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Your Weekly Briefing

COVID-19
U.S. Survey Results

WEBINAR 1

Face Coverings and
Social Distancing

The survey collected information about perceived risk, knowledge, attitudes, beliefs & behaviors related to COVID-19

Topics

- Personal protective practices
  - o Face-coverings
  - o Handwashing
- Community mitigation strategies
  - o Social distancing
  - o Staying at home
  - o Closings
- Vaccination
- Stigma

Open-ended Question

- What is your single most urgent question about the Coronavirus?
- What is the biggest challenge you are facing when trying to follow the strategies in your community to try to slow down transmission of the Coronavirus?
- What is your main motivation to follow the strategies in your state or community to try to slow down transmission of the Coronavirus?

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Study Team Members: Pia MacDonald, PhD, **Carla Bann,** PhD, **Alyssa Jordan**, MPH, **Molly Lynch**, MPH, **Jessica DeFrank**, PhD, **Ana Saravia**, BA, **Ashley Wheeler,** BA

- What does the general public know and believe about face masks, cloth face coverings, social distancing, and stay-at-home policies and practices?

- Who is and is not using these strategies?

- What are some of the challenges or barriers to adhering to required or suggested behaviors?

- How can we support social distancing moving forward?

- Probability-based web-based panel designed to be representative of U.S. households

- N=2,279

- Fielded April 10-13 & 17-20, 2020

- Weighted to represent the U.S. population

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Respondent Demographics (n=2,279)

Male **48%**
Female **52%**

White **78%**
Black **12%**
Other **10%**

Hispanic **16%**
Not Hispanic **84%**

Northeast **18%**
Midwest **21%**
South **38%**
West **24%**

<$50,000 **32%**
$50,000-$99,999 **31%**
$100,000-$149,999 **17%**
≥ $150,000 **21%**

Excellent/Very Good **50%**
Good **35%**
Fair/Poor **15%**

Employed **65%**
Not Employed **35%**

18-24 **10%**
25-34 **18%**
35-49 **24%**
50-64 **26%**
65+ **22%**

Less than high school **11%**
High School **28%**
Some college **28%**
Bachelor's Degree or Higher **33%**
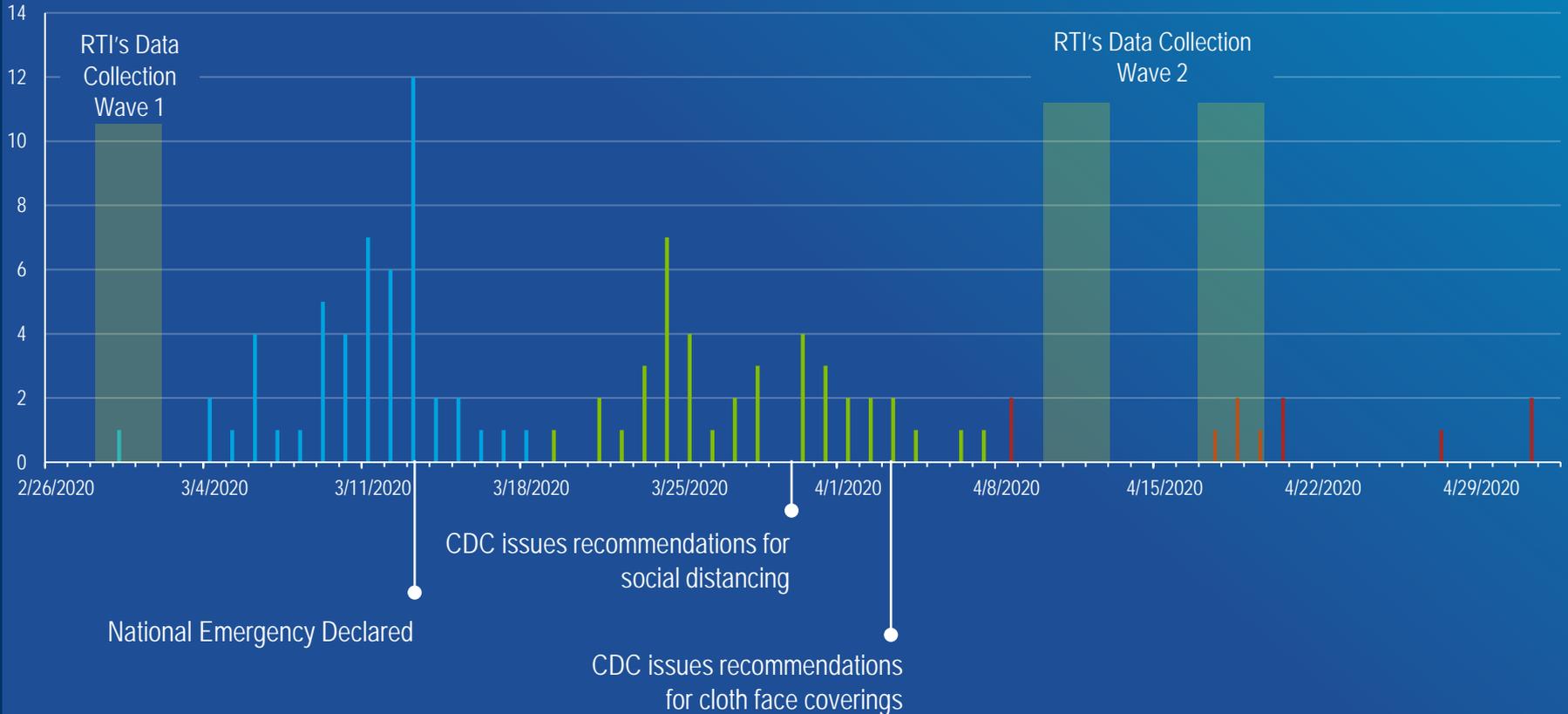
Percent who strongly agree/agree:

82% — "More people will die from the Coronavirus if schools, businesses and public places open too soon."

87% — "… support the Coronavirus strategies put in place in my state."

90% — "Everybody in the U.S. needs to follow strategies such as social distancing, closing schools and businesses and staying at home to be effective."
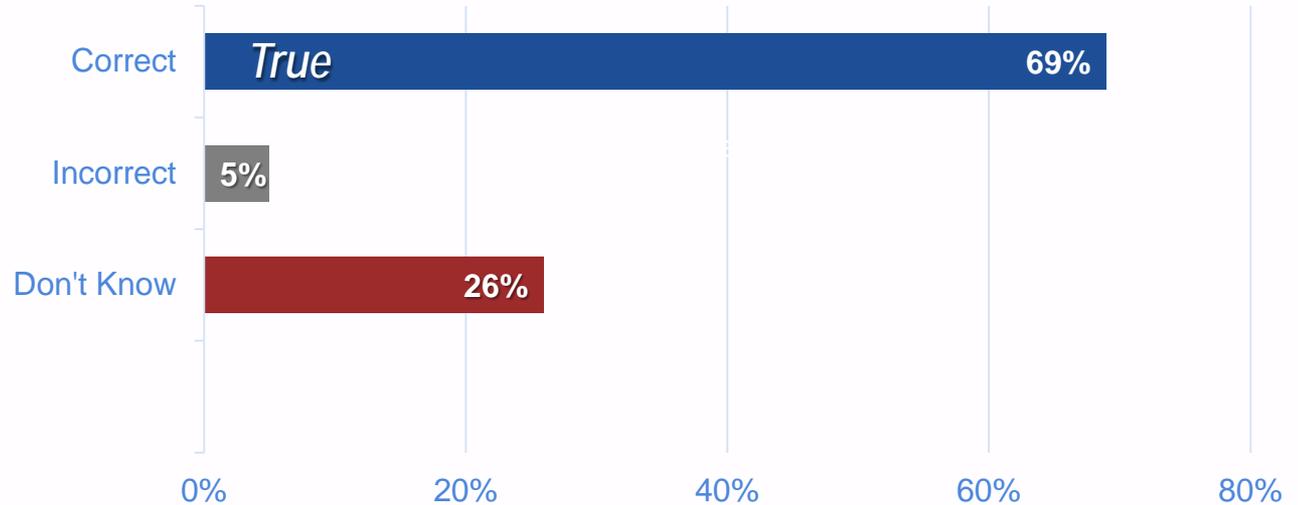
23% — "I would rather risk getting the Coronavirus than lose my job."

Social Distancing

In prior disease outbreaks, strategies such as social distancing and staying at home saved lives.

Correct	*True* 69%
Incorrect	5%
Don't Know	26%

0%   20%   40%   60%   80%

Photo by Haydn Golden on Unsplash

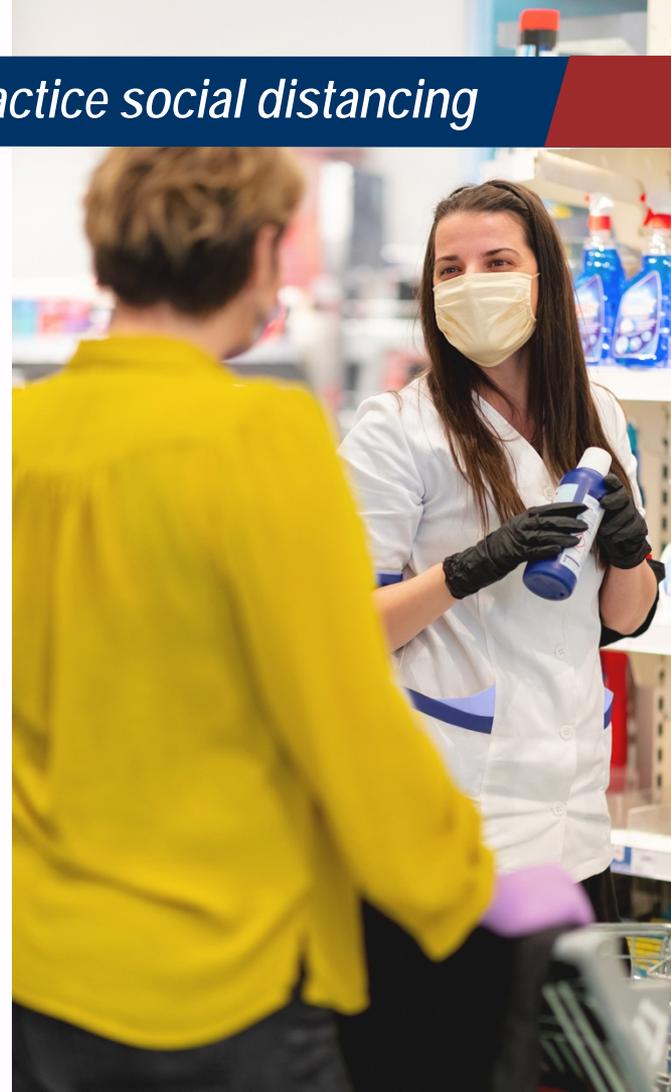Percent who strongly agree/agree:

86% feel confident they can shelter-in-place / stay-at-home for however long authorities recommend.

75% have all the information they need to protect themselves and their family from becoming infected with the Coronavirus.

64% know how to manage the illness at home if someone in their household becomes infected.

Percent who strongly agree/agree:

22% "It's hard to get people in my household to stay home."

14% "It's hard to get people in my household to practice social distancing."

10% "People in my household do not think the rules about social distancing apply to them."

Self-reported Behavior Report Card

Which of the following actions, if any, are you currently taking to protect yourself from the Coronavirus?

Social distancing	91%	Keep others out of home	65%
Shelter in place	86%	Face covering	51%
Not visiting family friends in their homes	76%	Medical/surgical mask	46%
Avoid travel on subways, buses, taxis, and Ubers/Lyfts	75%	<u>INTENTIONS</u> Intend to wear face covering	77%
Postponed/canceled non-essential medical appointments, procedures or surgeries	70%		

"Keeping from going depressed."

"I feel like I have become more isolated."

"I am lucky. I can stay home and don't have to worry about an income. It is cabin fever that increases day by monotonous day."

"I can't get my son to stay home. He's a 19-year-old and he doesn't want to listen to me. He says he gets bored at home, that he doesn't like being locked down."

"The people around me aren't following the strategies enough for me to feel safe."

"People don't understand the seriousness [of the situation] and keep going out as if nothing were wrong."

"Keeping everyone home."

"Not receiving visitors…sometimes the family does not obey."

"Some people don't respect social distancing."

"The people around me aren't following the strategies enough for me to feel safe."

"That some people don't respect social distancing."

"People don't understand the seriousness [of the situation] and keep going out as if nothing were wrong."

"I can't get my son to stay home. He's a 19-year-old and he doesn't want to listen to me. He says he gets bored at home, that he doesn't like being locked down."

"Keeping everyone home."

"Not receiving visitors… sometimes the family does not obey."

Cloth Face Coverings

Respondents shared high levels of knowledge about face coverings

Legend: ■ Correct ■ Incorrect ■ Don't Know

Wearing a cloth face covering may prevent you from spreading Coronavirus
True Statement
- Correct: 77%
- Incorrect: 12%
- Don't Know: 11%
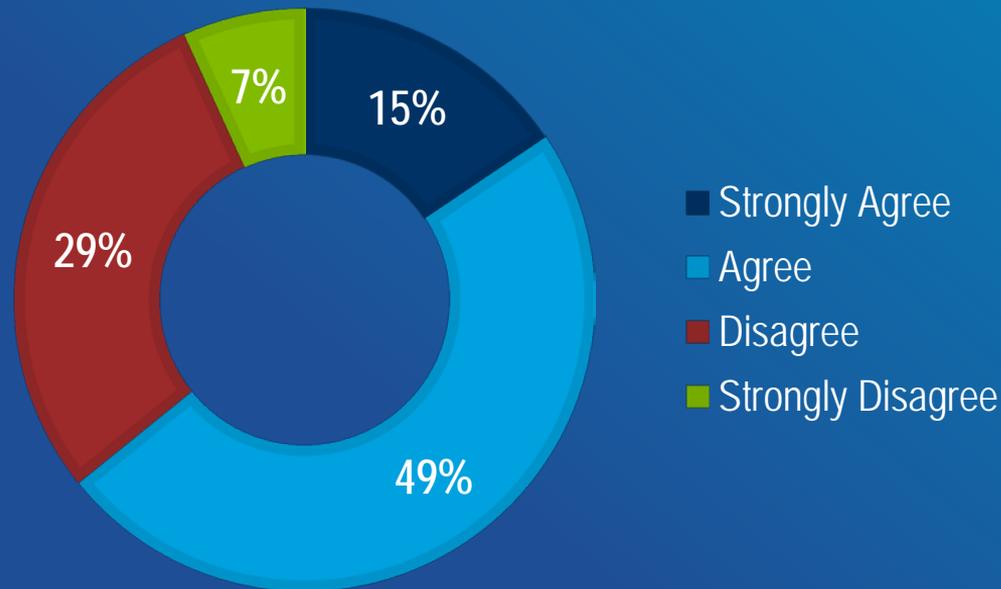
Do not have to worry about practicing social distancing
False statement
- Correct: 94%
- Incorrect: 2%
- Don't Know: 4%

Wearing a surgical mask will help prevent from spreading to others
True Statement
- Correct: 75%
- Incorrect: 8%
- Don't Know: 16%

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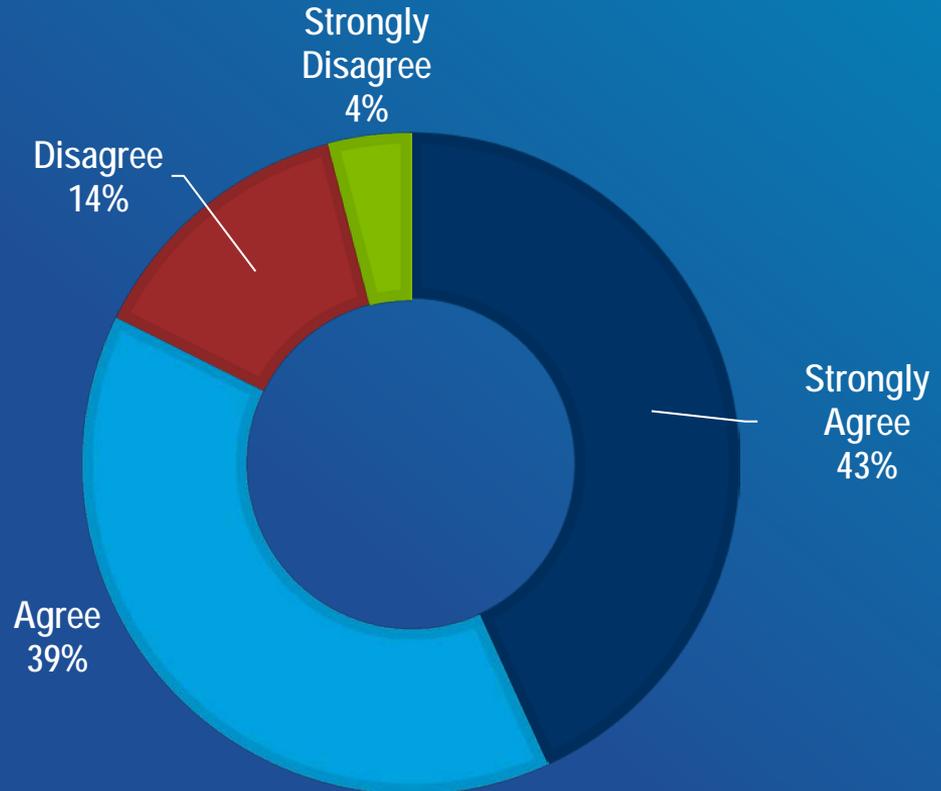
Notable differences between intentions and behaviors

Currently wearing face covering — Yes 51%

Currently wearing medical/surgical mask — Yes 46%

Plan to wear a cloth face covering in public settings — Strongly Agree/Agree 77%

~40 percentage point increase from Wave 1

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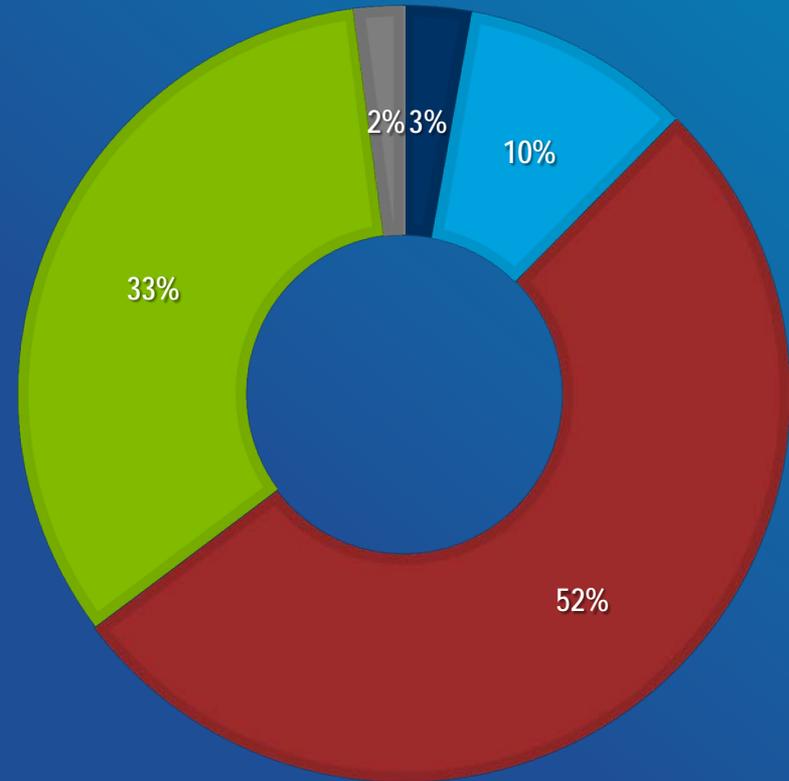*Majority do not worry about stigma around cloth face coverings*
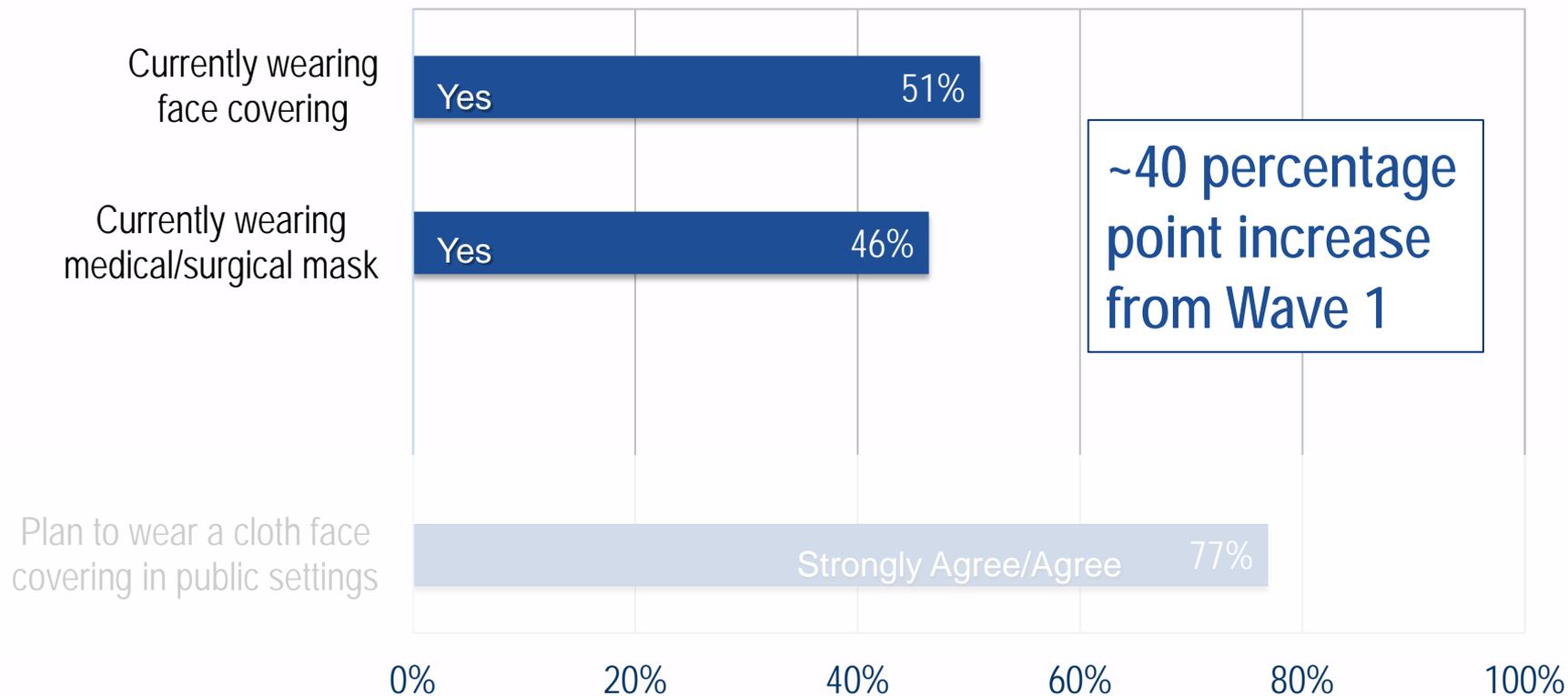
Potential Barriers to Use

I worry that if I wear a cloth face covering out in public, other people will think I am infected with the Coronavirus.

85%

Strongly Disagree & Disagree

- Strongly Agree
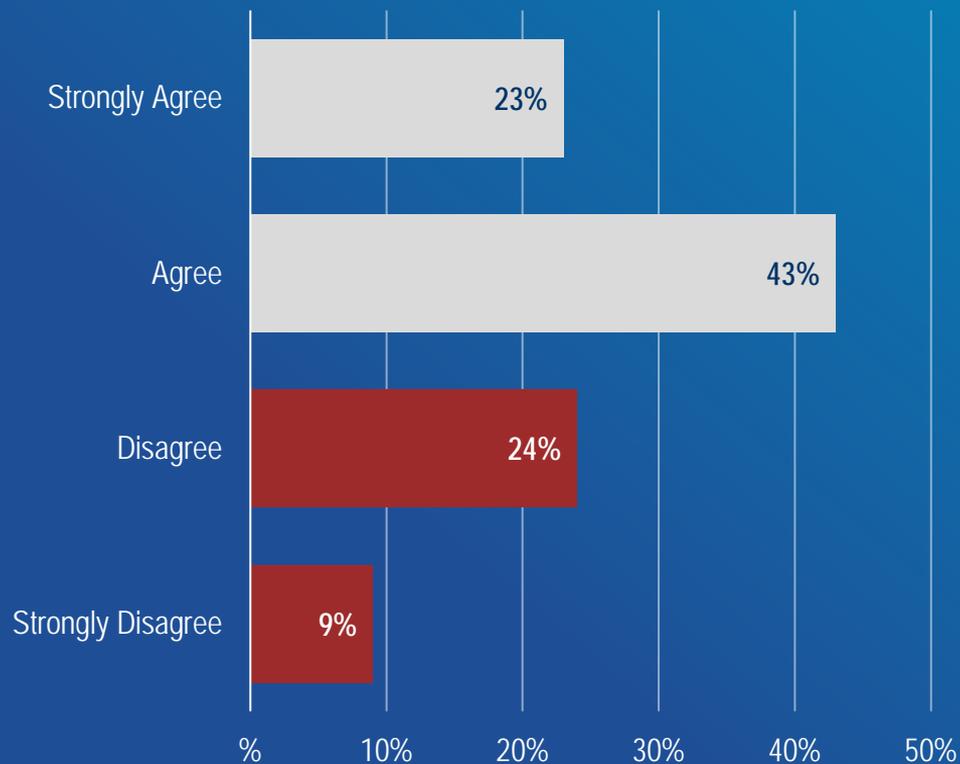- Agree
- Disagree
- Strongly Disagree
- Missing

2% 3% 10%

33%

52%

Most respondents report knowing how to make a cloth face covering

I know how to make a cloth face covering at home.

Response	Percentage
Strongly Agree	23%
Agree	43%
Disagree	24%
Strongly Disagree	9%

People are walking around with face masks, but where are they getting them?

"I sometimes have difficulty breathing due to MS, the mask covering my nose and mouth constricts my breathing. I don't like wearing the mask in public."

SCIENCE

We're Not Going "Back to Normal"

So what will the new normal look like?

By MARY HARRIS

APRIL 16, 2020 • 4:55 PM

" Social distancing will be with us through the summer to really ensure that we protect one another as we move through these phases."

- Dr. Deborah Birks

When asking people to create new habitual behaviors, like social distancing, they need to:

1. Know **how** to do it

2. Know **why** to do it

3. **See** others doing it

4. Believe it will be **effective**

25%

do <u>not</u> have all the information they need to protect themselves and their family from becoming infected

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CDC Clear Communication Index

A Tool for Developing and Assessing
CDC Public Communication Products

User Guide

- Segment audiences.
  - Using our data, we can identify groups in need of information and groups with lower confidence in their ability to practice social distancing behaviors
- Use clear communication principles to ensure comprehension.
  - In collaboration with Communicate Health, RTI developed the Clear Communication Index for CDC https://www.cdc.gov/ccindex/index.html

39%
Agree/Strongly Agree

What I do on a day-to-day basis will not affect how many people in my community get the Coronavirus.

Stop Using The Term 'Social Distancing' -- Start Talking About 'Physical Distancing, Social Connection'

Harris Allen, Brent Ling, Wayne Burton

What motivates individuals to follow community mitigation strategies?

Motivators		
	Self	"I can't afford to get ill with my pre-existing health issues." "Fear of getting it."
	Friends/Family	"My kids and family are my motivation." "We don't want our family to get sick especially since some are older and might not make it if they get it."
	Community	"To prevent the virus from spreading further in communities and prevent more deaths."
	Organization	"My main motivation to follow the strategies in my state is that we are hopefully allowing for a moderate amount of people to get sick at a more regulated rate, so that hopefully hospitals are not inundated with people who have the disease and are in desperate need of help. By staying home I am helping others."

- Make it personal.

- Capitalize on self-altruism: We act generously because it makes us feel good.

- Develop and test motivational messages and strategies.

- Model behaviors
- Provide visual/auditory cues and reminders in locations behaviors need to be practiced
- Reinforce positive behaviors when they are being practiced
  - Challenge businesses to develop rewards for customers
  - Crowdsource ideas
- Test/evaluate strategies

In the scramble to implement, let's not forget there is a HUGE opportunity to learn.

- What is working? What is not?
- Natural experiments given different timeframes for not just re-opening, but for creating a new normal.

RTI is developing an evaluation framework for communicating about and implementing social distancing strategies and can assist
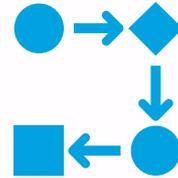
- Businesses
- Organizations
- States, counties & other jurisdictions
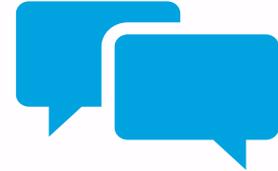- Federal agencies
- Foundations

Thoughts?

Questions?

Application of findings?

Is there anything you are interested in seeing that we didn't cover?

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To combat the unprecedented challenges presented by COVID-19, **RTI offers broad and deep experience to address a variety of public health threats**—including Ebola, Zika, tuberculosis, malaria, and HIV.

RTI offers a deep bench of cross-functional experts including:

- Epidemiologists
- Data scientists
- Public health workers
- Educators and trainers

- Physicians
- Survey methodologists
- Evaluation specialists
- Innovation experts

Learn more about RTI's rapid response to COVID-19

rti.org/emerging-issue/covid-19-research
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