

## **TAG: RISK COMMUNICATION & BEHAVIOURAL INSIGHTS**

### **SUB GROUP - Notes**

**09 September 2020: 11am - 12 noon**

**Attended:** Ann John Chair

**NR** – Secretariat

**NR** – Comms WG

Ashely Gould – PHW

**NR** – Cardiff Uni

John Parkinson – Bangir Uni

**NR** – UWTSD

**NR** – PHW

#### **Apologies**

**NR**

**NR**

**1. AJ welcomed all**

**2. Draft minutes from previous meeting were agreed**

**Action – Action for secretariat to amend **NR** not **NR** - Done**

**3. Young People. Communication and digital contact tracing**

Comms have presented a summary of the recent YP campaign to the minister for culture and Health – this has already been amended since lockdown in Caerphilly

Comms have held 2 focus groups for 18-24yrs and 25-30 yr old in Cardiff and Bangor.

Comms are able to add additional questions that this group may have to the focus group work including perception of lockdown and how the immediate and long term isolation impacts YP.

#### **Action**

****NR** to provide the members with the transcripts from this and the previous focus groups.**

**Where time permits, **NR** to share the questions being asked of the YP.**

Questions need to target what YP care about and what's motivates and what's important to them to try to understand what's working for them.

Comms have engaged with female influencers on Tik Tok but due to time constraints they have pulled out of helping in the campaign.

**NR** a Welsh strictly dancer is in talks with comms.

People who influence are normal everyday people. This is one of the creative routes comms are testing

A lot of research has been done to identify who the key influencers are who comms are now engaging with.

The platforms where young people get their information include Instagram, Tik Tok and gaming streams.

All influencers need to be living in Wales in order to endorse the Wales message.

#### **4. Adherence**

This was an agenda item at TAG Friday 4<sup>th</sup> September

There are issues at test and track call centres. A lot of YP are not returning calls and daily text (which were part of a pilot). Parents are calling to say the children were becoming anxious.

The stats are showing that only 30% of people are staying at home when a family member is positive and 50% are staying at home when testing positive themselves.

AG suggested promoting hygiene in the messaging towards YP and perhaps specifically towards 18-30 yr olds away from the standard guidance.

YP are keen to know where the trusted messaging sources are online but it's clear that traditional messaging doesn't work. There is an intention action gap and an evaluation needs to be undertaken on what is working and is having an impact on behaviour

YP need time to digest the information, be able to make their own decisions and to be to trust the messaging. (The contact tracing survey highlighted people's mistrust in using all the diff apps).

There is confusion in Caerphilly and the rest of Wales where YP and other age groups are unaware that visiting pubs pre this lockdown was limited to family members only. Comms held a focus group at the end of summer term before the pubs opened etc and **NR** agreed to take this point back.

Suggestions where to signpost YP to get more detailed info included shorter URL's leading to lighter content that is more graphic and the BBC bite size, which is neat and factual and more agile, but perhaps it's not for this age group.

Comms have used COM-B but at the moment they are more reactive by getting as much data from policy leads, PHW, the police and LA's and Uk Gov and the ideas they come up with, are being tested in focus groups and not had the time to use COM-B

AH is interested in testing the messaging they are putting together via GOOGLE AI.

## **Action**

**AG at PHW to bring back to testing outcomes with NR and share with AJ, NR and NR**

Behaviours are shaped by context therefore the need to understand why people are going to pubs and going on holiday is key.

Some of the issues that have been highlighted from the contact tracing survey include:

Barriers to taking time off – sick pay, zero hours contracts, the employers perception when they see employees take time off even if they are paid.

People not wanting to take time in order to save their jobs going into a recession.

People not answering calls from unrecognised numbers

People in call centres don't necessarily have the scripts that encourage engagement.

Being a key worker in the NHS and transport. Perhaps they could be a separate group for messaging from their employers?

Data to understand the disincentives where people are not responding to contact tracing and to understand the risk perception and barriers could come from an online and text survey run by a research and evaluation team in PHW and a CATS survey that are running.

## **Action**

**AG to ask the R and D team for online and text survey data to be shared with this group.**

## **Top messages to take to TAG**

Listen to the insight and the application of science.

We need to think about the barriers.

The need to move insights into intervention

We need to understand where people are at and get them to do it because they want to do it.

The need for a broader policy approach

The tone of messaging - it needs to be recognised that YP are only doing what generations before them have always done.

The need to consider that YP are being asked to look after the older people who voted against what the YP wanted in the Brexit campaign and that we have built an individual centric world and if you tell them what to do they won't

Other points raised:

It's about comms working together in combination with all of the other interventions and also the need for information of where they can access financial support alongside the other messaging.

What the expectations are for people using the contact tracing system.

Flash points may happen as rates rise and there is more pressure to take on the enforcement measures.

The need to cultivate a positive social community and peer challenge using YP speak that they have come up with. Some people are treating each other in a

negative way for example in Caerphilly where the public are split on how to behave and are having discussions via social media.  
To identify what a healthy Wales looks like in order to promote it to people,

**Action**

**AJ to feedback today's comments to TAG**

**Adherence will be a standing agenda item**

**Move the meeting 30 min later next week (only) done**

**AG has 2 papers he can share with the group**

Papers to be discussed at the next meeting

Public Disorder paper

Update from SPI-B

input to Ipsos MORI survey content (standing item)

**Next Meeting: 16 September 2020 @ 11.30am**