



Symposium “The Motivation Barometer”  
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Covid-19: motivation and risk awareness

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# Corona-barometer embedded in an adequate pandemic societal 'ecosystem'

- “Early adapter”: an as crucial, as missed instrument.
- Motivational reports: useful insight risk awareness and motivation → evidence based risk communication
- No (critical) remarks on the presentation! Only some extra considerations/Q
- (intentional?) Unfortunate false framing/misunderstanding (from the beginning):
  - An **instrument** ≠ an aim at itself ≠ no 'cure' for (infectious) diseases
  - A shared and accessible and **integrated reading guide** for independent/deeper understanding pandemic reality and fundament for an adequate response (general/sectoral/individual)
  - A motivating tool to stimulate adequate behaviour ≠ deprivation of decision making power/responsibility
  - A motivating projection of a **real and relevant goal** and intermediate milestones only reachable by a shared effort (targets, distance to target, tendencies): the only real and relevant 'perspective' (the most misused word)

# Corona-barometer embedded in an adequate pandemic societal 'ecosystem'

- **Context** matters: importance of a genuine pandemic societal ecosystem
  - Clear, shared and consequently communicated/followed **strategy** (only adaptable to new and relevant pandemic reality ( $\searrow$ ct/ $\nearrow$ Rt, vaccination rate, ...) or clearly motivated new insights/priorities)
  - **Performant working governmental-instruments**: imaging: fine-meshed (GDPR-compliant) sharing of data and information/system of contact tracing, cluster analysis, home isolation, Q, ventilation (it's all a question of trust and confidence and shared responsibility): if you ask great efforts: make sure that your part of the job is done well!
  - **'Omnipresence'** and **repetition** from the beginning: the day should start with coffee/tea and a brief look on the barometer...

# Corona-barometer embedded in an adequate pandemic societal 'ecosystem

- Context makes the difference: importance of understandable, consequent, honest, predictable, unambiguous, nonundermining, recognizable, empathic **communication** (1/2)
  - **Understandable**: images say more than 1000 words/ 3 C's: close, closed, crowded and 
  - **Consequent and honest**: based on evidence and a clear and pronounced rationale/reasoning ≠ who 'won'/'lobbied' best
  - **Consequent and predictable** ≠ advanced 'bidding' based on lobbying instead of evidence
  - **Consequent and unambiguous** ≠ as many interpretations/applications as communicators (cf. post-press-conference communication/'explanation')

# Corona-barometer embedded in an adequate pandemic societal 'ecosystem

- Context makes the difference: importance of understandable, consequent, honest, predictable, unambiguous, nonundermining, recognizable, empathic **communication** (2/2)
  - **Nonundermining** (clear division of roles) → (especially) virologist-experts must lead by example and spare critique on precaution measures (face masks...) as long as the pandemic is not over. Critique from society and other experts from their point of view/domain of expertise remains welcome
  - **Recognizable**: 'layered' barometer: national, regional, provincial, municipal, relevant neighbourhood (gaming-element: from red over orange to green with the local community)
  - **Empathic**: generic profiles of victims of the pandemic rather than plane numbers
  - **Empathic**: clear about risky situations without blaming and shaming/attention to different target audiences

# Corona-barometer: catalyst for a more adequate pandemic societal 'ecosystem

- Conclusion: two birds with one stone...
  - A corona-barometer assumes an adequate pandemic societal ecosystem in which people better understand behavioral risks for themselves, loved ones and society and can act accordingly
  - A corona-barometer contributes/can contribute to a pandemic ecosystem in which people better understand behavioral risks for themselves, loved ones and society and can act accordingly
  - Importance of repetition
- Caveat and extra complexity:
  - Compliance ≠ 'zero' risk of infection or disease (aerosols/essential jobs)
  - Non-compliance ≠ certainty of infection or (severe) disease.
  - ➔ High risk of frustration and injustice

# Tools for more success

## THE SWISS CHEESE RESPIRATORY VIRUS PANDEMIC DEFENCE RECOGNISING THAT NO SINGLE INTERVENTION IS PERFECT AT PREVENTING SPREAD

