BEHAVIORAL SCIENCE IN COVID-19

Make your safety a priority

1. **THREAT PERCEPTION**
   - Strong fear appeals produce the greatest behavior change when people feel a sense of efficacy. When people exhibit optimism bias, people underestimate the chance of contracting the disease.

2. **LEADERSHIP**
   - Leaders should highlight support for COVID-related measures, as there is a need for more targeted public health information within marginalized communities.

3. **INDIVIDUAL AND COLLECTIVE INTERESTS**
   - Mechanisms of social enforcement encourage people to embrace and internalize shared guidelines, making them motivated to do what is considered right while avoiding behaviors that seem wrong.

4. **SCIENCE COMMUNICATION**
   - It is important to maintain strong science communication. Sources should be credible in order to maintain trustworthiness. Methods to increase certainty include helping people feel knowledgeable about their new attitude.

5. **SOCIAL CONTEXT**
   - Social networks can amplify the spread of behaviors that are both harmful and beneficial during an epidemic.

6. **STRESS AND COPING**
   - To minimize stress, it is important to maintain social connections that will ultimately help people regulate emotions, cope with stress, and remain resilient during difficult times.

REFERENCE - “Using social and behavioural science to support COVID-19 pandemic response” (Bavel et. al 2020)