

COVID-19 Health and Adherence Research In Scotland (CHARIS)

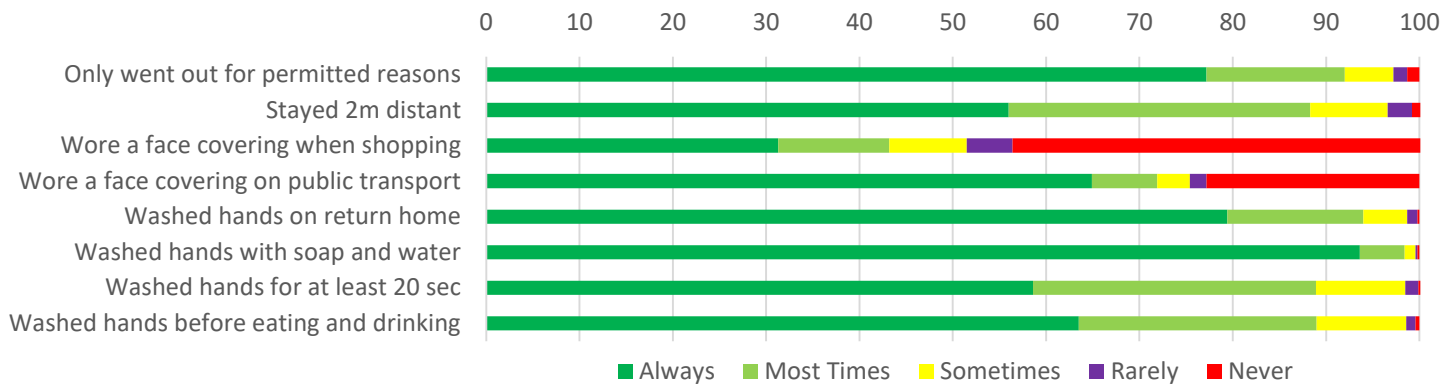
2nd – 9th July
Route Map: Phase 2

www.abdn.ac.uk/CHARIS | @CHARIS CVD19



What is CHARIS? CHARIS is a research study that uses behavioural science to understand how people in Scotland respond to the Coronavirus pandemic. CHARIS is a telephone survey with a nationally representative sample of 500 adults. It began on the 3rd of June and will run for 5 months.

ADHERENCE OUTCOMES



Highlights

- Single people report lower adherence to physical distancing.
- Who and why people adhere to transmission reducing behaviours is different for each behaviour (keeping 2m distance, wearing a face covering, and hand washing).
- Having an intention to and the confidence that you can adhere to the transmission reducing behaviours is associated with greater adherence.
- Women have higher adherence to hand washing

Understanding Adherence to Transmission Reducing Behaviours



Physical distancing: 9 out of 10 people kept 2m physical distance when outside



Face covering: 4 out of 10 people wore a face covering when shopping or on public transport



Hand washing: 8 out of 10 washed their hands thoroughly and frequently

Who Adheres?

Keeping 2m distance



Who is MORE likely to?

Those aged 45 years and over
Those living with 1 or more than 3 adults

Who is LESS likely to?

Single people
Those working fulltime

Face covering



Who is LESS likely to?

People who work fulltime
Households with Children

Hand washing



Who is MORE likely to?

Women

Who is LESS likely to?

People who work fulltime

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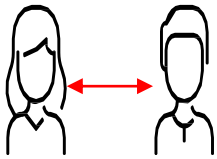


Using behavioural science to understand adherence

CHARIS is using three theories to understand how different beliefs and emotions affect adherence.

- Beliefs and emotions about COVID-19
- Beliefs about risk of infection and beliefs about how to reduce that risk
- Beliefs about the three types of transmission-reducing behaviours (physical distancing, hand washing and wearing face coverings)

BELIEFS AND EMOTIONS ASSOCIATED WITH GREATER ADHERENCE



COVID would have major **consequences** for my life
I am **anxious** about getting COVID
COVID is caused by:

- my not keeping 2m distance
- my not wearing a face covering
- other people NOT keeping physically distant
- a member of the family bringing into the house

If I get ill with COVID it will be **serious** for me
I am **confident** I can avoid getting COVID by following Government instructions

Other people in my area are following government instructions
I **intend** to:

- keep 2m distance
- wear a face covering

I am **confident** I can keep 2m distance



COVID would have major **consequences** for my life
COVID **symptoms** are easy to recognise
COVID is caused by:

- my not wearing a face covering
- other people NOT keeping physically distant

I spend time **worrying** about getting COVID

I am a **greater risk** of getting COVID compared to others

I **intend** to wear a face covering and to keep 2m distance
I am **confident** I can wear a face covering and keep 2m distance



COVID **symptoms** will last a long time
You can get COVID more than once

I am a **greater risk** of getting COVID compared to others
If I get ill with COVID it will be **serious** for me
I am **confident** I can avoid getting COVID by following Government instructions

I **intend** to wash my hands thoroughly and to keep 2m distance
I am **confident** I can wash my hands thoroughly and frequently