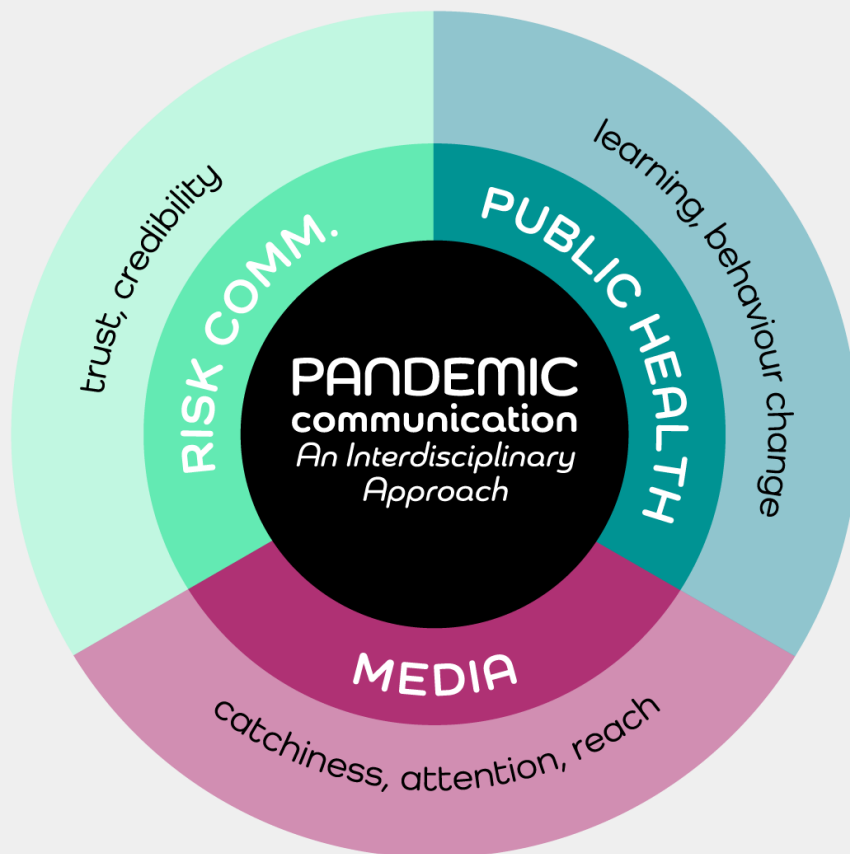


COVCOM

Fighting a Pandemic Through Translating Science

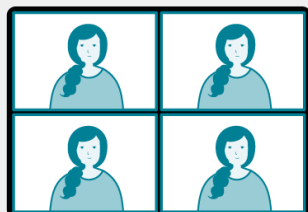


Results & Take Home Messages for Future Public Health Crises:



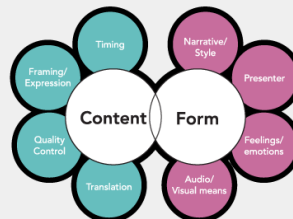
1. Dialogue is Key

Interviews with experts identified 36 (!) topics deemed important to communicate. Interviews with the public found that they wanted other information than the experts focused on.



2. Getting people to choose information

Authorities' pandemic videos lack in creativity – accompanied by a limited public reach.



3. Content vs Form

While health experts focus on what to say, professional communicators focus on how to say it. Both are important to ensure broad outreach of quality information.



4. 'TENK'

Characteristics of effective communication: Trust + Emotions + Narratives + Creativity (TENK). Quality information from a trusted source is not sufficient in itself.

ABOUT THE PROJECT

The primary objective of the study is to use video to develop effective, evidence-based modes of communication for translating complex, but important health messages about pandemics to both the general population and decision-makers. The study uses COVID-19 as a case to learn and prepare society for also handling the next pandemic. COVCOM is funded and supported by:



MENTAL MODELS

The project combines qualitative, creative and quantitative methods (RCTs), using a mental models approach to science communication:

1. Identify what people need to know.
2. Identify what they already know, and how they make decisions.
3. Create the communication.
4. Test its effectiveness.



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