

Time to move beyond science communication: lessons from the pandemic

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August 30th, 2022

Health Research and Democracy in South Africa



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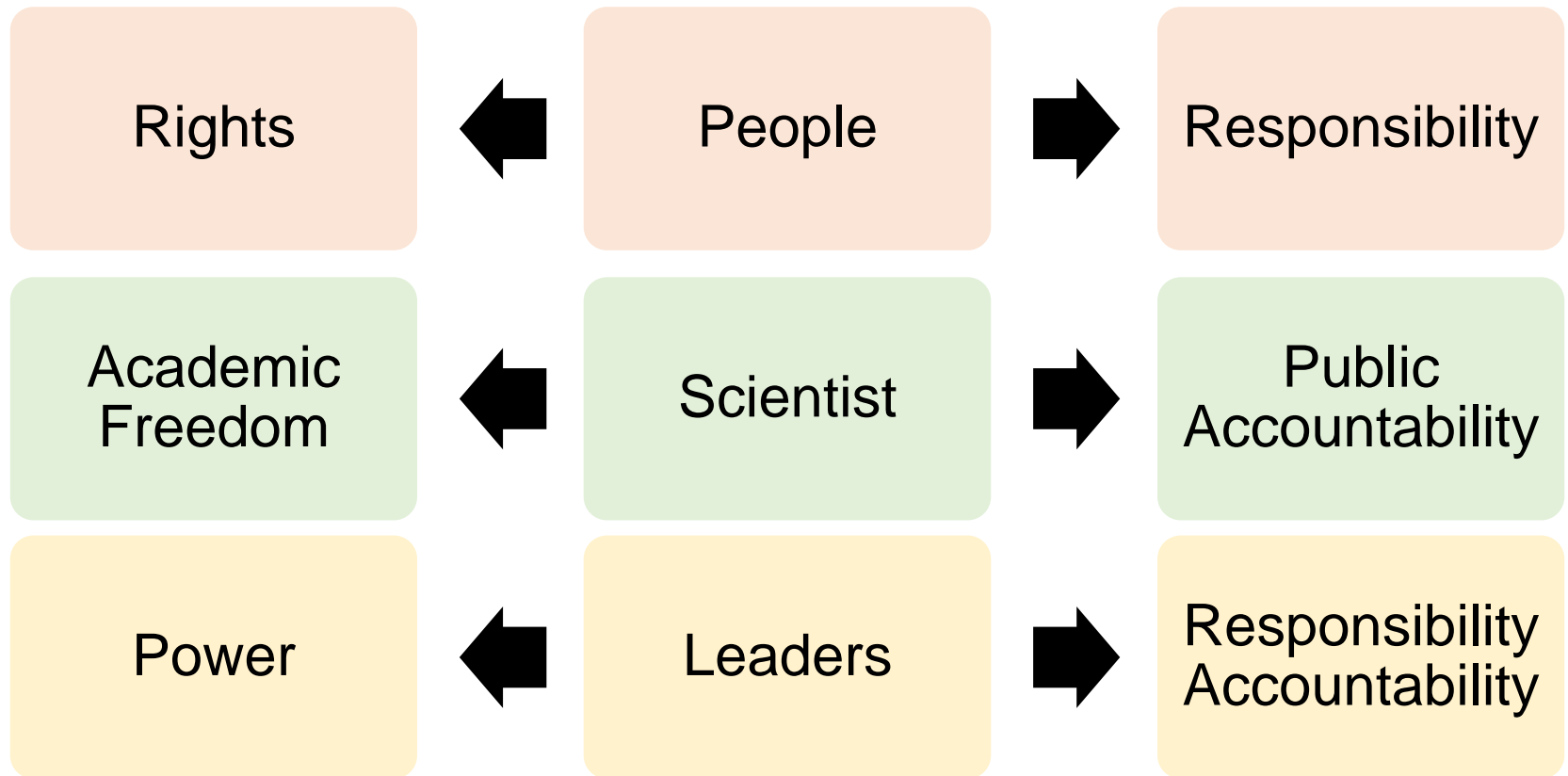
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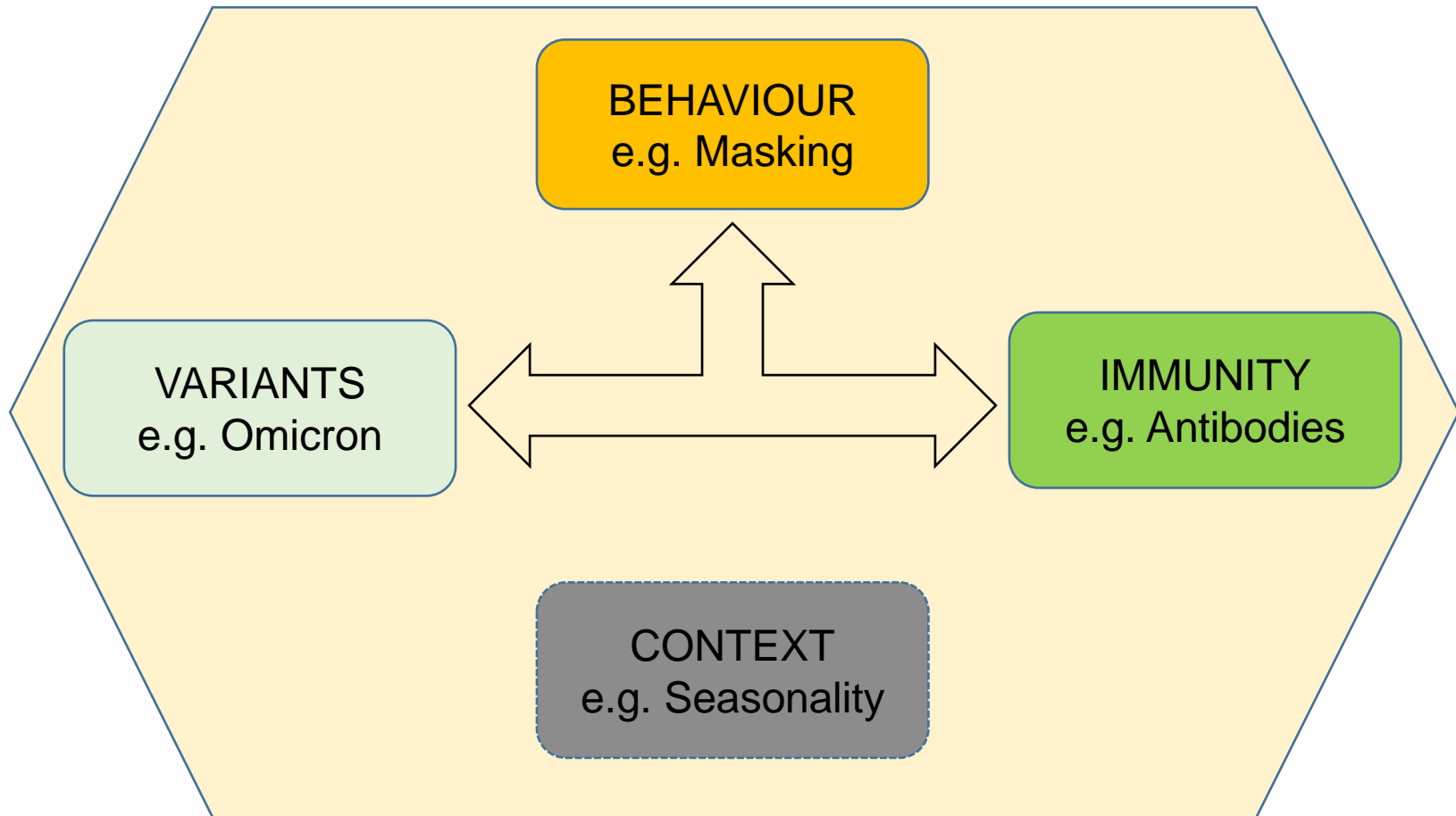
Positionality



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What is driving the Covid-19 waves?



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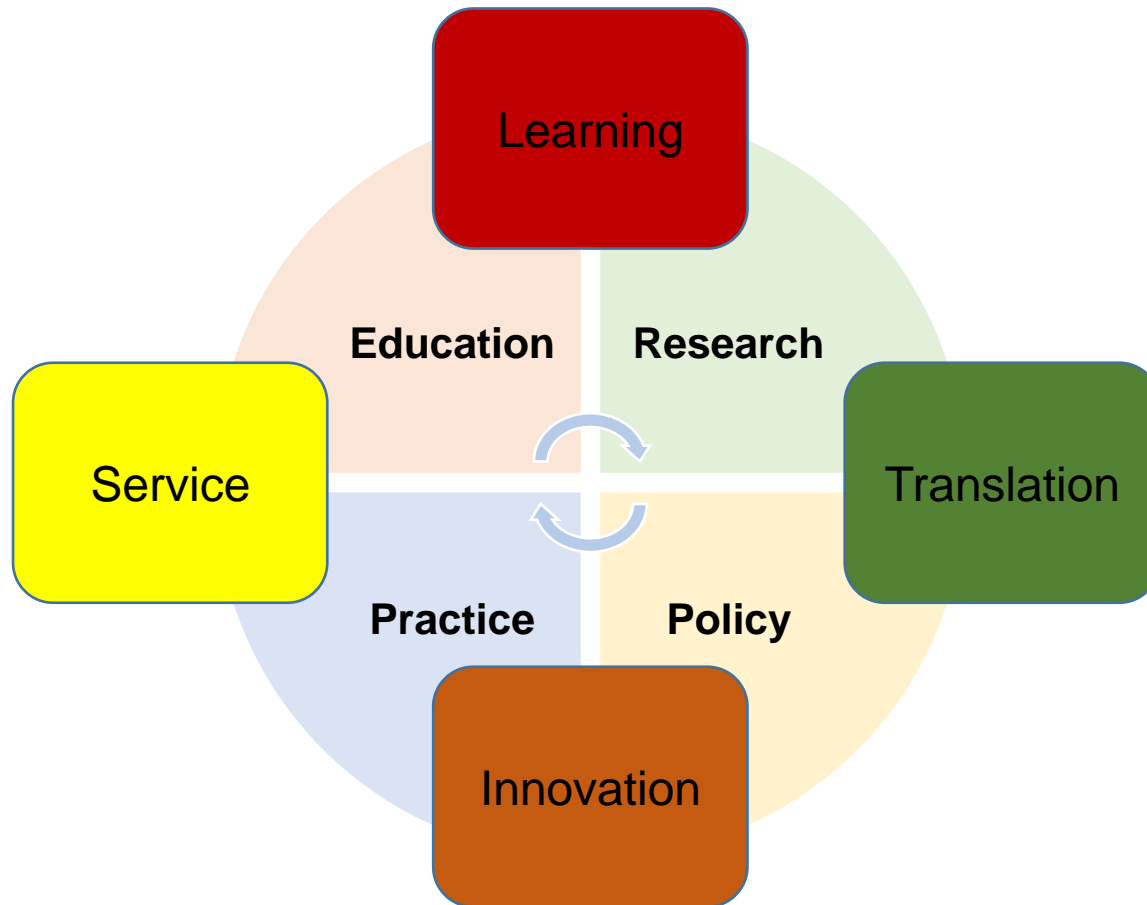


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The cyclical process...



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Approach to COVID-19 in SA

Containment (Prevention) **(Focus on communities)**

vs

Mitigation (Response) **(Focus on Health Systems)**

- Personal responsibility to protect self and others
- Public health and social measures (previously non-pharmaceutical interventions)
- Self-isolation when mildly symptomatic
- Seeking healthcare when symptoms get worse

- State responsibility to protect the health system from excessive strain
- Protecting the health workforce and services
- Management of severe disease in hospitals and clinics
- Active surveillance and management of cluster outbreaks



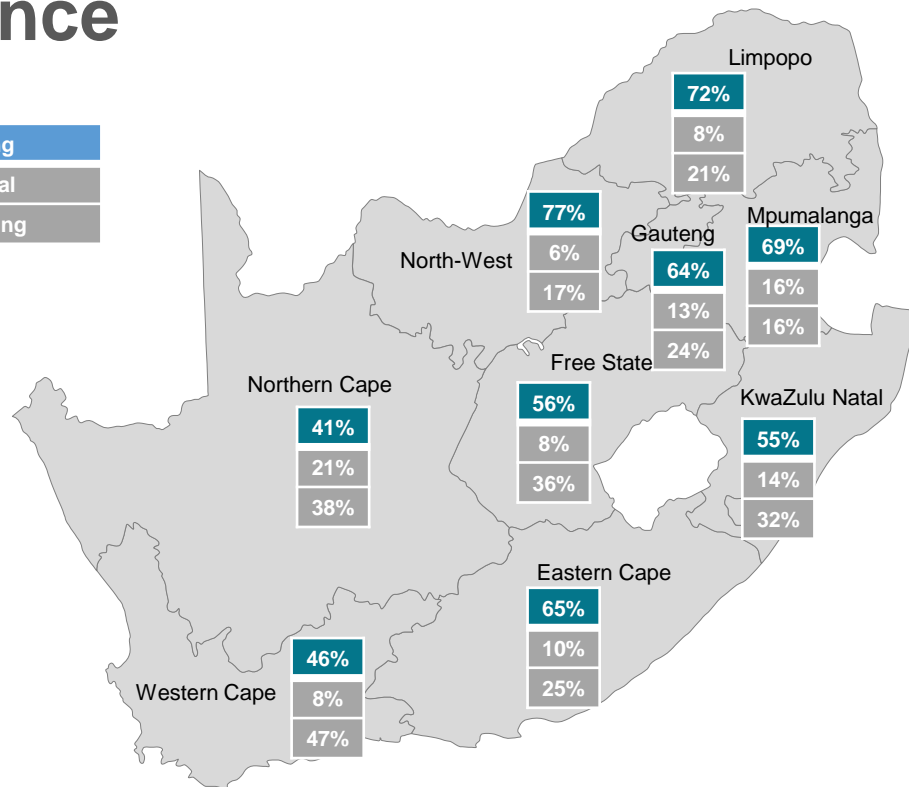
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Willingness to get vaccinated when eligible to do so by province

Residents in Limpopo and North-West are the most willing to get vaccinated, with more than 70% willingness (6-10).

Neutrality dominates in the Northern Cape, while the Western Cape shows the highest unwillingness (47%).

| Willing |
|-----------|
| Neutral |
| Unwilling |



Those in the North- West are significantly more likely to show willingness (6-8) towards the vaccine

The Northern Cape shows significantly higher neutrality towards the vaccine

Those in the Western Cape are significantly more likely to be hesitant towards the vaccine as compared to any other province

Source: On a scale of 0-10, where 0 is very unwilling, and 10 is very willing, how willing are you to get to get the COVID-19 vaccine when you are eligible to do so (Single mention – Read out) **Base:** 39 706 648 | May-June'21



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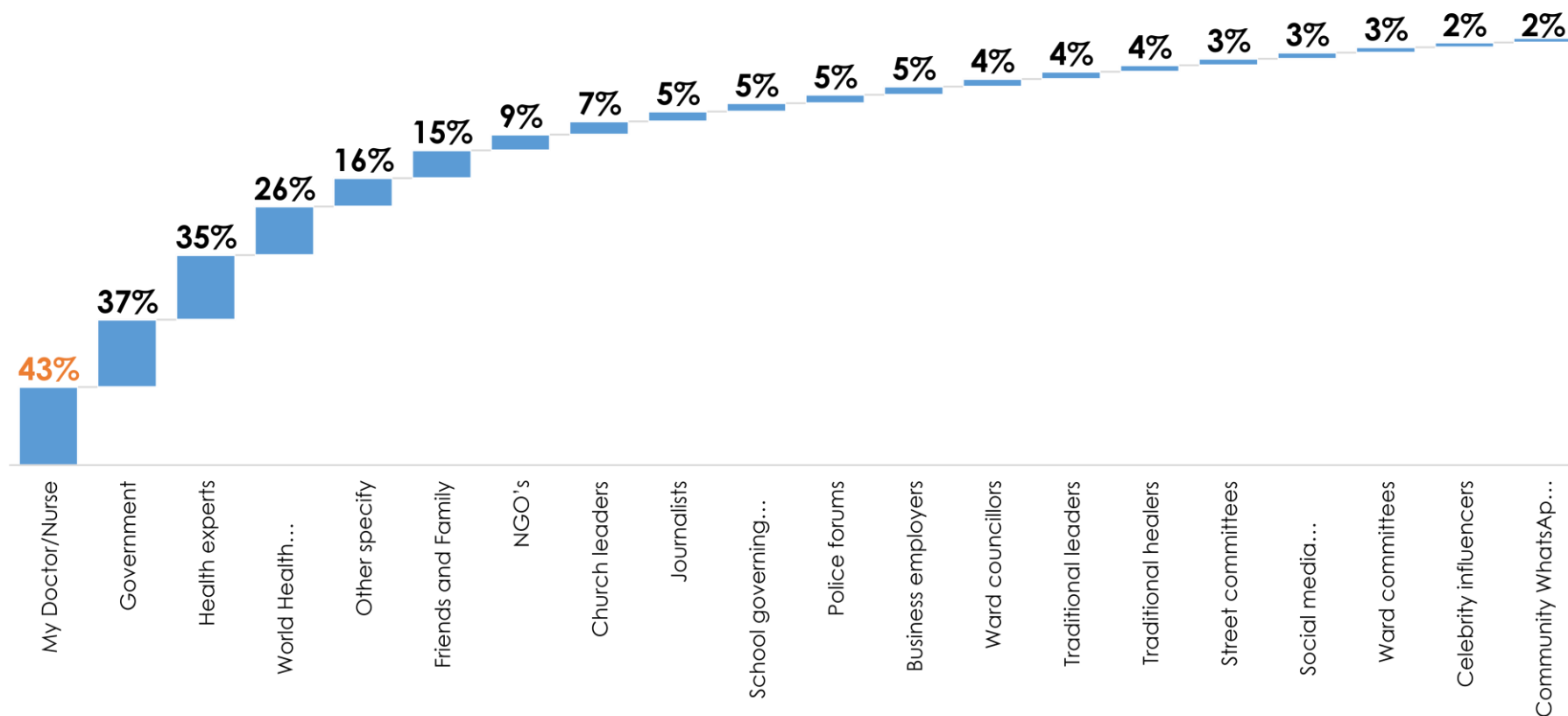


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Doctors and nurses are the most trusted with regards to vaccine advice



Source: Who's opinion/advice on the vaccine would you be most likely to trust? (Multiple mention - Spontaneous mention) **Base:** 39 706 648| May-June'21



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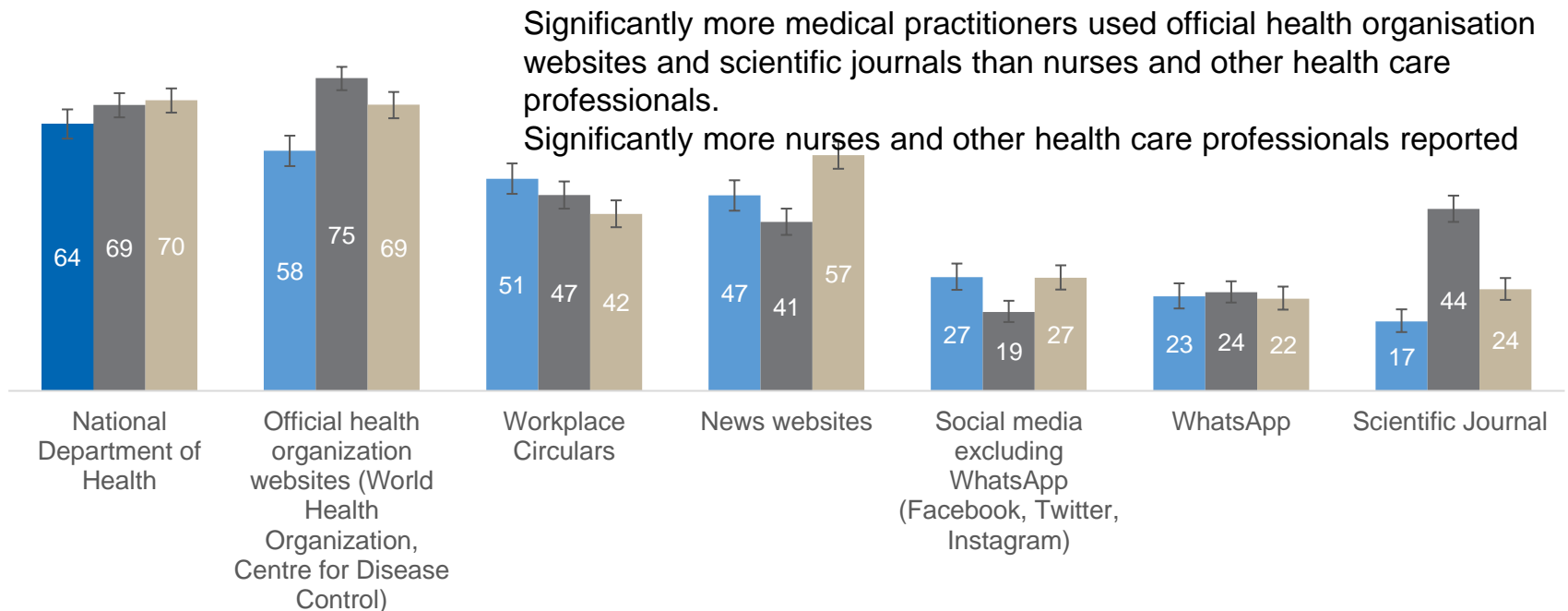
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INFORMATION SOURCES USED FOR COVID-19

BY PROFESSIONAL CATEGORY



* Participants were asked to select all the information sources they used. Therefore the information source categories are not mutually exclusive.

■ Nurse practitioner



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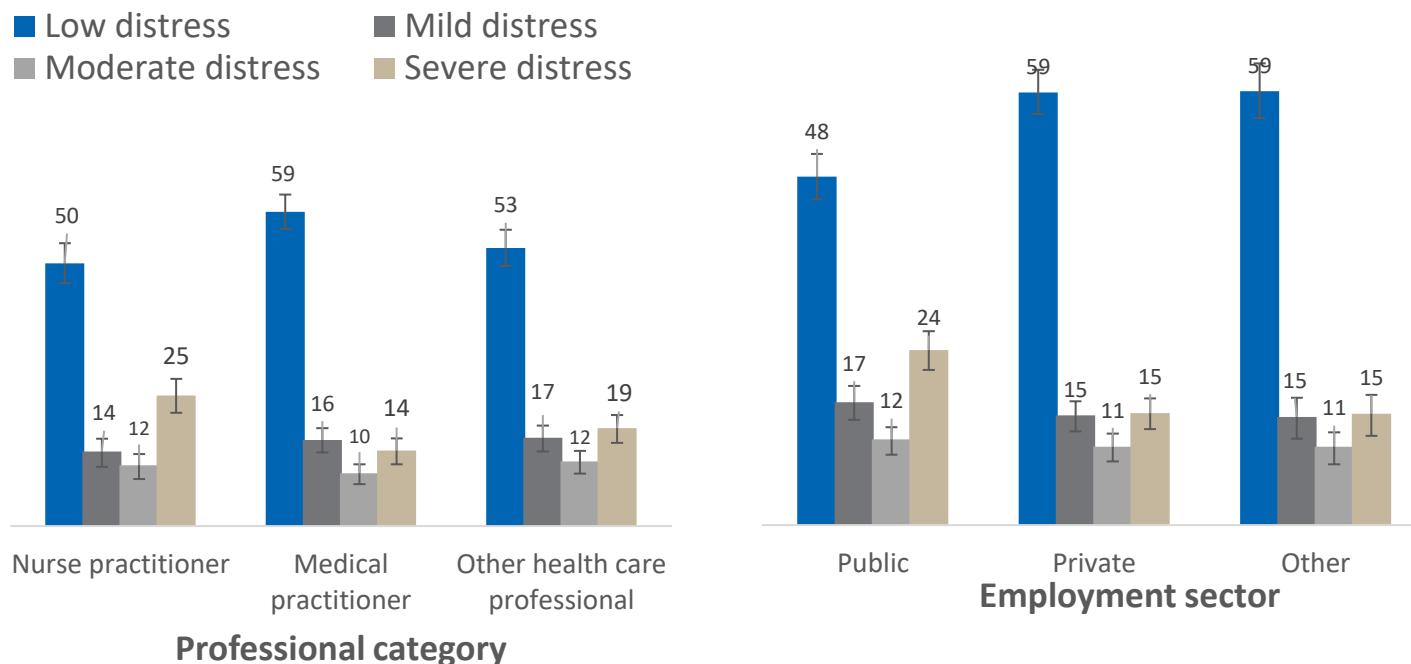
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PSYCHOLOGICAL DISTRESS

BY PROFESSIONAL CATEGORY AND EMPLOYMENT SECTOR

- Overall approximately 20% of all participants were severely distressed, whilst just over half the sample had low distress.
- Psychological distress was significantly higher among nurses than medical practitioners and other health care professionals ($p < 0.001$), and among public sector employees than those in the private or other sectors ($p = 0.012$).



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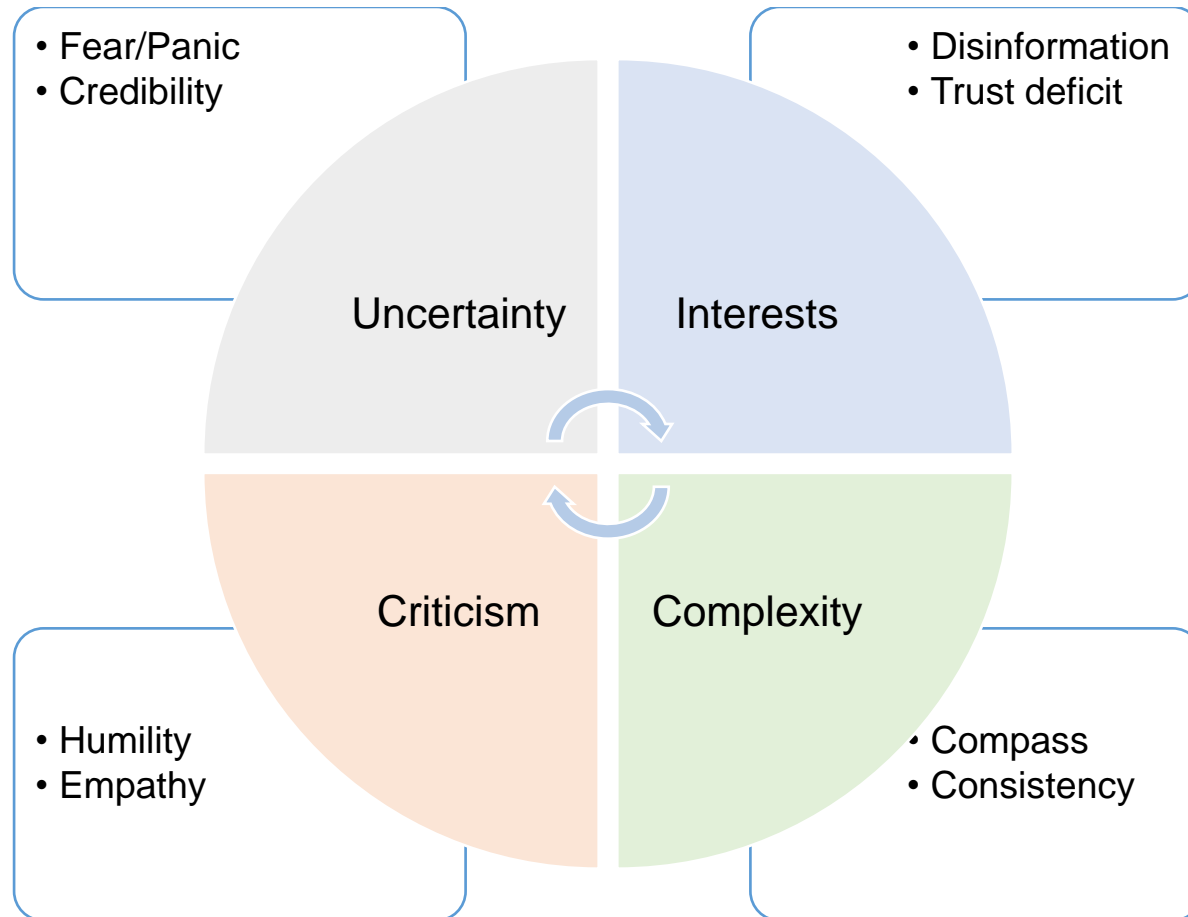


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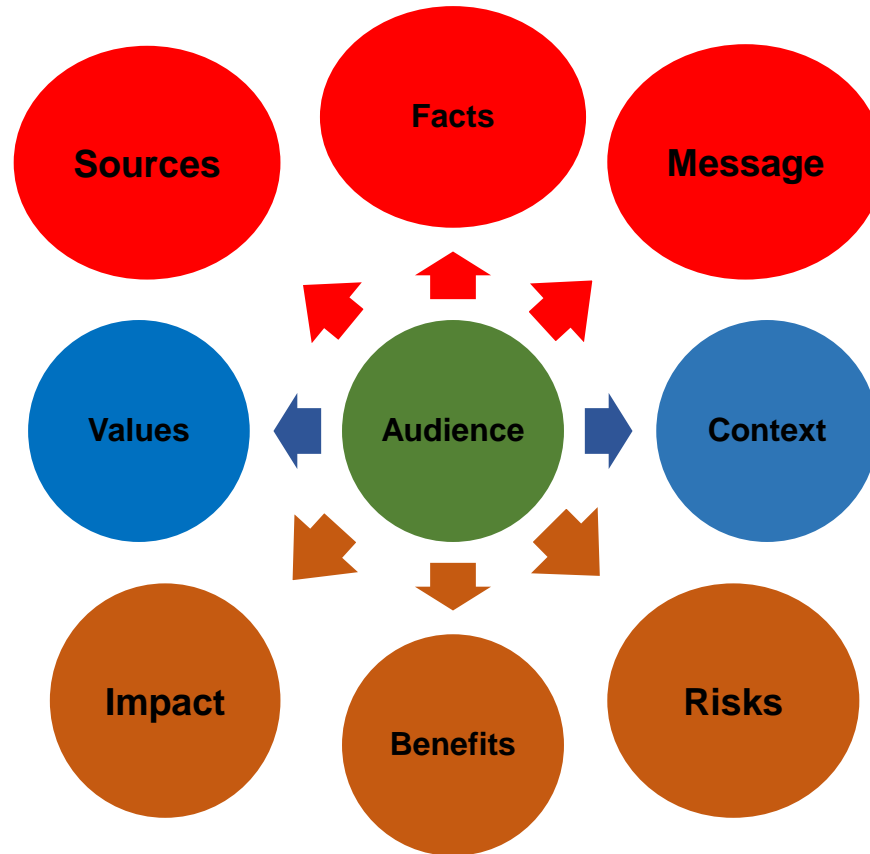
Context of Multiple Realities



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Communication Approach



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Goals of Communication

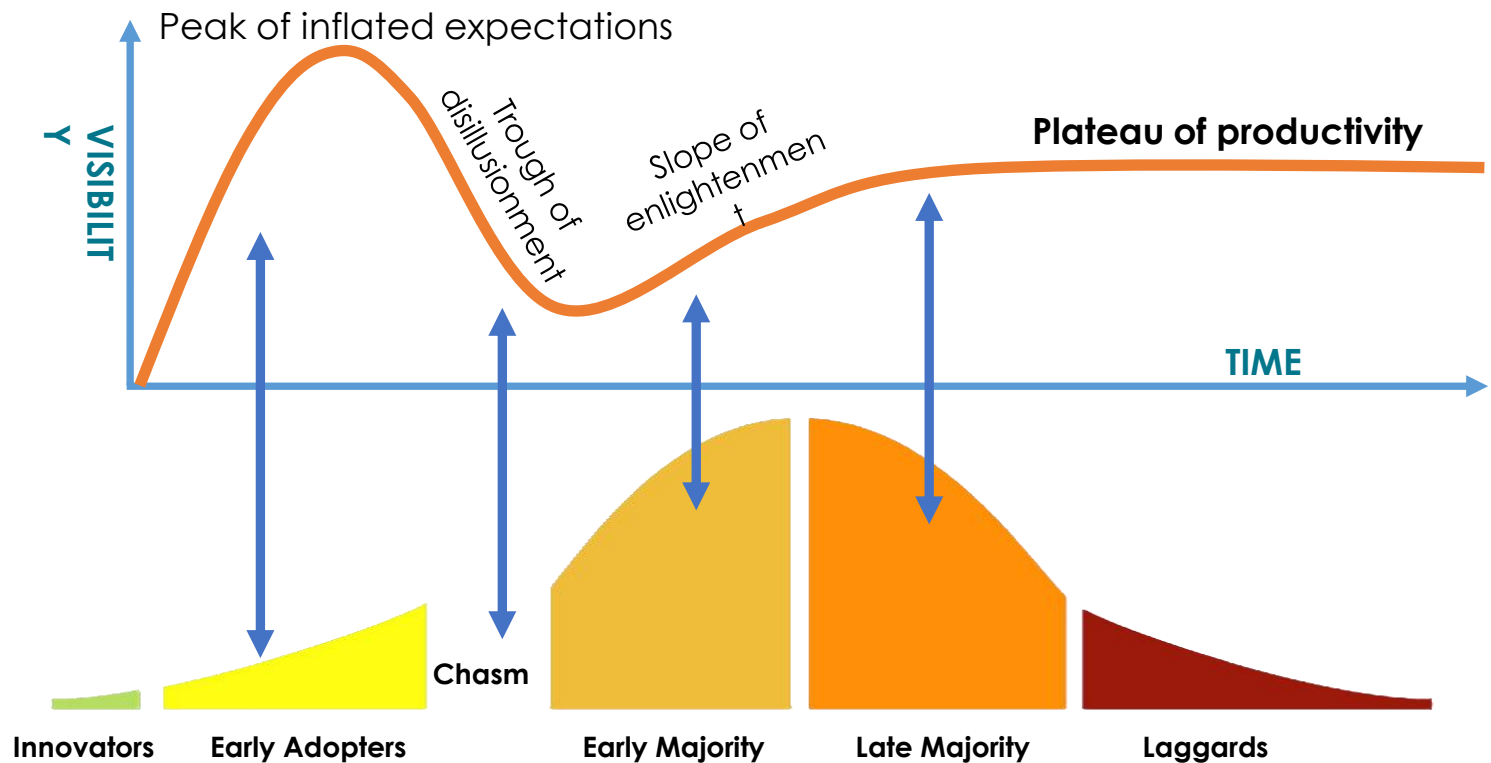
1. To inform
2. To request
3. To persuade
4. To relate
5. To entertain

What about to reform?

- To inform doesn't mean comprehension,
- Comprehension doesn't mean knowledge
- Knowledge doesn't translate into skills
- Skills don't necessarily mean confidence
- Confidence doesn't mean change
- Change doesn't mean habit
- Habit doesn't mean influence

Societal Dynamics-

Adoption
funnel of
new beliefs
and
behaviours



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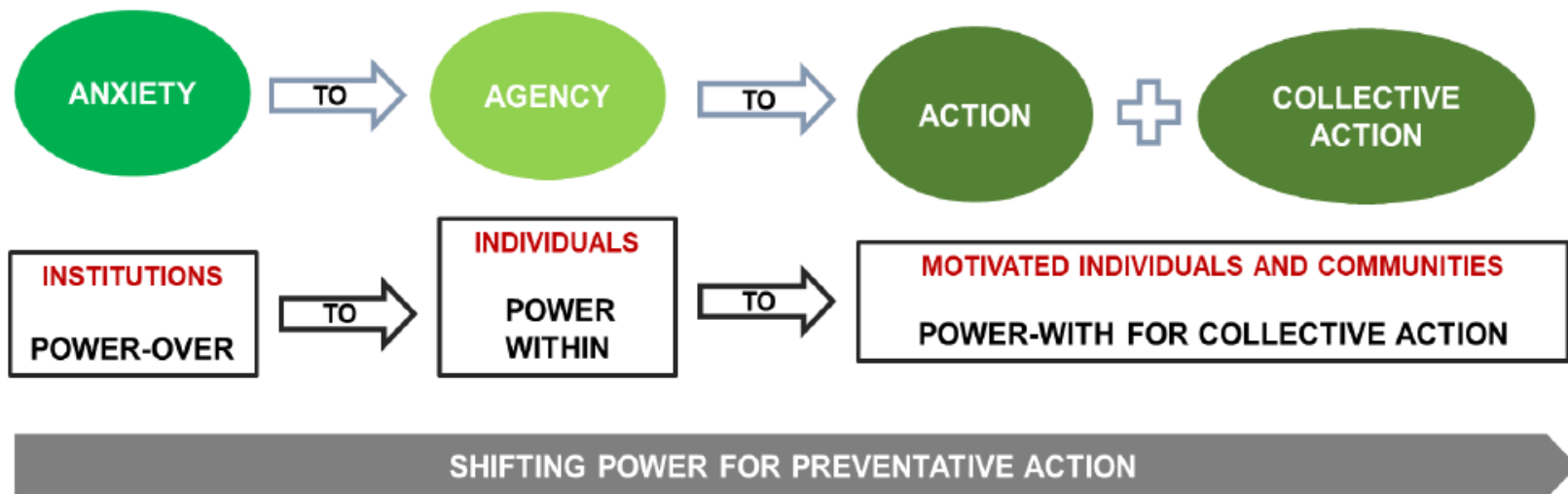
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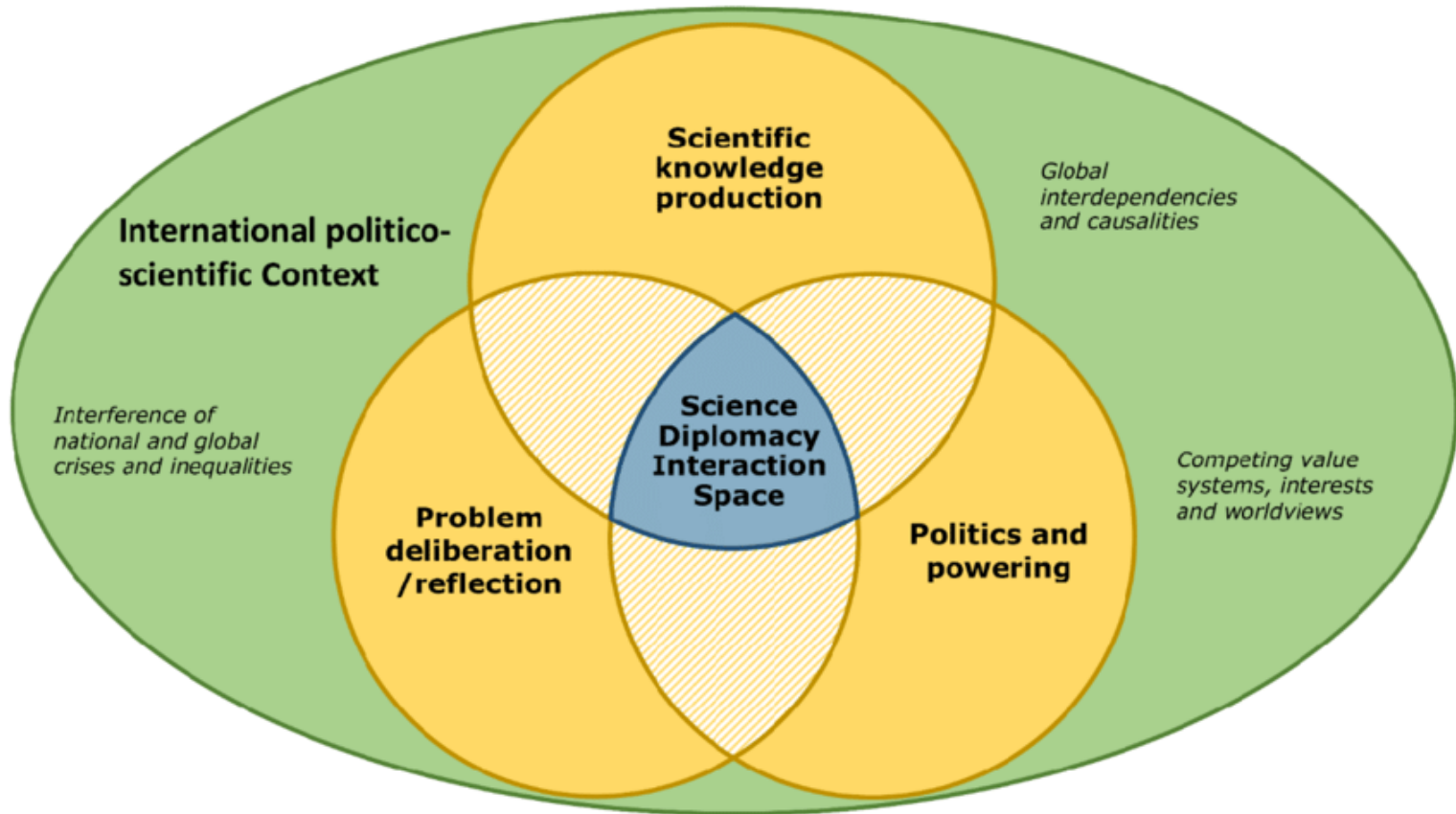
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Transformational Model of Communication in a Pandemic

- The goal of reform, in this case behaviour reform, lifestyle reform etc. implies shifts in power dynamics
- Health promotion, and the Ottawa charter,



Science Diplomacy



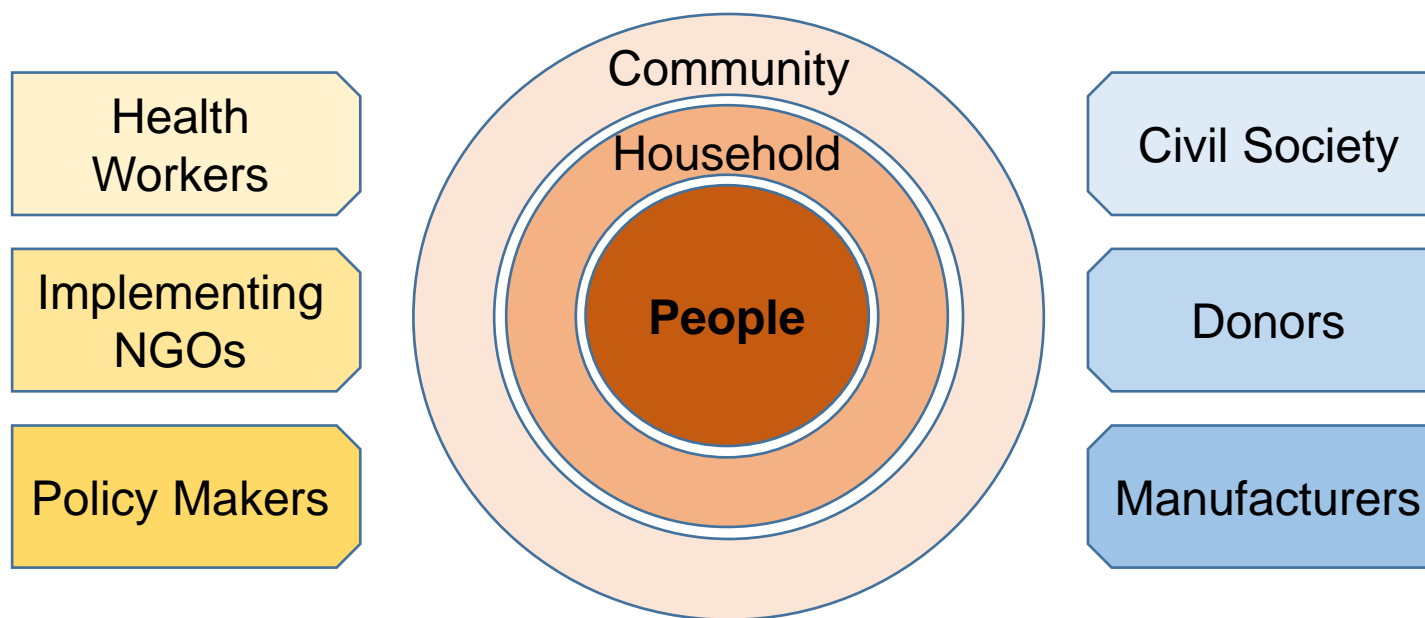
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The response to HIV – ‘all hands on deck’



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Lancet Global Health Commission on High Quality Health Systems



Health systems are for people. A **high quality health** system optimizes health in a given context by

- **consistently** delivering care that improves or maintains health,
- **responding** to changing population needs.
- being **valued and trusted by all** people,



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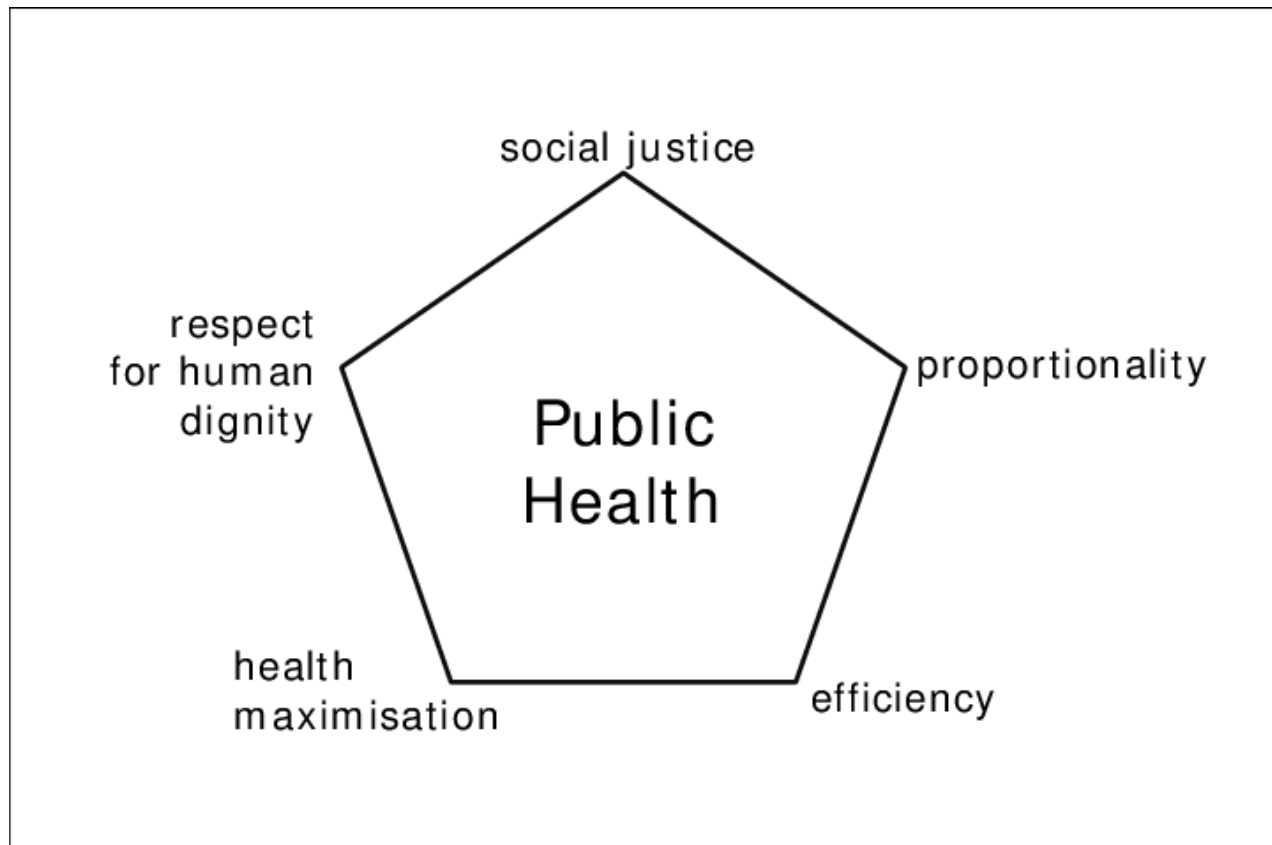


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Public Health Ethics Framework



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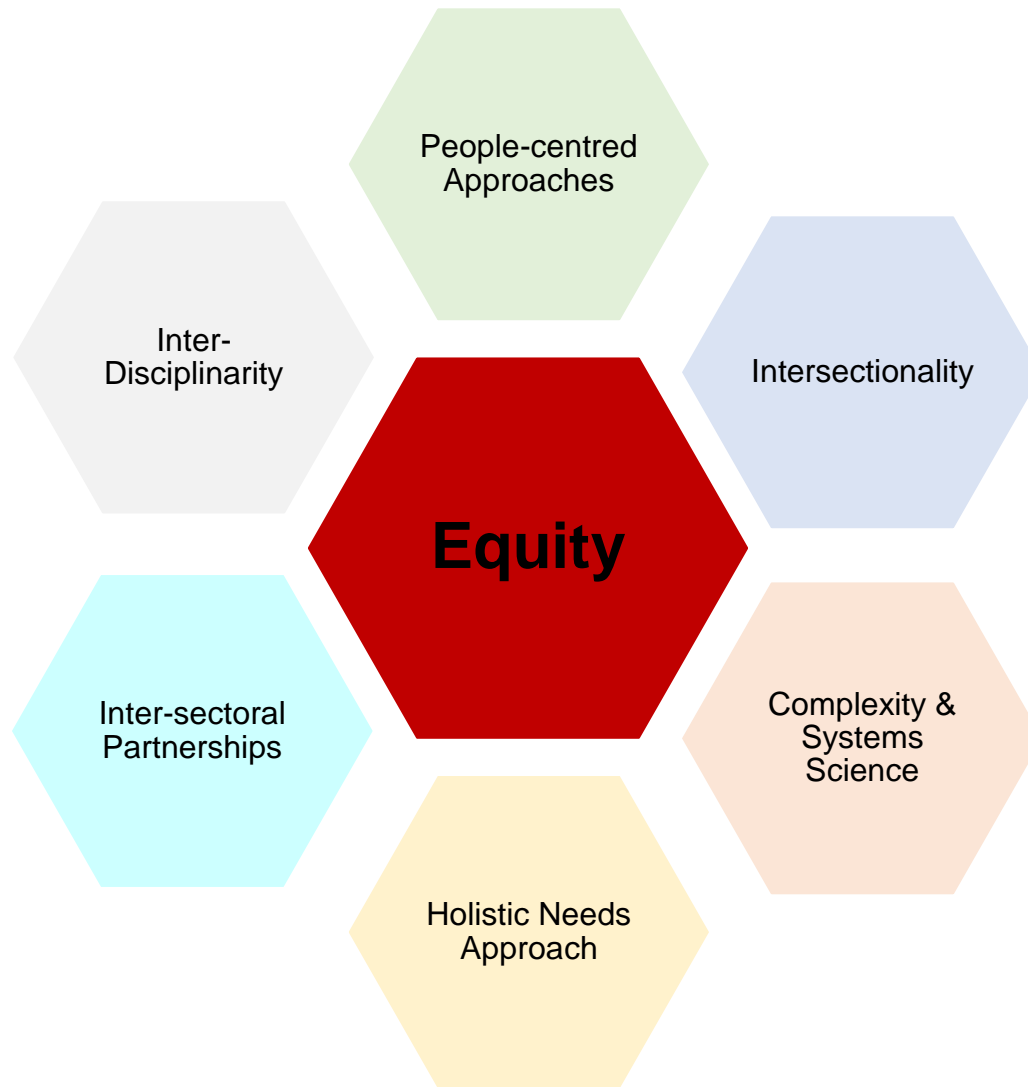
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Health for All



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