

New WHO tool to inform pandemic response activities

WHO Regional Office for Europe has developed a tool for rapid, flexible and cost-effective monitoring of public knowledge, risk perceptions, behaviours and trust. The tool has been made available to Member States, and WHO Europe is recommending countries to use behavioural insights to inform their pandemic response activities.

WHO Europe's Insights Unit and Health Emergencies Programme are offering support to countries for implementation.

Which value does it add to countries?

Implementing the tool provides insights into public perceptions, feelings, knowledge and attitudes. This can inform national actions related to COVID-19:

- Understand if restrictions and recommendations work.
- Understand how various population groups respond to the communication and restrictions (e.g. geographical areas, age groups, education groups, rural/urban).
- Inform decisions on new restrictions.
- Inform communication and messages.
- Inform tailored/local strategies to reach communities.
- Identify new challenges as they emerge (misinformation, stigma, conspiracy theories...).
- Inform post-pandemic actions, e.g. addressing possible family, mental health or other adverse events as a result of the crisis.

What does the tool include?

- A process for national implementation is proposed (Fig. 1).
- Guideline for Member States.
- Template protocol and questionnaire for national adaptation (in Word).
- A private research agency or academic institution should be engaged in each country to collect data locally – guidance on this is included.
- Through a set of codes, the data collected are automatically presented on a protected website in the country which is conducting the study (website decided by national authorities)*.
- WHO Europe's Insights Unit and Emergency Team help countries with more in-depth analysis.

* For a "dummy" presentation of how data is visualized a protected website, please see

https://projekte.uni-erfurt.de/cosmo2020_web/cosmo-analyses.html.

Username: web. **Password:** pWmG68qptP6AdhXLF4gZ9nQG8pNHQUSE

What is measured with the tool?

Variables are decided on country level, can include e.g.

- trust in health authorities, recommendations and information
- risk perceptions
- acceptance of recommended behaviours
- knowledge
- barriers/drivers to recommended behaviours
- misperceptions
- stigma
- demographics (age, education, geography, rural/urban, risk group, family status)

Which principles are applied?

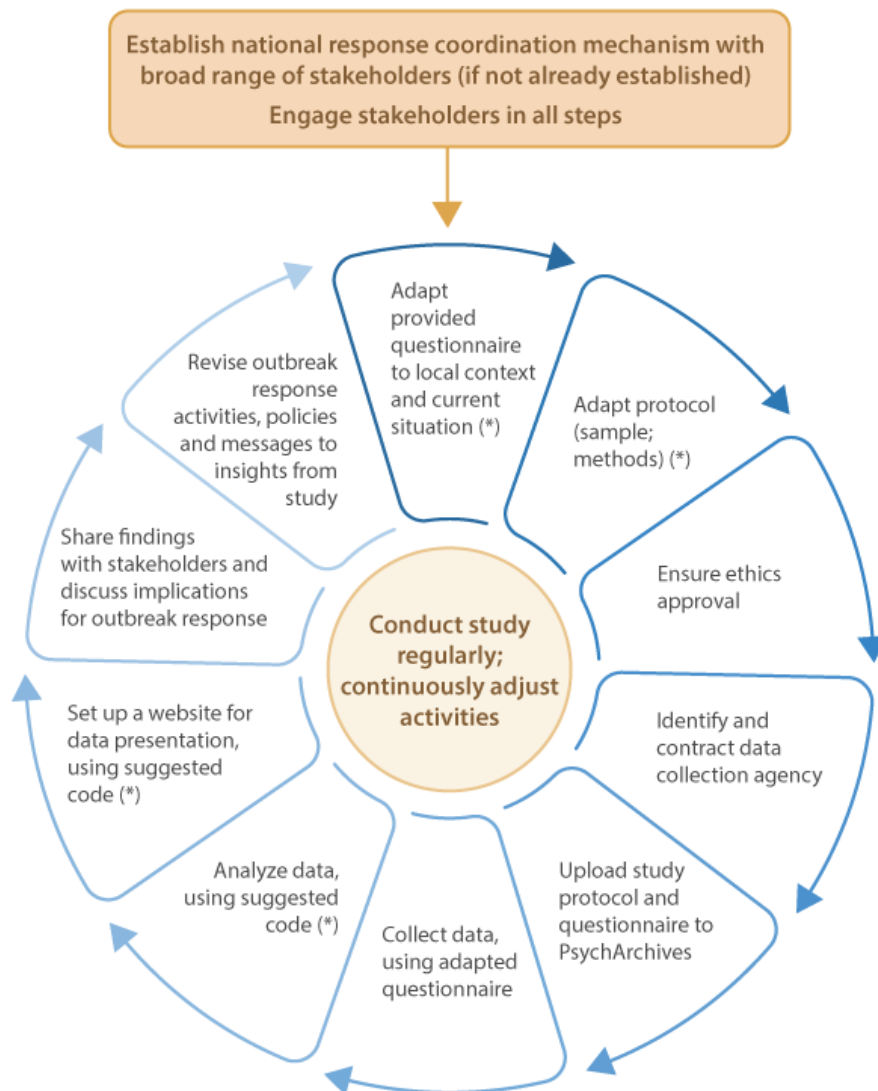
Overall, the tool

- is evidence-based;
- can be rapidly applied;
- can be regularly applied;
- is flexible and can be adapted to any context and to the changing situation;
- is low cost and cost-effective
- follows ethical standards.

The tool was developed on close collaboration with the University of Erfurt, Germany, which is currently running weekly surveys with German pandemic response authorities.

For more information, see <http://www.euro.who.int/en/covid-19-BI>

Fig. 1: Process



Upload link: <http://dx.doi.org/10.23668/psycharchives.2782>