

Covid-19 Behavioural approaches to prevention

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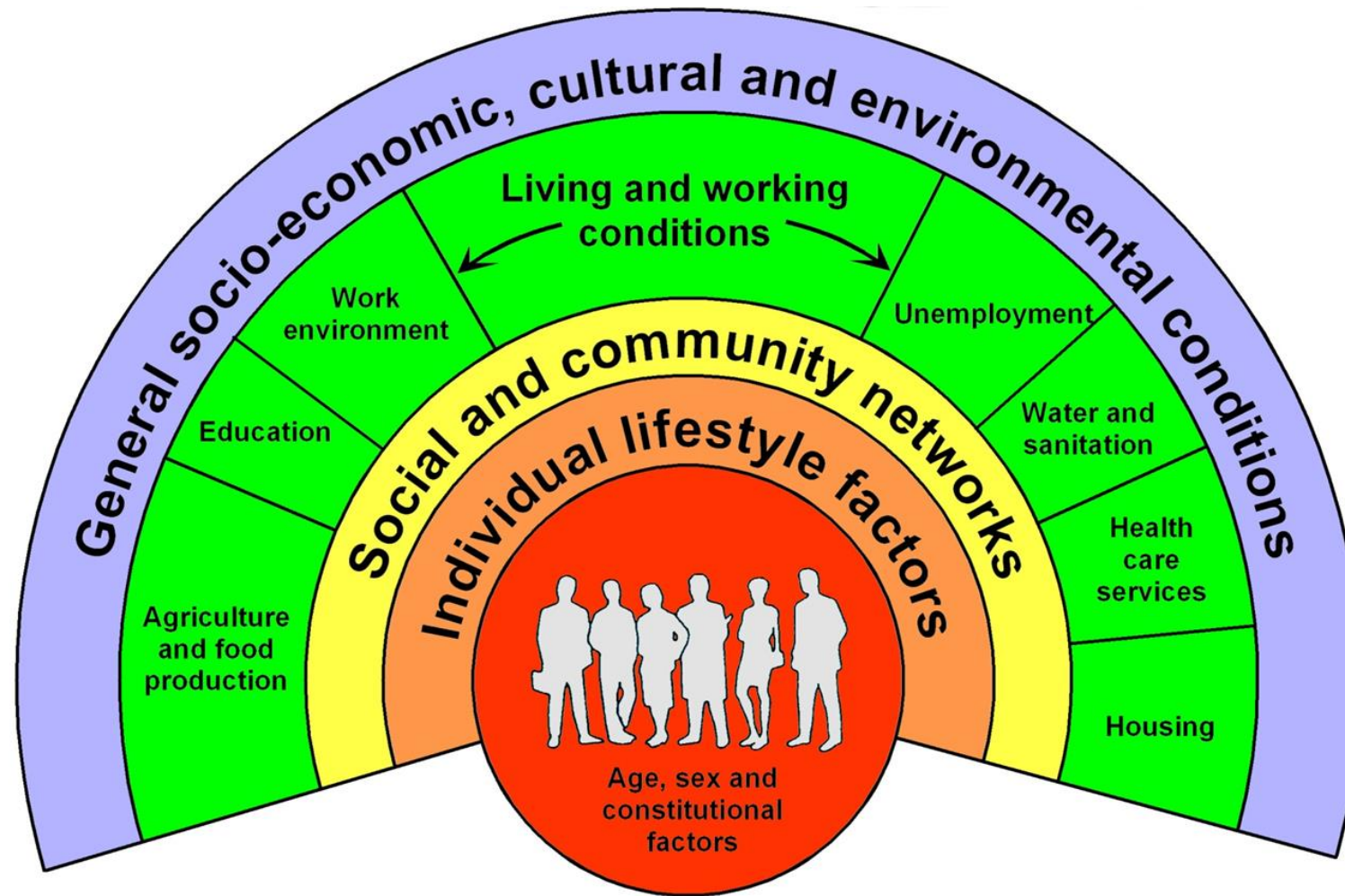
Why is this important?



Intention implementation gap



Wider determinants



Source: Dahlgren and Whitehead, 1991

Areas of BCU work in Herts

- Covid-19 response – support mental health and prevention
 - Top Tips to promote resilience whilst at home
 - Face coverings
 - Alcohol consumption
 - Social distancing on the high streets
 - Vaccine uptake
 - Lateral flow testing
 - Elected Members briefings
 - Police briefings



Top tips to promote resilience whilst at home

Whether you are self-isolating for medical needs or socially distancing, being at home all day can be stressful. It is important that we stay physically and emotionally well during this time. Here are **ten** things you can do to promote your overall wellbeing:

- 6. Be occupied**
Now is a great time to get on with your current interests or explore new ones. You could try a hobby that you used to enjoy but haven't had the time for.
- 7. Be helpful**
See how you can support others. Whether it's someone you know or volunteering to support people locally, there are lots of ways to get involved with your community even from home.
- 8. Be relaxed**
Try a relaxation or meditation exercise that works for you and practice it once a day for at least 10 minutes.
- 9. Be heard**
Talk to friends, family or community and faith groups about how you are feeling. Writing things down can help to organise your thoughts. Living through a piece of global history could be a great time to start a diary!
- 10. Be positive**
Try to look for the positives in the situation e.g. having some extra me time or having the opportunity to catch up with something you have been meaning to do.

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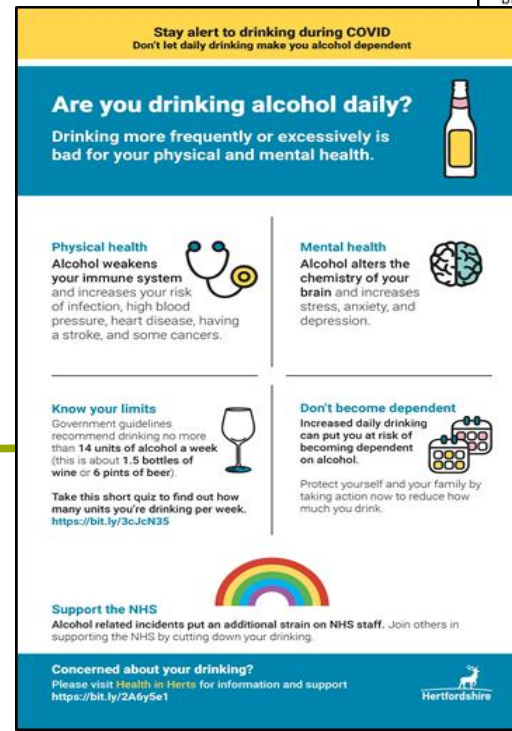


Stay Safe Hertfordshire Homemade Face Coverings

Please protect your community by following this advice:

- Be droplet aware**
People spread coronavirus by breathing out droplets when they cough or sneeze (not show symptoms).
- Wear a face covering in enclosed spaces where social distancing is not possible AND you come into contact with people you do not live with.**
- Remember to:**
 - Wash your hands regularly
 - Avoid touching your face
 - Wash your face covering after every use.

More information go to www.hertfordshire.gov.uk/coronavirus



Stay alert to drinking during COVID
Don't let daily drinking make you alcohol dependent

Are you drinking alcohol daily?
Drinking more frequently or excessively is bad for your physical and mental health.

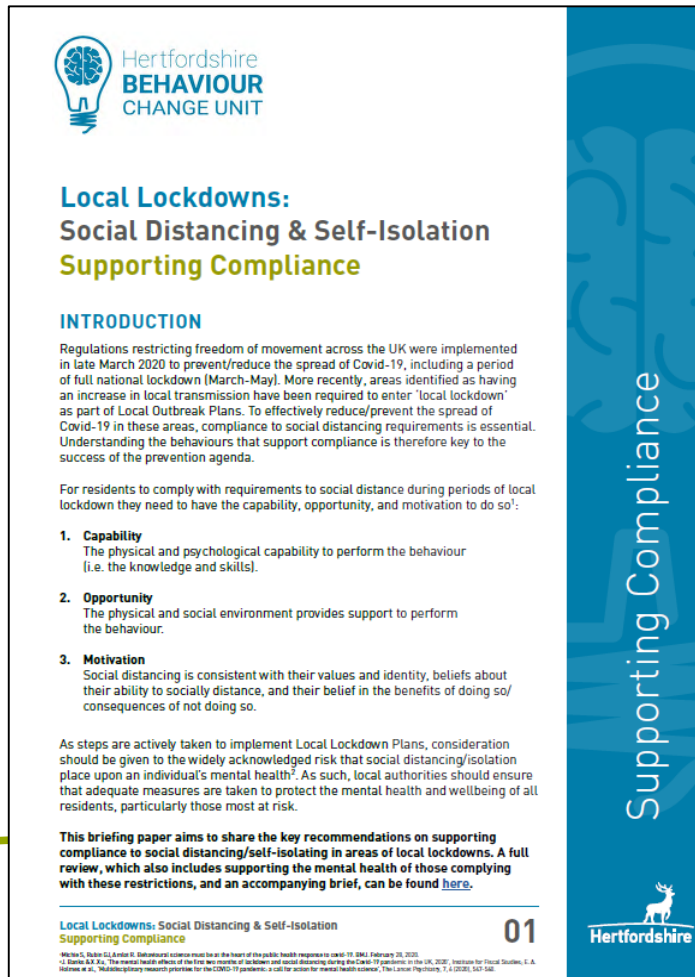
Physical health Alcohol weakens your immune system and increases your risk of infection, high blood pressure, heart disease, having a stroke, and some cancers.	Mental health Alcohol alters the chemistry of your brain and increases stress, anxiety, and depression.
Know your limits Government guidelines recommend drinking no more than 14 units of alcohol a week (this is about 1.5 bottles of wine or 6 pints of beer). Take this short quiz to find out how many units you're drinking per week. https://bit.ly/3cJcN35	Don't become dependent Increased daily drinking can put you at risk of becoming dependent on alcohol. Protect yourself and your family by taking action now to reduce how much you drink.

Support the NHS
Alcohol related incidents put an additional strain on NHS staff. Join others in supporting the NHS by cutting down your drinking.

Concerned about your drinking?
Please visit HealthInHerts for information and support <https://bit.ly/2A6y5c1>

Areas of BCU work in Herts

- Covid-19 response – Public Mental Health cont.



Hertfordshire BEHAVIOUR CHANGE UNIT

Local Lockdowns: Social Distancing & Self-Isolation Supporting Compliance

INTRODUCTION

Regulations restricting freedom of movement across the UK were implemented in late March 2020 to prevent/reduce the spread of Covid-19, including a period of full national lockdown (March-May). More recently, areas identified as having an increase in local transmission have been required to enter 'local lockdown' as part of Local Outbreak Plans. To effectively reduce/prevent the spread of Covid-19 in these areas, compliance to social distancing requirements is essential. Understanding the behaviours that support compliance is therefore key to the success of the prevention agenda.

For residents to comply with requirements to social distance during periods of local lockdown they need to have the capability, opportunity, and motivation to do so¹:

- 1. Capability**
The physical and psychological capability to perform the behaviour (i.e. the knowledge and skills).
- 2. Opportunity**
The physical and social environment provides support to perform the behaviour.
- 3. Motivation**
Social distancing is consistent with their values and identity, beliefs about their ability to socially distance, and their belief in the benefits of doing so/ consequences of not doing so.

As steps are actively taken to implement Local Lockdown Plans, consideration should be given to the widely acknowledged risk that social distancing/isolation place upon an individual's mental health². As such, local authorities should ensure that adequate measures are taken to protect the mental health and wellbeing of all residents, particularly those most at risk.

This briefing paper aims to share the key recommendations on supporting compliance to social distancing/self-isolating in areas of local lockdowns. A full review, which also includes supporting the mental health of those complying with these restrictions, and an accompanying brief, can be found [here](#).

Local Lockdowns: Social Distancing & Self-Isolation Supporting Compliance **01**

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1. Michie S, Sheeran SJ, Ashby JE. Behavioural science must be at the heart of the public health response to covid-19. *BMJ*. February 26, 2020.
2. Bao W, Xia X. The mental health effects of the first two months of lockdown and social distancing during the Covid-19 pandemic in the UK, 2020. *Insights for Public Health*. E. A. Williams et al. Multidisciplinary research programme for the COVID-19 pandemic: a call for action for mental health research. *The Lancet Psychiatry*. 7, 1 (2020), 141-146.



Local Lockdowns: Social distancing and self-isolation

8 STEPS

to supporting **COMPLIANCE & MENTAL HEALTH**

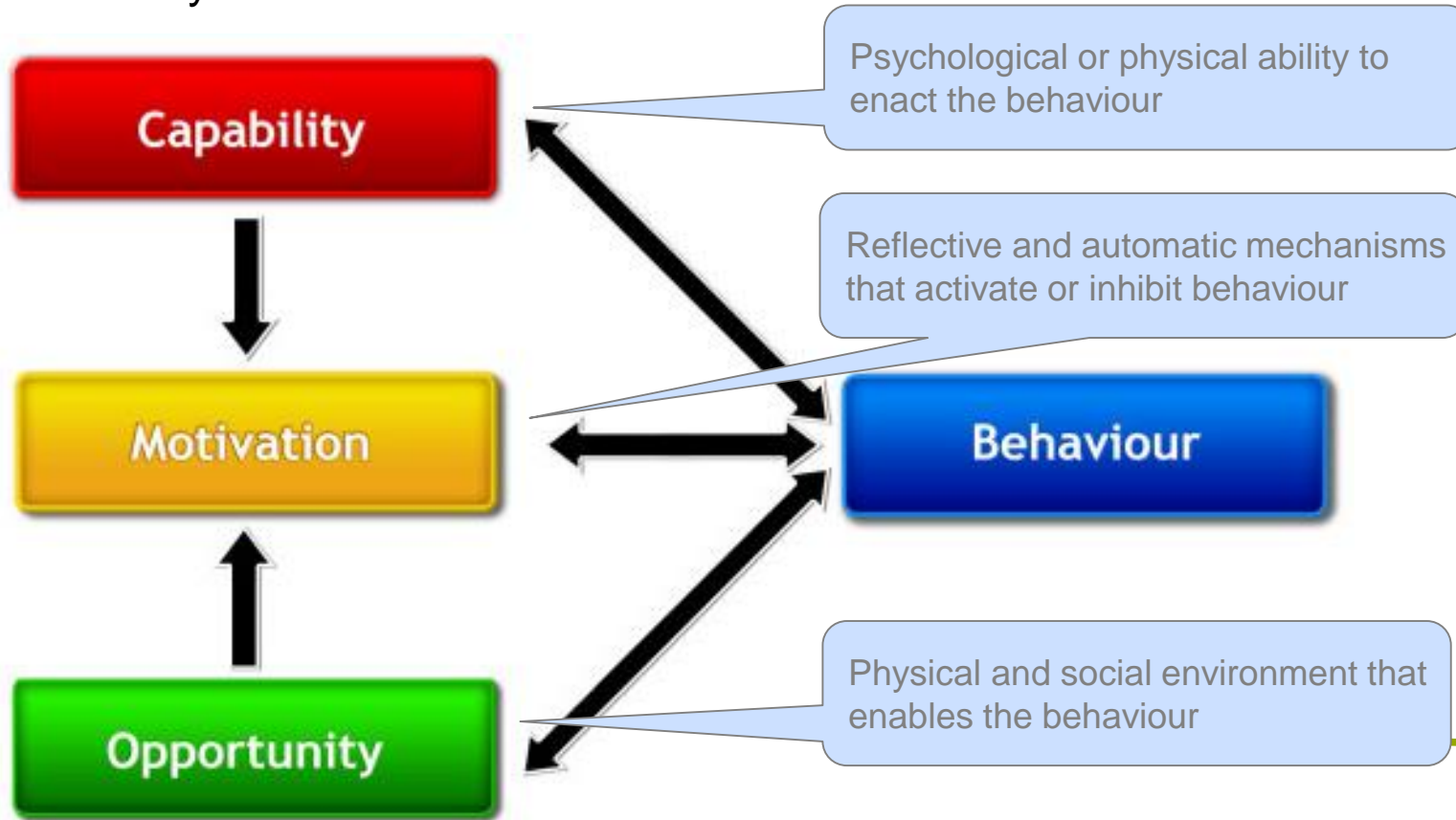
Residents know exactly WHAT TO DO and are CONFIDENT they can do it	Residents receive regular, OPEN COMMUNICATION from a trusted source
Residents have access to HEALTH MENTAL support and services	Residents are MOTIVATED to change their behaviour and maintain the changes
Residents have access to ESSENTIAL GOODS , services, and practical support	Residents belonging to VULNERABLE groups are identified & their specific needs considered
Residents are EMPOWERED to help themselves	Residents can socially CONNECT/ENGAGE with others

These evidence-informed recommendations are supported by a review of the literature. For a series of full recommendations and guidance on how to achieve this, [click here](#)

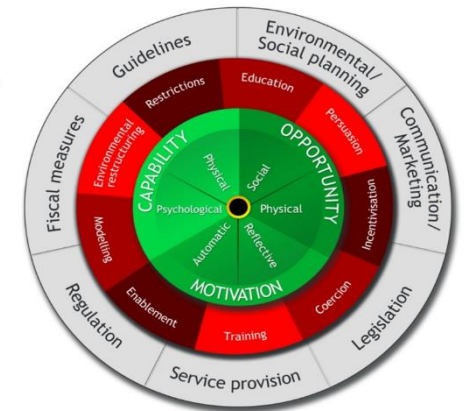
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Using Behavioural Science: The COM-B

The COM-B system – Behaviour occurs as an interaction between three necessary conditions

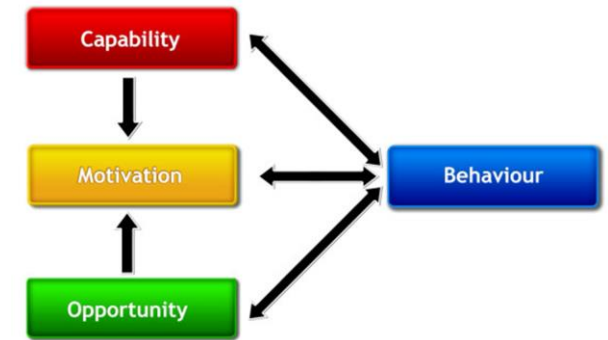


- Sources of behaviour
- Intervention functions
- Policy categories



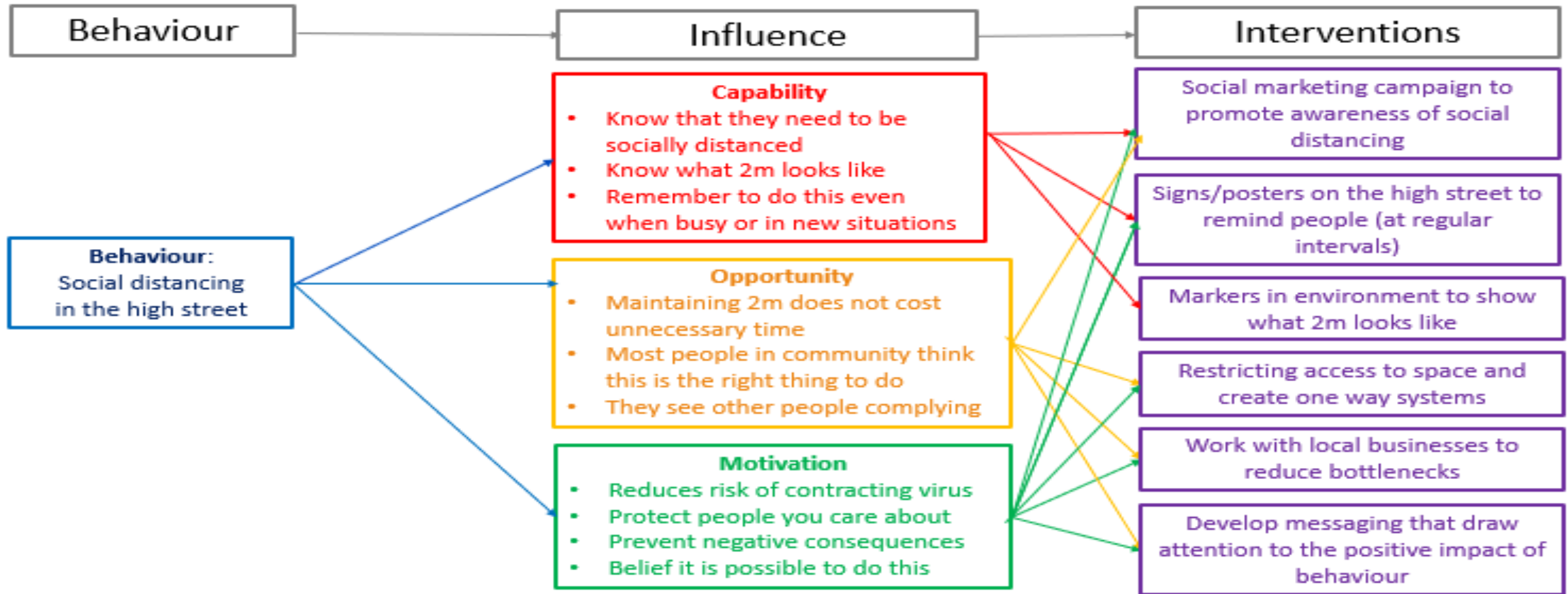
Behavioural analysis for social distancing – the process

- Collaboration with UCL Centre for Behaviour Change and University of Hertfordshire
- Behaviour Change Wheel (Michie et al.,2011)
- Review of the evidence
- Influences on behaviour categorised using COM-B
- Key influences on behaviour developed into a suite of recommendations

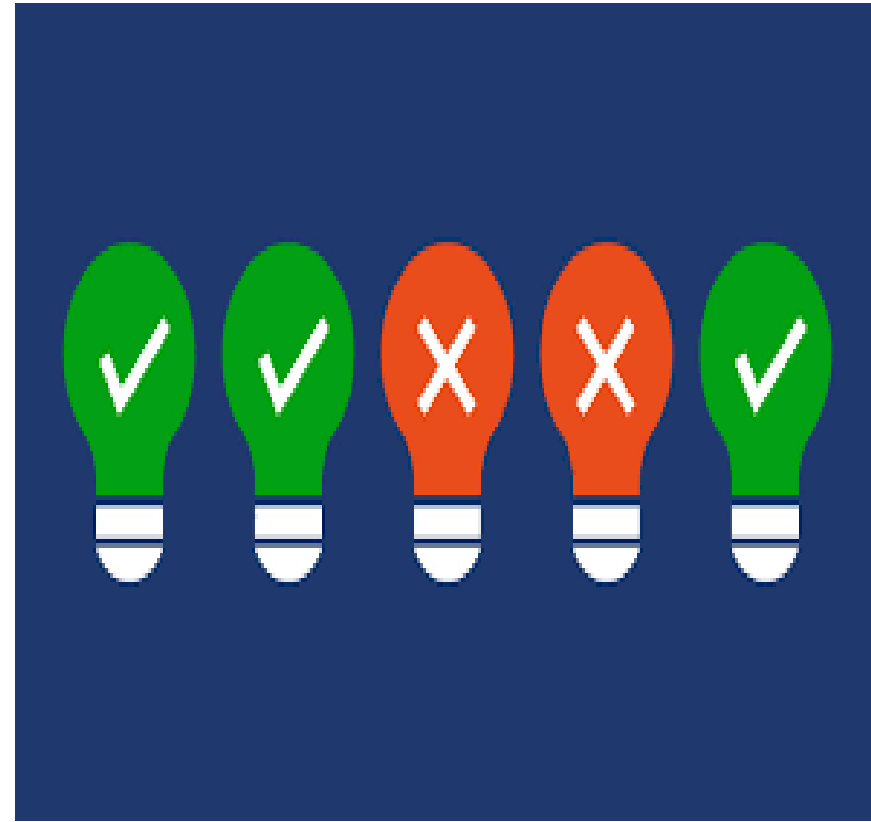


Michie et al (2011)

Behavioural analysis – social distancing



Testing and evaluating interventions



Other things to consider

- Understanding the problem is key (barriers and facilitators)
- Take a positive approach
- Work with communities
- Use relatable messengers
- Clear communications (be specific)
- Transparency
- Uncertainty leads to negative outcomes
- Link in with experts e.g. BSPHN – www.bsphn.org.uk



References

- Achieving Behaviour Change: A guide for Local Government and Partners (2019): <https://www.gov.uk/government/publications/behaviour-change-guide-for-local-government-and-partners>
- Dahlgren G & Whitehead M (1991) Policies and strategies to promote social equity in health. Institute for Future Studies, Stockholm (Mimeo)
- Hertfordshire Behaviour Change Unit Compliance and Mental Health papers: <https://www.hertfordshire.gov.uk/behaviouralscienceresources>
- Michie et al. (2011) The behaviour change wheel: A new method for characterising and designing behaviour change interventions. Implementation Science, 6:42

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thank you