

## Staying well during Coronavirus

### Key findings

Staying well during Coronavirus was the third Hampshire Perspectives survey. It looked at the kind of information and guidance that people wanted to receive at the start of the second lockdown in the COVID-19 (coronavirus) pandemic.

Between 5 November and 19 November 2020, over 650 residents shared their perspective to help the County Council to better understand the type of information that they need and how and when to deliver it as part of the COVID-19 recovery in Hampshire.

Overall, the survey revealed that:

- Most respondents had some confidence in their understanding of the rules of the second lockdown but less than a quarter felt 'very confident' in their knowledge.
- Those who lacked confidence found the guidelines complex and constantly changing – particularly around meeting others and the type of shops that can remain open.
- Generally, respondents found it easy to find clear and up to date information about how to keep themselves and others safe during the pandemic. However, some groups, such as those with a health problem or disability and those at high risk of COVID-19 found it more difficult.
- Topics that respondents had found it most difficult to get information about included: changes to the health care services, managing existing physical health conditions, testing for coronavirus, self-isolation and mental health or wellbeing.
- Where information was less important to respondents, as individuals, they acknowledged the importance to others – highlighting their concerns about the mental wellbeing of friends and family and their recognition that many people may be struggling with new technologies and financial concerns.

The survey findings have been shared directly with the County Council's public health and marketing teams, COVID Recovery Group and with Elected Members. The findings are now being used to help shape the messages and campaigns that are put out during COVID-19 – in terms of the topics, language and approach, including targeted communications to residents with different needs.

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*Formed in September 2020, Hampshire Perspectives is the County Council's online residents' forum – a diverse group of people who share their views to help the County Council to shape services and make decisions that are right for local residents. As yet, the forum is not fully representative of the Hampshire population, so findings are indicative, rather than generalisable to the county as a whole. For further information contact [insight@hants.gov.uk](mailto:insight@hants.gov.uk)*