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# Population sciences

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# Public responses to swine flu communications: a longitudinal analysis

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Funded by NIHR

# Key aims

Assess public responses

- Compliance with recommendations

- Spontaneous behaviours

- Emotional responses

Assess predictors of behaviour

Help to improved communications

# How...

## 36 telephone surveys

- random digit dial, with quotas based on age, sex, region & social grade
- n= 1,050
- 3 day turn-around
- 8-11% response rate



# “Have you done any of the following since the beginning of the swine flu outbreak?”

5 surveys (n=5,419), 1 May to 17 May 09

Carried tissues; 1,793 (33.1%)

Bought antibacterial gel; 513 (9.5%)

Avoided public transport; 88 (1.6%)

# Lessons for next time – things that worked well

- That the surveys were done!
- Interdisciplinary team, and close work with DH stakeholders

# Lessons for next time – things that could be improved

- Matching the questions to the theory
- Earlier input from behavioural scientists