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at job centres. Support from the commercial sector may also be required to ensure behaviours are feasible (e.g. waiving online delivery charges; providing free online entertainment).

- There was agreement that Government should advise against greetings such as shaking hands and hugging, given existing evidence about the importance of hand hygiene. A public message against shaking hands has additional value as a signal about the importance of hand hygiene. Promoting a replacement greeting or encouraging others to politely decline a proffered hand-shake may have benefit.

Building on the recommendations from last week, SPI-B recommends that, in order to increase public confidence in, and adherence to, these interventions, Government should:

- **Provide clear and transparent reasons for different strategies:** The public need to understand the purpose of each intervention. SPI-B agreed that government should clearly explain why certain actions are being taken, e.g. why schools are being closed, mass gathering discouraged, and certain at-risk and vulnerable groups advised to behave in a different way.
- **Reduce ambiguity wherever possible:** It will be important to clearly define precisely what behaviours are being recommended, by whom and under what circumstances. For example, we suggest a rapid review of existing 'self-isolation' guidance to ensure it is clear, evidence-based, actionable and considers changing situations for the individual concerned.
- **Conduct rapid research:** For the behaviours under discussion, there is limited evidence on the best phrasing of messages, the barriers and stressors that people will encounter when trying to follow guidance, the attitudes of the public to the interventions, or the best strategies to promote adherence in the long-term. SPI-B recommends a co-ordinated approach to evidence-gathering.

SAGE secretariat

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