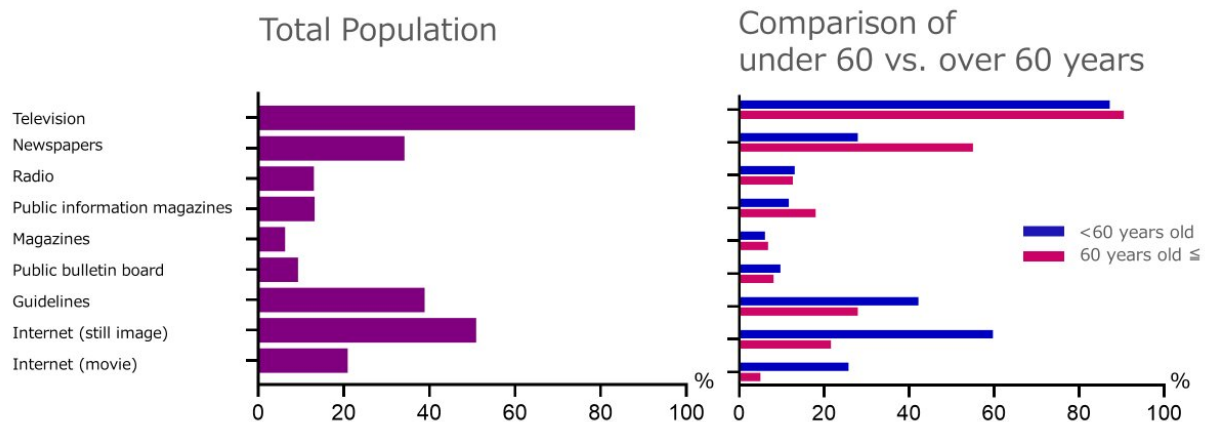


# Japanese survey: Is the information on infection prevention measures against COVID-19 reaching the target audience?

April 5 2023

Fig 1. Information gathering behaviour used to obtain infection prevention measures against COVID-19



The highest proportion of respondents used television (88.0%); another large proportion (38.9%) used guidelines. Credit: Ayako Shiozawa

A research group led by Dr. Ayako Shiozawa of the Department of Collaborative Regional Infection Control, Toho University Faculty of Medicine, conducted a questionnaire survey involving eating and

drinking services at Ota to assess whether information on infection prevention measures disseminated during COVID-19 (Coronavirus Disease 2019) pandemic reached the target population appropriately.

This study reveals the background of the target group, characteristics of their information-gathering behaviors and the challenges required of information providers. The results of this research were published in *Public Health in Practice*.

## Key points:

- Information on [infection prevention](#) measures against COVID-19 pandemic disseminated by various media may not be sufficiently reaching the [target audience](#) seeking to obtain information.
- Television was the most common source of information among eating and drinking services at Ota, with the rate of use exceeding that of guidelines (Fig. 1). Issues such as the information received being less specific and time-consuming to retrieve were identified. Furthermore, the [internet](#) and guidelines tended to be used less by those aged  $\geq 60$  years compared to those aged
- This study indicates the need for specific expressions and layouts to effectively share information on COVID-19. Also, special means of communication must be established to cater to individuals aged 60 and above, such as blended intervention with a combination of web- and paper-based tools.

# Is the information on infection prevention measures against COVID-19 reaching the target audience? A cross-sectional survey among eating and drinking services in Tokyo, Japan

<https://doi.org/10.1016/j.puhip.2023.100357>

## Background and Objectives

- ☑ During an epidemic of an emerging infectious disease or a disaster, information management is essential for health risk management
- ☑ Thorough infection control measures against COVID-19 are required in the eating and drinking services
- ❓ What information gathering behaviour (IGB) do they use? Is the information distributing effectively?

## Study design and Method



## Information gathering behaviour

- Television
- Newspapers
- Radio
- Public information magazines
- Magazines
- Public bulletin board
- Guidelines
- Internet (still image)
- Internet (movie)

## Questionnaire contents



To obtain infection prevention measures against COVID-19.

- ☑ IGB you use → Comprehension level of obtained information
- ☑ IGB you DO NOT use → WHY you do not use

Background and objectives, and study design and methods. Credit: Ayako Shiozawa

## Findings

### Why did you find the information you obtained difficult to understand?


- 【Most Chosen】 'Cannot come up with concrete action'  Respondents belonging to any organisational affiliation may find less difficulty in coming up with specific actions.

### What is the means of information gathering that you do not use currently? & Why?

【Most Chosen】 'Takes too much time in the extraction of necessary information'


#### • What population is less likely to use guidelines?

- ☑ '60 years or older'
- ☑ 'sole proprietorship'
- ☑ 'male'


 A positive relation between 'taking too much time in the extraction of necessary information' and 'Shops where eating and drinking is allowed.'

#### • What population is less likely to use the Internet?

- ☑ '60 years or older'
- ☑ 'sole proprietorship'

 Elderly in Japan may face difficulty obtaining necessary health information and assessing the need for it.

## Conclusions and Recommendations

- ☑ Current information dissemination methods may not effectively convey information or reach their target populations.
- ☑ To improve user understanding, it is necessary to use specific expressions and layouts that are easy to see and understand.
- ☑ Special means of communication must be established to cater to individuals aged 60 and above.
-  The better approach could be a blended intervention with a combination of web- and paper-based tools to cover all age groups.

Current information dissemination methods for information on COVID-19 infection control may not successfully convey information or reach their target populations. This study indicates the need for specific expressions and layouts to effectively share information on COVID-19. Also, special means of communication must be established to cater to individuals aged 60 and above.  
Credit: Ayako Shiozawa

**More information:** Ayako Shiozawa et al, Is the information on infection prevention measures against COVID-19 reaching the target audience? A cross-sectional survey among eating and drinking services in Tokyo, Japan, *Public Health in Practice* (2023). [DOI: 10.1016/j.puhip.2023.100357](https://doi.org/10.1016/j.puhip.2023.100357)

Provided by Toho University

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