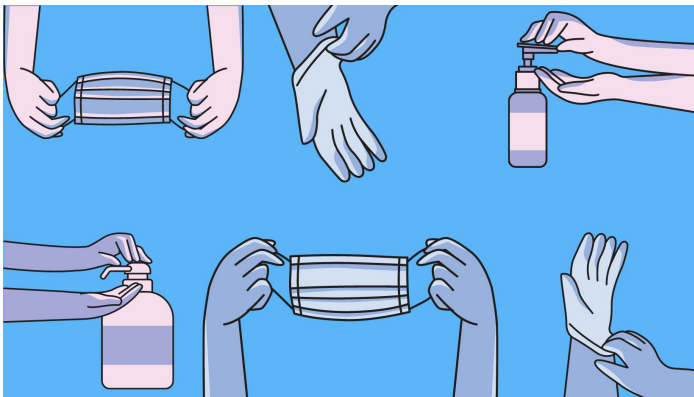


EFFECTIVE COMMUNICATION STRATEGIES DURING COVID-19



Introduction

The purpose of this research study is to understand how communities respond to social distancing messages during the COVID-19 pandemic. The research aims to examine how and when public health strategies become successful.

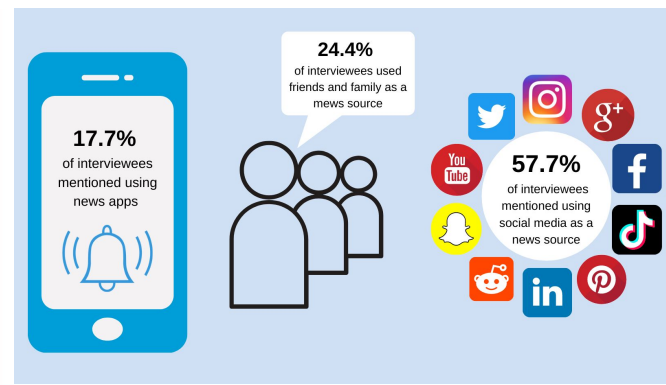
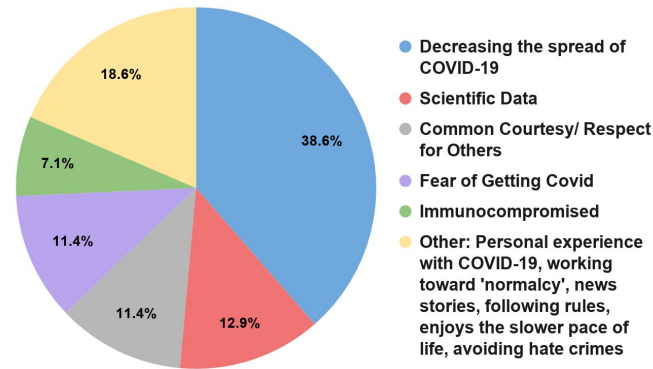


Methods

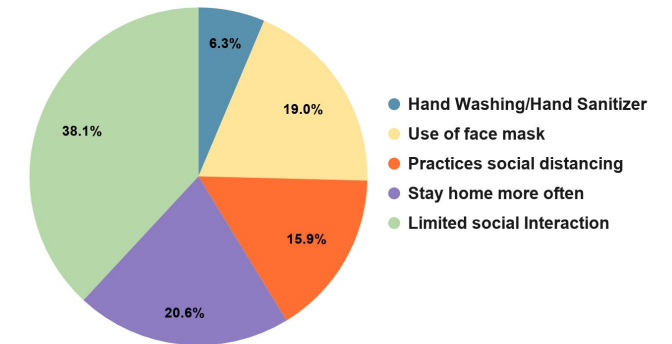
In this study, adults 18 years and older who had lived in or currently live in Brazos County during the COVID-19 pandemic were eligible to participate. Interviews were scheduled using a Google survey form and then conducted by phone. In each interview participants were asked to respond to a series of 31 open ended questions. The preliminary sample includes responses from approximately 50 individuals.

Preliminary Results

Reasons for Adhering to COVID-19 Guidelines



Behavioral Adjustments



Preliminary Conclusions

Our preliminary results indicate individuals approach COVID-19 differently based on their own motivations and beliefs. Similar to what has been discussed nationally, participants expressed feelings of frustration, confusion, fatigue, and burnout. Most participants would like to see a more unified and collaborative response to this major public health threat.

Future Directions

In the future, we would like to interview the Latinx population in Brazos County. Determining the level of access this population has to clear, consistent, and accurate information can further indicate what communication strategies are effective.