

# Hertfordshire's COVID-19 Behavioural Response

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# BCU workstreams

## Behavioural Science applied in:

- COVID-19 response
  - Top Tips
  - Face coverings
  - Alcohol consumption
  - Social distancing
  - Vaccine hesitancy
  - Toolkits and comms
  - Briefings
  - Campaigns



**HERTFORDSHIRE GROWTH HUB**

### Wellbeing during challenging times

wellbeing and mental health guide for business support providers, employers and business owners

### 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:

- 1. Be up to date**  
Know what the latest is, using reliable sources such as: <https://www.hbc.co.uk/news/uk>
- 2. Be active**  
Go for a walk, do some exercise or try a new sport.
- 3. Be creative**  
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.
- 4. Be occupied**  
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- 5. Be connected**  
Stay in touch with family and friends. Use video calls, text or social media to stay connected.
- 6. 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.
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- 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.

**Hertfordshire BEHAVIOUR CHANGE UNIT**

### COVID-19 Vaccination: Reducing vaccine hesitancy

**Review & Recommendations**

**Authors**  
Produced by Hertfordshire County Council Behaviour Change Unit: Wayne Bateman (Behavioural Science Specialist, document lead), Roshni Deo (Behavioural Science Specialist), Ludovico Nocco (Behavioural Science Specialist) and Dr. Michelle Constable (Head of HCC Behaviour Change Unit, with UCL Centre for Behaviour Change Deputy Director Dr. Paul Chadwick).

December 2020  
Correspondence to: [bcu@hertfordshire.gov.uk](mailto:bcu@hertfordshire.gov.uk)

COVID-19 Vaccination: Reducing vaccine hesitancy  
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**Hertfordshire**

### 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.

<b>Physical health</b> Alcohol weakens your immune system and increases your risk of infection, high blood pressure, heart disease, having a stroke, and some cancers.	<b>Mental health</b> Alcohol alters the chemistry of your brain and increases stress, anxiety, and depression.
<b>Know your limits</b> 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).	<b>Don't become dependent</b> Increased daily drinking can put you at risk of becoming dependent on alcohol.

Take this short quiz to find out how many units you're drinking per week. <https://bit.ly/3cJcN35>

**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 [Health in Herts](https://bit.ly/2A6y5e1) for information and support <https://bit.ly/2A6y5e1>

### Stay Safe Hertfordshire

Please protect your community by following this advice:

#### Homemade Face Coverings

**Be droplet aware**  
People spread coronavirus by

**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.

**replace social distancing**



# Social distancing

- Highways and Comms request to develop behaviourally informed recommendations
- Changes in guidance – 15<sup>th</sup> June high streets opening
- How to support people to comply with social distancing?
- Short timelines
- 14 towns across Herts – phased roll out
- Partnership between 10 District Councils and County Council

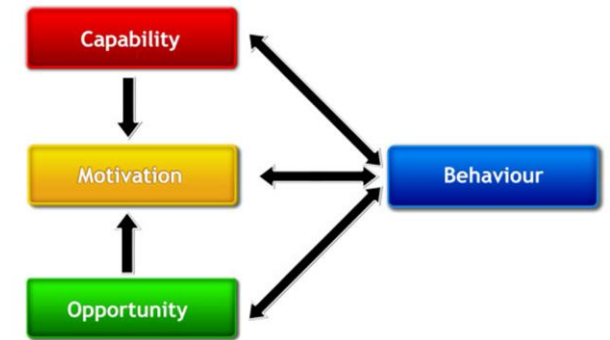
A purple rectangular banner with the text 'Stay Safe Hertfordshire' in white. The bottom edge of the banner features a white and purple diagonal striped pattern.

**Stay Safe  
Hertfordshire**

Encouraging social distancing, keeping Hertfordshire safe

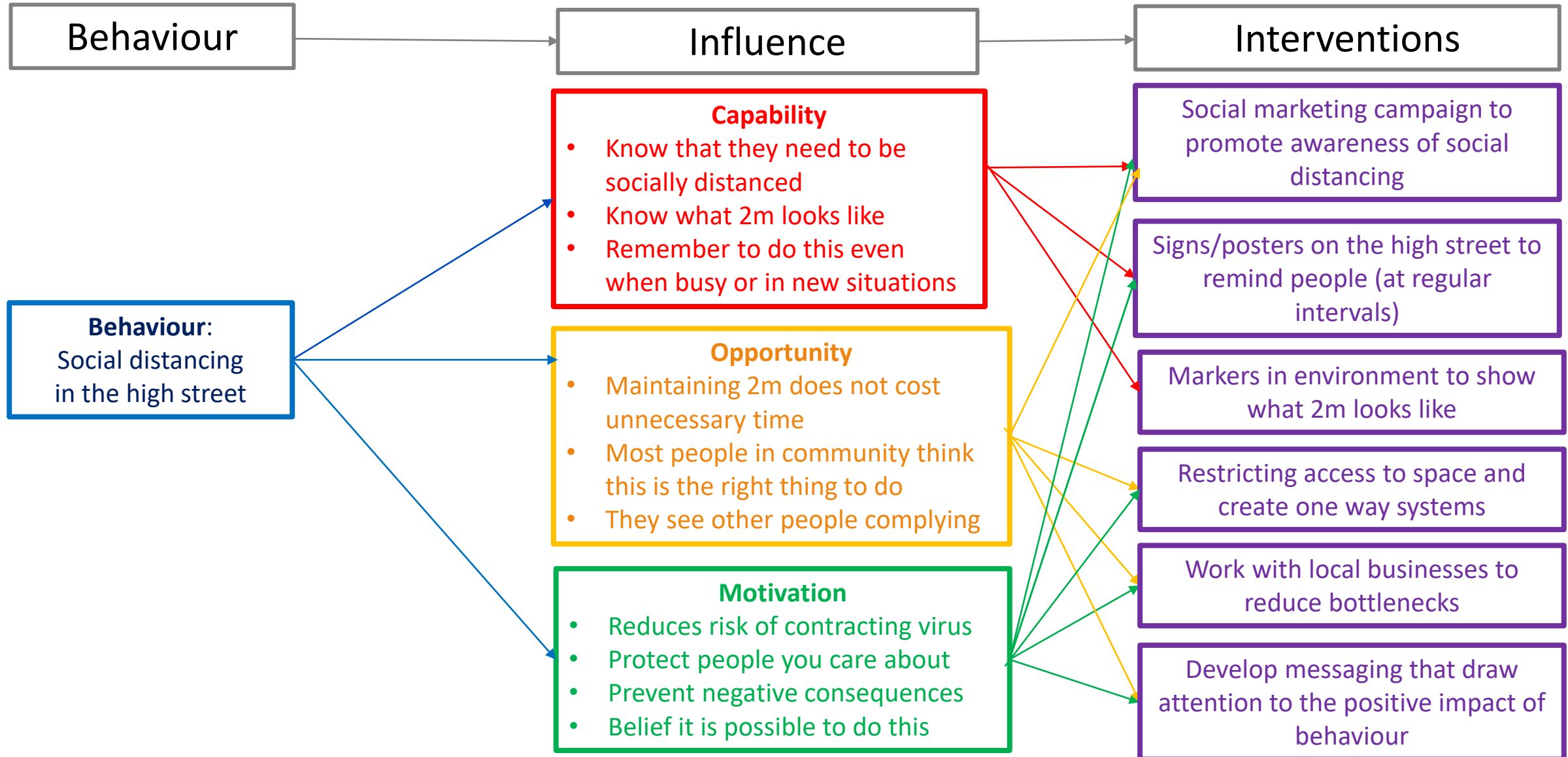
# Behavioural analysis – the process

- 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 - findings



# What happened...

- Comms for high streets developed
- Road closures and social distancing measures put in place
- Mixture of DfT and HCC recommendations
- Toolkit for social distancing in your business developed
- Herts case study included in Government publication Covid-19 Secure: Safer Public Spaces – Urban Centres and Green Spaces (June, 2020)



## Social distancing in your business

Practical steps to ensure that you keep yourself, your employees and your customers safe



- Step 1  
Outside the Premises
- Step 2  
To Access the Premises
- Step 3.1  
Inside the Premises –  
Minimising Contact
- Step 3.2  
Inside the Premises –  
Keeping Your Customers Safe
- Step 3.3  
Inside the Premises –  
Keeping Your Staff Safe
- Step 4.1  
How to Manage Deliveries
- Step 4.2  
How to Manage Collections

## Stay Safe Hertfordshire

Please protect yourself and your community by following this advice:

- Keep 2 metres apart
- Walk and cycle whenever you can
- Wash your hands regularly and catch it, kill it, bin it
- Follow the signs

For more information go to [www.hertfordshire.gov.uk/coronavirus](http://www.hertfordshire.gov.uk/coronavirus)



Thank you for your patience and helping to keep your town centre open

## Stay Safe Hertfordshire



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## Next steps.....

- Evaluation – challenges and opportunities!
- Mixed methods - observations and interviews
- Machine learning
- Gap analysis
- Share best practice
- Recommend changes to current measures

# Other briefings of interest.....



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**Local Lockdowns:  
Social distancing and self-isolation**

**8 STEPS** to supporting **COMPLIANCE & MENTAL HEALTH**



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

**Supporting compliance and mental health**





# References and resources

- Hertfordshire BCU papers and resources: <https://www.hertfordshire.gov.uk/services/health-in-herts/professionals/covid-19-behavioural-science-resources.aspx>
- Ministry of Housing and Local Government (2020) <https://www.gov.uk/guidance/safer-public-places-urban-centres-and-green-spaces-covid-19>
- Michie et al. (2011) The behaviour change wheel: A new method for characterising and designing behaviour change interventions. Implementation Science, 6:42

# thank you

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