

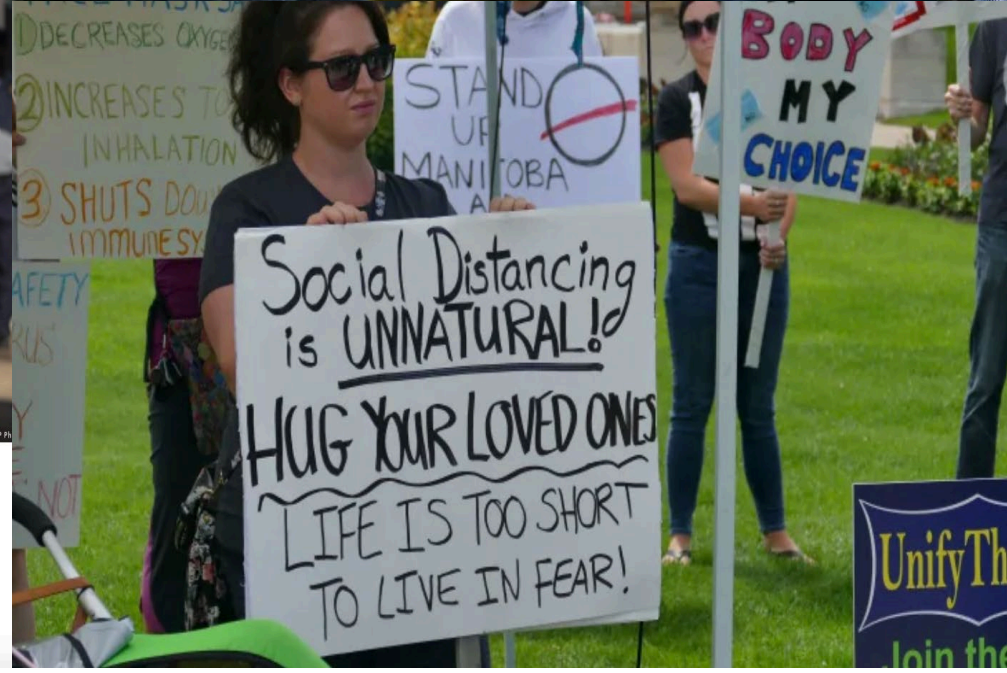
Communication and behaviour: Using data to drive action

**Webinar: Respiratory Pathogen Pandemic Preparedness and Response:
Risk Communication – PAHO**

Dr. Nina Gobat -- gobatn@who.int

Who bought all the toilet paper? Study suggests who was most likely to stockp

Personality traits may have played a role in who bought the most rolls.



POLITICS

COVID-19 exposes S. Africa's social and economic divide

Fred Muvunyi
06/10/2020




Global strategic frameworks and initiatives

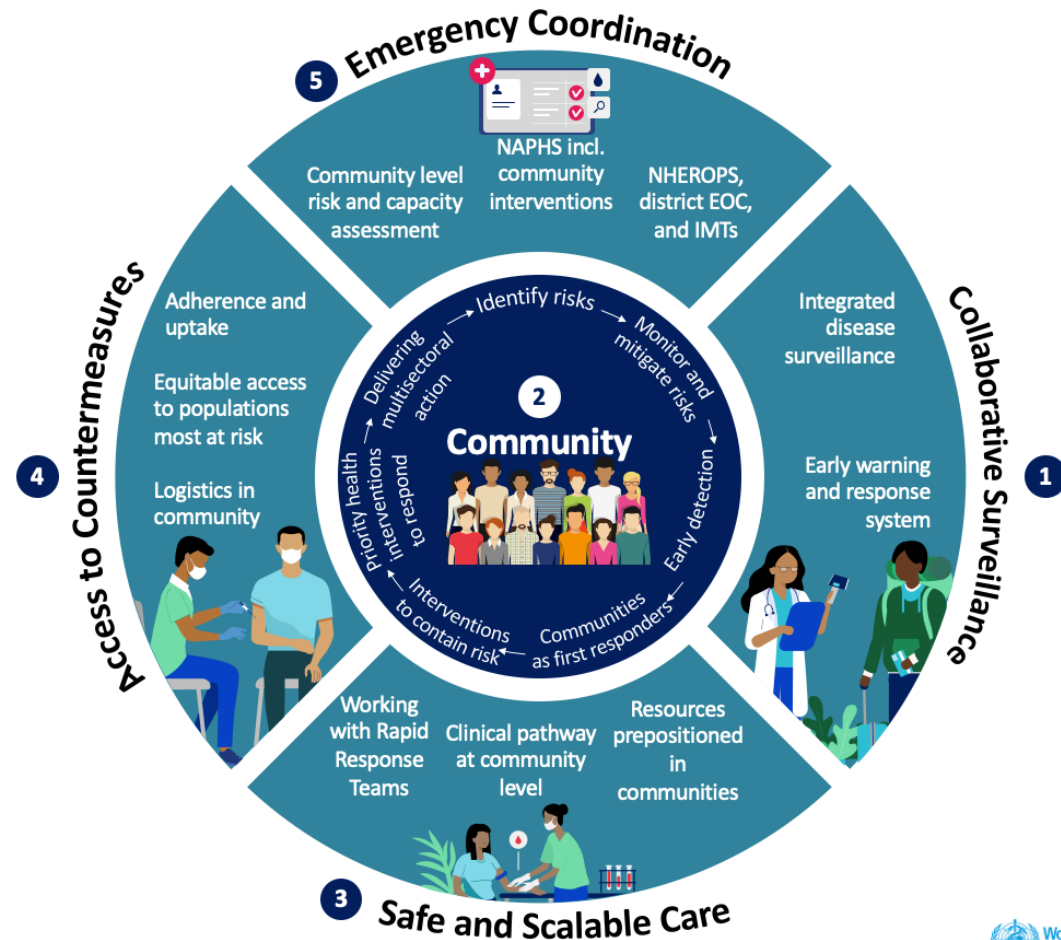
DRAFT FOR CONSULTATION
JUNE 2022

10 proposals to build a safer world together

Strengthening the Global Architecture for Health Emergency Preparedness, Response and Resilience



World Health Organization



How to use behavioural science

WHAT WILL YOU USE DATA FOR?

1. To understand what is happening and what is needed
2. To co-develop a workable solution/ intervention
3. To assess how a solution is working – both intended and unintended impacts

HOW? METHODS

- Quantitative, qualitative, mixed methods
- Can be done rapidly, as a snapshot or over time
- Innovative approaches to data collection and analysis during COVID-19

Getting ready.....

1. What do you need in your area of work to be able to access and to use behavioural data that can inform action?
1. What can you be doing now to make sure that in the next health emergency you will have the tools and technologies available to you?

