

From: Rubin, James [I&S]
Sent: 13/03/2020 20:28:09
To: David Halpern [david.halpern@bi.team]; Chris.Whitty@dhsc.gov.uk
CC: Vallance, Patrick (GO-Science) [P.Vallance1@go-science.gov.uk]
Subject: RE: Important - academic article that may support Chris Whitty quarantine fatigue point

Thanks David

You might also be interested in rates of public worry during swine flu, based on DH polling. High(ish) worry during first wave, then a habituation during the second wave.

<https://www.journalslibrary.nihr.ac.uk/hta/hta14340-03/#/abstract>

But the problem is that by then it was seen as a mild illness. We might get a similar habituation with Covid. But the number of deaths reported will be much higher than swine flu so it is not necessarily a good parallel.

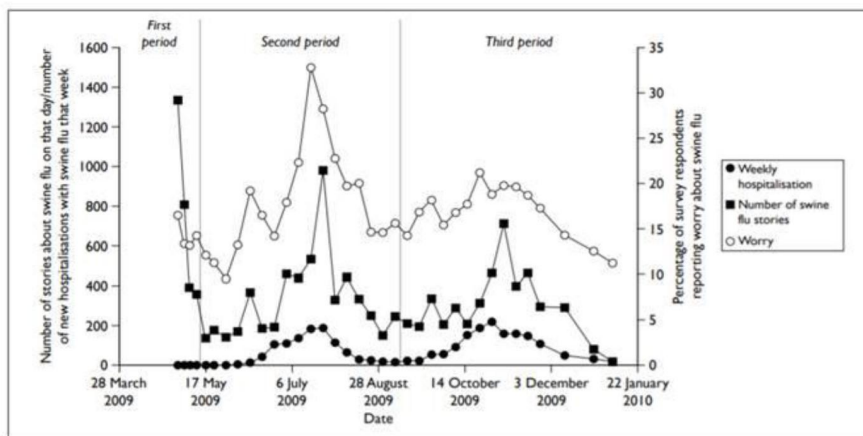


FIGURE 3 Changes over time for hospitalisations, media reporting and worry.

From: David Halpern <david.halpern@bi.team>
Sent: 13 March 2020 19:00
To: Chris.Whitty@dhsc.gov.uk
Cc: Vallance, Patrick (GO-Science) <P.Vallance1@go-science.gov.uk>; Rubin, James [Name Redacted]
Subject: Important - academic article that may support Chris Whitty quarantine fatigue point

Chris – paper I mentioned. Also interesting wrt second peak (though from different historical period).

david

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2762764/>

Behavioural responses to influenza pandemics

What do we know?

1918 influenza pandemic

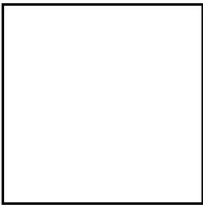
Regarding the effectiveness of Non Pharmaceutical Interventions, one of the difficulties was public compliance. Compliance was seen to wane with time (when the preliminary wave of fear declined), for

environmental reasons (keeping people indoors on hot nights) [20], for reasons of psychological stress due to isolation [21] or quite simply once they were no longer compulsory. Some governments did not re-impose social distancing measures during the second wave of the epidemic because of the major disruption they had caused [22].

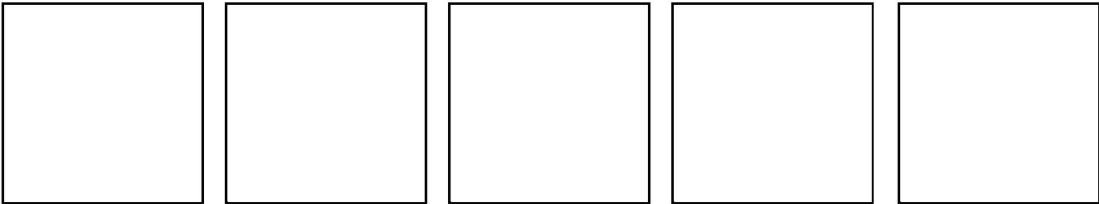
Regarding the effectiveness of NPIs, the most systematic study identified by the literature search examined 43 cities across the United States with markedly different incidence and mortality rates[12] [13]. Overall, those cities which implemented the largest range of NPIs (as listed above), the earliest, and the longest experienced the least mortality and were able to spread out epidemic peaks. Similarly, a model using historical data from 17 American cities found that those which introduced NPIs the soonest effectively slowed down the progression of the epidemic and reduced cumulative death rates by c. 50%; however, cities implementing NPIs during the first wave were at greater risk of mortality during the second [14].

Public behaviour is likely to be similar in some respects (waning compliance with prevention measures as fear declines), but it is difficult to determine the respective effects on the population of the on-going “war effort” (in 1918) and a heightened perception of personal health and exposure to risk (today).

Conclusion Two, population adherence to public health measures and messages might well be high during the initial phase of an epidemic perceived as dangerous, but then decrease with time.



2nd Floor, 4 Matthew Parker Street, London, SW1H 9NP
<https://www.bi.team>



CONFIDENTIALITY NOTICE: This email and any attachments are confidential and may be subject to legal privilege. Any use, copying or disclosure other than by the intended recipient is unauthorised. If you have received this message in error, please notify the sender immediately by email (or to info@bi.team) and delete this message and any copies from your computer and network. For more information on how we process personal data, including on how to opt-out of receiving emails from us please see: <https://www.bi.team/privacy-policy>

The views expressed in this email are those of the author and do not necessarily reflect the views of Behavioural Insights Ltd. Behavioural Insights Ltd is a limited company registered in England and Wales. Registration number: 08567792. Registered office: 2nd Floor, 4 Matthew Parker Street, London, SW1H 9NP