was conducted with nearly 30,000 respondents, in 25 different countries, in over 40 languages. The study will be conducted over 4 phases, phase 2 has recently commenced. The results from phase 1, in areas such as public attitudes to restrictions, trusted sources of information and communications, were broadly in line with the existing data from the national surveys.

The Subgroup agreed to support and promote the second wave of the survey.

## **8. Research Review and Future Priorities**

A paper that was circulated by the NPHET Expert Advisory Group Research Subgroup was circulated prior to the meeting and discussed. It was agreed that the Chair of the Subgroup would respond to the paper with suggestions to clarify and highlight the importance of behavioural science, given the centrality of individual and population behaviours in controlling the spread of the virus, as well as adjusting to new norms.

## **9. Updates on Ongoing Work**

### **(a) BRU Update – Pete Lunn**

It was noted that the ESRI had published a paper on public expectations arising from the second study. The BRU are presently considering future studies and initial proposals were around comprehension of self-isolation guidance, and around risk perceptions as restrictions are eased. BRU will further develop proposals on these topics for consideration.

### **(b) Covid App – Rob Mooney**

The development of the App is ongoing, and there have been some adjustments to timeline due to technical challenges. Insights provided by the Subgroup have been included in design.

**(c) DBEI Survey – Karl Purcell**

Uptake of the surveys appeared to be good, and both surveys expected to close within next day or so, with full results expected to be available next week. The results would be shared with the group at its next meeting.

**10. A.O.B**

Ongoing discussions between the Department, HSE and CSO were noted. It was suggested that the Subgroup may input into future questions in planned CSO surveys, and that fast-tracking of access to the Research Microdata Files. The new WHO behavioural insights tool was raised, and that this would be considered for use in Ireland.

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

Next meeting:

2pm – Thursday 21<sup>st</sup> of May 2020