

MCCP

The Independent Strategy Agency

Insight at the Speed of Covid

Communicating Effectively in a Global Pandemic

Kay McCarthy – Founder & MD
Mary Sheahan – Insight Director



An Roinn Sláinte
Department of Health

The Communications Context



FROM

1 Jan 2019



- Pale, Male and Stale
- Low Understanding and Trust
- Reactive Communications

*Process to define
the purpose
statement to shape
communications
strategy*

TO

13 Jan 2020

Clear Communications
Strategy & Objectives

1. Consolidate public trust in the Department of Health so as to positively influence health behavioural change.

COVID-19: The First Test & An Emergency Brief



Coronavirus: First case of Covid-19 confirmed in the Republic of Ireland

Health officials have confirmed the first case.

Feb 29th 2020, 8:56 PM 584,675 Views 386 Comments Share 1010 Tweet Email 11

Updated Feb 29th 2020, 10:13 PM

THE FIRST CASE of the Covid-19 coronavirus has been confirmed in the Republic of Ireland.

The Department of Health confirmed this evening that the patient is a male in the eastern part of the country. He is currently receiving medical care.

The man is believed to have travelled to Ireland from an area in



Tonight's Department of Health briefing.

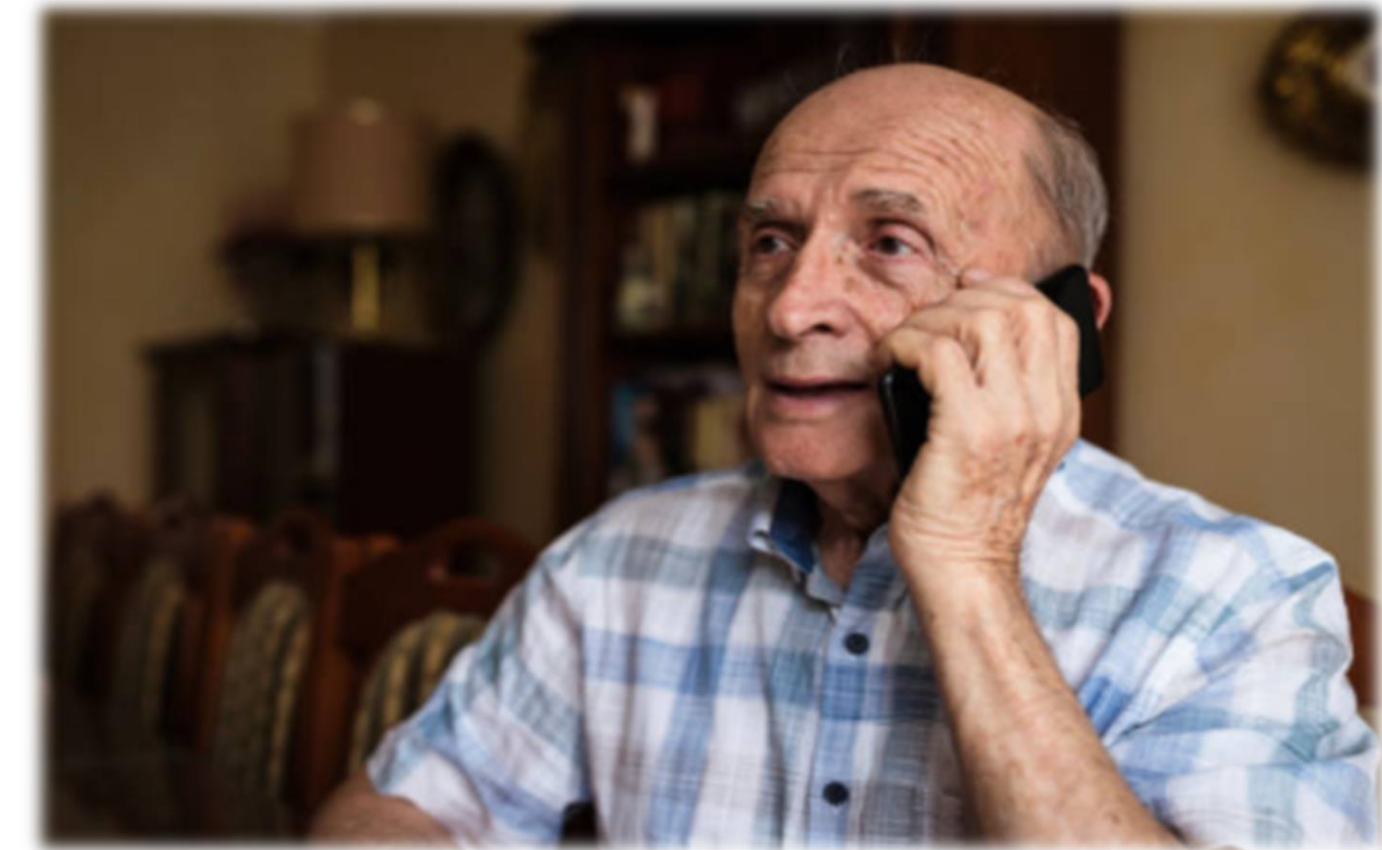
Image: TheJournal.ie/SeanMurray



The Process In Action



- **20 consecutive weeks of fieldwork**
- **Reporting twice weekly: Topline & full debrief**



Researching In The Eye Of The Storm



I was never afraid of anything in my lifetime except for this. I thought it was going to be like the storms. By the time it would come to us it would nearly be all over. But that's not the case with this. There's no stopping this.

Two Realms Of Fear



The Virus

That's the one fear we all have. Would you ever forgive yourself if somebody died because you passed it onto them?



The World the Virus Created

It's so empty. There isn't a soul anymore.

It's the uncertainty that it's brought. That a thing could do that so quickly. It's frightening.

Strategic Communications Principles



Open and transparent

Clear and consistent

Expert and evidence-led



Tactical Communications



Coronavirus COVID-19

Coronavirus
COVID-19
Public Health
Advice

If you have fever and/or cough you should stay at home regardless of your travel or contact history.

If you have returned from an area that is subject to travel restrictions due to COVID-19 you should restrict your movement for 14 days. Check the list of affected areas on www.dfa.ie

All people are advised to:

- > **Reduce** social interactions
- > **Keep a distance** of 2m between you and other people
- > **Do not** shake hands or make close contact where possible

If you have symptoms visit hse.ie QR phone HSE Live **1850 24 1850**

How to Prevent

Stop
shaking hands or hugging when saying hello or greeting other people

Distance
yourself at least 2 metres (6 feet) away from other people, especially those who might be unwell

Wash
your hands well and often to avoid contamination

Cover
your mouth and nose with a tissue or sleeve when coughing or sneezing and discard used tissue

Avoid
touching eyes, nose, or mouth with unwashed hands

Clean
and disinfect frequently touched objects and surfaces

Symptoms

- > Fever (High Temperature)
- > A Cough
- > Shortness of Breath
- > Breathing Difficulties

For Daily Updates Visit
www.gov.ie/health-covid-19
www.hse.ie

Ireland is operating a delay strategy in line with WHO and ECDC advice



HE Rialtas na hÉireann
Government of Ireland

Stay Safe

Protect each other from coronavirus (COVID-19)

Easy to use

Set the app up and it works in the background

Contact Tracing

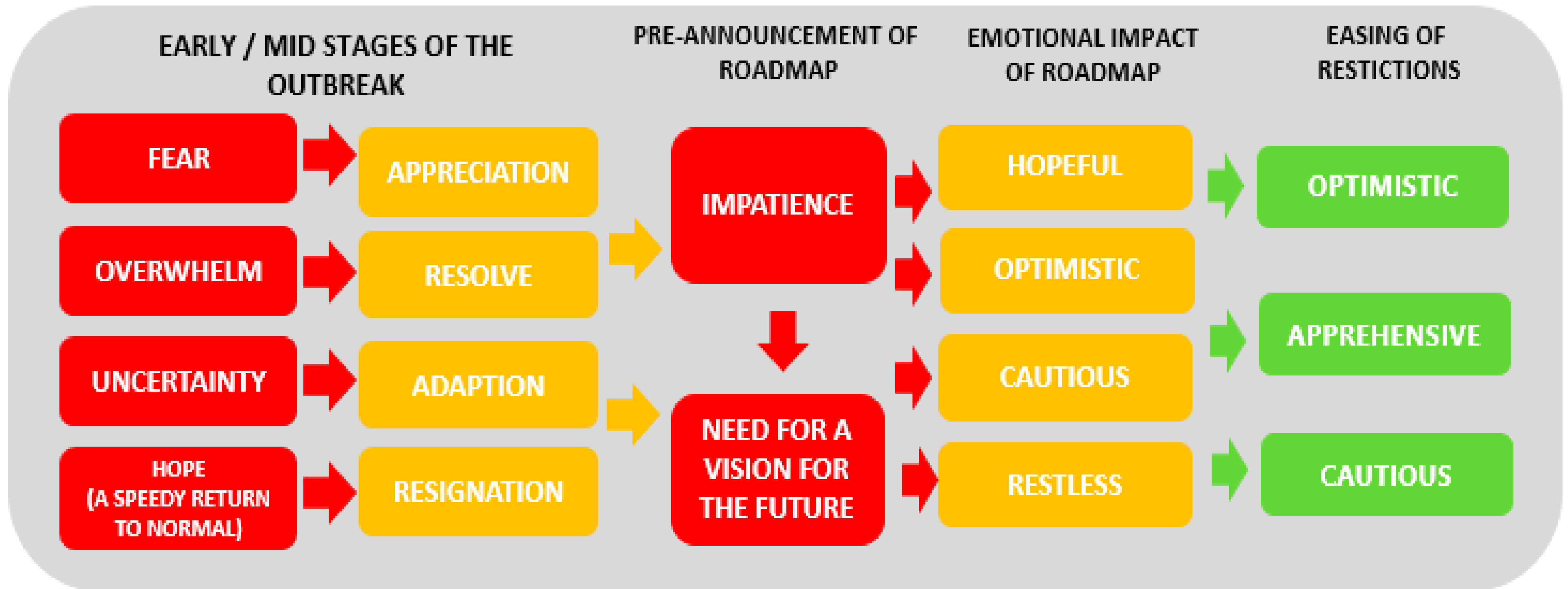
Help reduce the spread of coronavirus

Check your symptoms

Track how you are feeling each day



Emotional Pulse Of A Nation



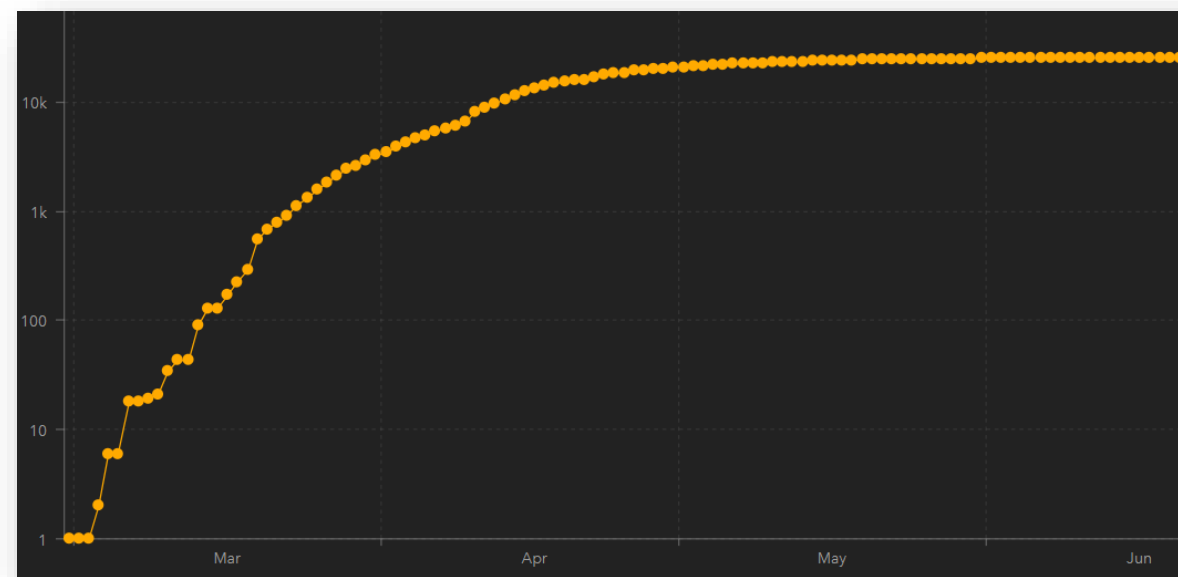
Insight Empowered The Nation



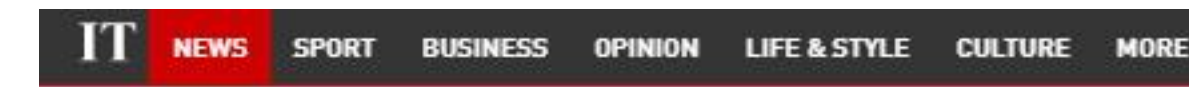
We took control of the virus

We took control of our fears

Transformed perceptions



I'm not afraid of it like I was. We know what to do and we're all doing it.



Department of Health image 'reawakened' due to Covid-19

Handling of crisis has transformed view, from 'pale, male and stale'

© Sat, Aug 22, 2020, 02:14

Jennifer Bray

LISTEN NOW 2:48



In a note given to Minister for Health Stephen Donnelly, officials said the Irish public were 'aware of the negative narrative around health, and yet they themselves have had both positive and negative experiences of the system'. Photograph: Stephen Collins /Collins Photos Dublin



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