

# COVID-19 Analysis

KNOWLEDGE / ATTITUDES / PRACTICES / PARTICIPATION

Risk Communication, Community Engagement and Accountability (CEA) recommendations based on an interdisciplinary review of literature related to COVID-19. This includes a scan of literature from the fields of social science, design, futures and other research fields with a focus on literature on Asia Pacific.

To share feedback, or to contribute, email Caroline Austin, IFRC Asia Pacific Community Engagement Team on [RRCEA.AP@ifrc.org](mailto:RRCEA.AP@ifrc.org)

Update #2: 12/05/2020		
Themes	Key Learnings	Source
<b>#RELIGION</b>		
Religious leaders; spiritual leaders; importance to risk communications	<ul style="list-style-type: none"> <li>- This article illustrates that previous health crises such as HIV and AIDS were not just health crises, but had social and moral elements such as uncertainty, fear and blame as well.</li> <li>- Given these social and moral elements this article outlines that <b>religious leaders can be powerful agents of change, with their enormous influence in reducing stigma and discrimination.</b></li> </ul>	<a href="#"><u>HEALTH-ASIA: Religious Leaders Tackle HIV, AIDS, Lim, Jaime.IPS - Inter Press Service: Montevideo, Jan 2008.</u></a>
COVID-19; mass gatherings; religion	<ul style="list-style-type: none"> <li>- This article outlines that mass gathering management and cancellations require clear communication and responsive political approaches.</li> <li>- Decisions to cancel mass religious gatherings are viewed as difficult and unpopular, but are made to safeguard not only the mass gathering, but also the wider global community.</li> <li>- <b>Emphasising the benefits to the wider community is thought to be effective in communicating mass gathering cancellations.</b></li> </ul>	<a href="#"><u>The cancellation of mass gatherings (MGs)? Decision making in the time of COVID-19.</u></a>

		<a href="#"><u>Travel Medicine and Infectious Disease, Available online 14 March 2020.</u></a>
Religion; stigma; Ebola	<ul style="list-style-type: none"> <li>- This article outlines the impact of quarantine from previous outbreaks, including the Ebola epidemic in Liberia.</li> <li>- For some minority groups the impact of quarantine in the Ebola epidemic led to stigma, which potentially <b>led participants in this study to keep easily treatable, non-Ebola illnesses a secret and avoid seeking help.</b></li> <li>- Therefore, it finds that <b>education about the disease and clear communication on the rationale for quarantine and public health information provided to the general public can be beneficial to reduce stigma. They suggest that more detailed information targeted at schools and workplaces might also be useful.</b></li> </ul>	<a href="#"><u>The psychological impact of quarantine and how to reduce it: rapid review of the evidence <i>The Lancet</i>, Vol. 395, No. 10227, p912–920, February 2020.</u></a>
Religious leaders; spiritual leaders; importance to risk communications	<ul style="list-style-type: none"> <li>- This article sets out how religious beliefs and practices shape (positively and negatively) ways of caring for the sick, patterns of stigma, and gender roles.</li> <li>- For example, Ebola's close association with cultural and religious practices makes active community engagement especially important as change of funeral practices was imperative to reversing the epidemic and religious leaders (modern and traditional, Muslim and Christian) have to be involved.</li> <li>- It further illustrates that the <b>religious dimensions of behaviour change, for example on burials, and highlights the value of religious community expertise and the need to draw on it more purposefully and systematically in community engagement.</b></li> </ul>	<a href="#"><u>Religion and Ebola: learning from experience, <i>The Lancet</i>, 2015.</u></a>
Religious leaders; spiritual leaders; importance to risk communications	<ul style="list-style-type: none"> <li>- This article outlines what can be learnt from recent outbreaks to strengthen risk communication capacity for the next influenza pandemic in the Western Pacific Region.</li> </ul>	<a href="#"><u>Learning from recent outbreaks to strengthen risk</u></a>

	<ul style="list-style-type: none"> <li>- A lesson learned from the SARS outbreak in Fiji in 2016 showed that <b>religious leaders, women's groups and youth networks have a place in effective risk communication in engaging vulnerable groups</b>, particularly pregnant women, encouraging vaccination and adoption of protective behaviours.</li> </ul>	<p><u>communication capacity for the next influenza pandemic in the Western Pacific Region, February 2019.</u></p>
<p>Behaviour; collective action; collective societies</p>	<ul style="list-style-type: none"> <li>- This article considers how to motivate preventative actions through public health messaging.</li> <li>- It considers the benefits of communicating prevention messaging to individuals, society, or both.</li> <li>- It finds that <b>putting greater emphasis on self-identity ('Don't be a spreader') inhibit high-risk behaviours related to infection control better than those using less ('Don't spread')</b></li> <li>- Therefore, emphasising the <b>public benefit within public health messaging is more effective in motivating preventative actions.</b></li> </ul>	<p><u>Warning "Don't spread" vs. "Don't be a spreader" to prevent the COVID-19 pandemic, May 2020.</u></p>
<p>Collective action; strong group identity</p>	<ul style="list-style-type: none"> <li>- This rapid, narrative review summarizes useful evidence from behavioural science for fighting the COVID-19 outbreak. It outlines that:             <ul style="list-style-type: none"> <li>- <b>Public-spirited behaviour is more likely when a strategy that is "best for all" is clearly articulated and repeated.</b></li> <li>- <b>Stronger group identity - nationally, locally, within organizations - enhances collective action.</b></li> <li>- <b>Reasonable punishment of noncompliance, including social disapproval, is helpful in adopting health behaviours.</b></li> </ul> </li> </ul>	<p><u>Lunn, P. D., Belton, C. A., Lavin, C., McGowan, F. P., Timmons, S., &amp; Robertson, D. A. (2020). Using Behavioral Science to help fight the Coronavirus. <i>Journal of Behavioral Public</i></u></p>

		<u>Administration,</u> <u>3(1).</u>
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**Update #1: 28/04/2020**

Themes	Key Learnings	Source
<b>#SOCIAL</b>		
Population perception; social media	<ul style="list-style-type: none"> <li>- This article uncovers the specific types of risks and multiple dimensions of these risk perceptions of the public. The article also shares the solutions proposed by the public to deal with the risk during the Zika virus crisis on the social media platform Reddit.</li> <li>- It demonstrates:               <ul style="list-style-type: none"> <li>- That <b>social media can be utilized in bottom-up efforts to articulate risks and risk management measures.</b></li> <li>- In health crises of high uncertainty, <b>average citizens rely on themselves to develop plausible explanations about the public health crisis.</b> This highlights the <b>importance of ordinary citizens as risk communicators.</b></li> <li>- It highlights opportunities of participatory risk communication, where the <b>public can be engaged as risk communicators</b> so that public health authorities can solicit public views, understand public interest and concerns, the rationality and values behind the public's risk perception, and investigate issues that they may have overlooked (e.g. experiential and local knowledge).</li> <li>- Finally, ordinary citizens think beyond the personal scope of risk. <b>Thus, it is important to address the public's interest in understanding, identifying, and being informed about risks beyond the personal scope of health messaging.</b></li> </ul> </li> </ul>	<a href="https://dl.acm.org/doi/abs/10.1145/3173574.3173788">https://dl.acm.org/doi/abs/10.1145/3173574.3173788</a>
Population perception; quarantine.	<ul style="list-style-type: none"> <li>- This research, published in Lancet, into the psychological impact of quarantine shows that providing a <b>clear rationale in communications for the isolation measures can protect mental health and well being.</b></li> </ul>	<a href="#"><u>The psychological impact of quarantine and how to reduce it: rapid review of the evidence</u></a>

Cognition; health	<ul style="list-style-type: none"> <li>- This research highlights that recalling complex information can be more difficult during times when resources and attention is stretched thinly therefore it is <b>important to focus on communicating the most important information.</b></li> </ul>	<a href="#"><u>Poverty Impedes Cognitive Function</u></a>
Population perception; health	<ul style="list-style-type: none"> <li>- People more concerned for those vulnerable to COVID-19 than for their own health, poll shows.</li> <li>- A silver lining: The majority believe pandemic will bring them closer to family and friends.</li> <li>- <b>This highlights it is key to share what the public can do in order to protect the most vulnerable.</b></li> </ul>	<a href="#"><u>IPOS Poll</u></a>
Physical/social distancing	<ul style="list-style-type: none"> <li>- In this new working paper, Flavio Toxvaerd revisits one of the most pressing issues of the day - social distancing.</li> <li>- Taking an economist's perspective to this issue, he asks how and when spontaneous social distancing may be expected to occur and what drives people's efforts to protect themselves against infection.</li> <li>- <b>This highlights that even without any government intervention or legislation, spontaneous and non-coordinated social distancing will eventually occur.</b></li> </ul>	<a href="#"><u>COVID-19 Economic Research University of Cambridge</u></a>
Accessible channels; risk communications	<ul style="list-style-type: none"> <li>- Evidence shows that the public can make informed choices, protect themselves, and comply with recommended practices if they perceive measures of:             <ul style="list-style-type: none"> <li>- Consistency, competence, fairness, objectivity, empathy, or sincerity in crisis response;</li> <li>- communicated through trusted and accessible channels; and</li> <li>- when the necessary services are available.</li> </ul> </li> </ul>	<a href="#"><u>Monitoring behavioural insights related to COVID-19 and supplementary material</u></a>
Risk communications	<ul style="list-style-type: none"> <li>- This Lancet article summarises and publishes outcomes from the Weekly COVID -19 Snapshot Monitoring (COSMO) tool initiated in Germany.</li> <li>- It reports that two lines of communication dominated in the media in week 11: (i) the outbreak needs to be slowed down to prevent overburdening of the health system (e.g., #flatteningthecurve on Twitter) and (ii) to protect those who are very vulnerable.</li> </ul>	<a href="#"><u>Monitoring behavioural insights related to COVID-19 and supplementary material</u></a>

	<ul style="list-style-type: none"> <li>- The second wave of the survey asked whether participants would be willing to restrict themselves in their everyday lives given these two different explanations (within subject). The analysis showed that in general the willingness was very high, and that among the below 60 years old participants the willingness was significantly higher when the protection of others was the reason for restrictions. <b>Thus, communication should focus on the protection of others to gain the highest levels of acceptance.</b></li> <li>- The survey also assessed whether participants had avoided people from countries with outbreaks of COVID-19. The study found that participants had shown such behaviour where they assessed COVID-19 as a severe disease, didn't trust the authorities and felt that the virus was 'close to them'. <b>This suggests that communication measures to address stigma should be led by the most trusted source of information.</b></li> </ul>	
Practices; migrants; global	<ul style="list-style-type: none"> <li>- Outbreaks create fear, and fear is a key ingredient for racism and xenophobia to thrive.</li> <li>- The COVID-19 pandemic has uncovered social and political fractures within communities, with racialized and discriminatory responses to fear, disproportionately affecting marginalised groups.</li> <li>- <b>Globally this research finds that migrants, particularly those without documents, avoid hospitals for fear of identification and reporting, ultimately presenting late with potentially more advanced disease.</b></li> </ul>	<u>Racism and discrimination in COVID-19 responses</u>
Practices; guidance	<ul style="list-style-type: none"> <li>- There is no vaccine against COVID-19 so far, case fatality rates are still uncertain. Psychologically, this means high uncertainty regarding the likelihood of catching the disease, its potential severity and ability to take control over the process by preventive measure.</li> <li>- These perceptions are thus likely to be updated based on changes in epidemiology, media reports, information and misinformation.</li> </ul>	<u>WHO Monitoring knowledge, risk perceptions, preventive behaviours and trust to inform pandemic outbreak response</u>
<b>#LIVELIHOODS</b>		

<p>Cost of living, Labour costs, Consumer spending habits</p>	<ul style="list-style-type: none"> <li>- As governments introduced strict measures to slow the spread of COVID-19, shoppers rushed to stockpile ahead of a complete lockdown.</li> <li>- The paper finds that even those who are confident that supply chains would cope with increased demand, as they see that people keep buying large quantities and stocks start to deplete, they may worry that others have more information than they have. This may lead them to disregard their own information and therefore starting to stockpile. <b>This highlights that the public has a great behavioural influence on each other.</b></li> </ul>	<p><u><a href="#">COVID-19 Economic Research University of Cambridge</a></u></p>
<p><b>#CREATIVE</b></p>		
<p>resilience, creative, drama</p>	<ul style="list-style-type: none"> <li>- The TV series Treme, which started in 2010, five years after Hurricane Katrina, offers an <b>interesting engagement example of how large devastating events can be explored to help individuals and communities to cope, recover and continue to thrive.</b></li> <li>- The series explores a diverse set of issues which affected the New Orleans community after the infamous disaster.</li> <li>- The limitations by which traditional and emerging media operates translated into a perhaps limited understanding of how the residents of New Orleans and surrounding areas were affected.</li> <li>- <b>This highlights how drama can explore many topics that have not been well understood or investigated in media coverage following a disaster.</b></li> </ul>	<p><u><a href="https://www.hbo.com/treme">https://www.hbo.com/treme</a></u></p>
<p>resilience, creative, graphic novel</p>	<ul style="list-style-type: none"> <li>- The importance of Josh Neufeld’s ‘New Orleans After The Deluge’ lies largely in the experience of the author who volunteered for The American Red Cross during the response and recovery period to Hurricane Katrina.</li> <li>- Neufeld’s graphic novel was praised for its raw emotion of the disaster event.</li> <li>- <b>This highlights how graphic novels can reveal different information, events and situations that rarely attract the attention of mainstream media, allowing communities to explore large devastating events.</b></li> </ul>	<p><u><a href="https://www.consuminkatrina.com/more">https://www.consuminkatrina.com/more</a></u></p>