

- To **increase impact**, communication strategies which are aimed at changing individual behaviours should be complemented by practical interventions in institutions and the surrounding environment e.g., universities should be required to shift to remote learning immediately, and schools should distribute free face coverings. **Communications interventions aiming to change individual behaviour will, on their own, have limited impact.**
- **Wellbeing** in young people may impact their ability to adhere. Online, NHS and settings-based interventions to **support** young people's **mental health and wellbeing** should be increased.
- A greater proportion of young people than adults are members of Black, Asian and Minority Ethnic (BAME) communities, ONS data indicates that members of these communities are more likely to live in multi-generational households and in crowded, poorly ventilated housing (11, 12). Interventions which ensure that employers and educational institutions **support preventive behaviours** and which **address barriers to adherence associated with ethnicity** are therefore likely to be important.
- Young people asked to **isolate** or **stay at home** should be provided with **good financial and other support, as identified in previous SPI-B papers.**

### **Messaging**

- Communications should draw upon social norms of effective adherence by emphasising what other peers are doing (*descriptive* e.g. your peers are switching to socialising online) and approved perceptions of behaviours (*injunctive* e.g. your peers think you should start socialising online)
- Communications should only target young people when generic communications are not sufficient or appropriate. Communication interventions that explicitly target young people risk defining them as the problem and thereby alienating them. When targeted, interventions may not need to refer explicitly to young people.
- Communications targeting young people should where possible be **delivered by trusted**, non-governmental sources e.g. charities, celebrities, sports clubs, commercial brands.
- Interventions should include **online** and **face-to-face** (where possible) **peer education**. Mass and social media campaigns should **use young people's voices** and be **co-produced** and piloted with young people.
- Interventions should provide **clear information** to **educate** and therefore **enable** positive behaviours. e.g. how to wear masks, how to distance in specific situations, how to persuade peers to adhere, how to socialise in smaller groups. These should be **supported by prompts** (e.g. posters, signs) in relevant settings.
- Interventions should provide **accurate information** on short-term and long-term consequences e.g. long Covid, risks to loved ones.
- Communications should **avoid giving visibility to non-adherence** or suggest the ineffectiveness of preventive behaviours.

### 3. What are the key questions to be considered at SAGE?

Questions for **both** Adherence papers:

Deadline for submission of papers is 6pm the evening before the SAGE meeting, unless other arrangements have been made with the secretariat

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