

**Research report
on**

**An impact on
behaviour change of
the people in the time
of COVID-19 pandemic**



**Course report
on**

**Patient Safety
Specialisation:**

(Safety level I & II)

By Johns Hopkins University





'Impact of Mass Media in behaviour change of people during COVID-19'

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Research Paper Coverage



Introduction



Objective and Methodology



Discussion



Recommendations



Introduction

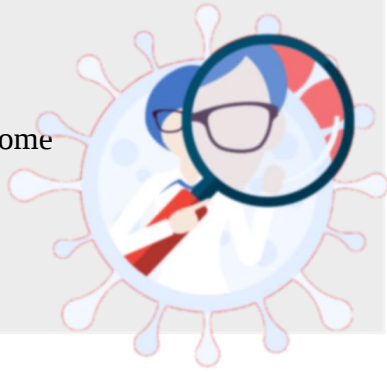
“Coronaviruses are from a broad family of infectious viruses that can cause severe communicable animal or human disease.”

1

WHO Research - 2020

Most of the coronaviruses are well-known for causing respiratory diseases in humans varying from common cold to severe diseases like Middle East Respiratory Syndrome (MERS) and Extreme Acute Respiratory Syndrome (SARS). The recently coronavirus found is COVID-19 coronavirus disease.”

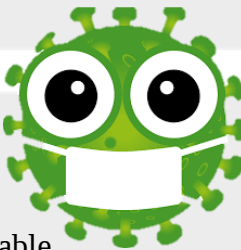
The virus was unknown in December 2019, before it spread in Wuhan, China. “It is now a global pandemic which has affected dozens of countries across the world.”



2

COVID -19 Symptoms

The most common symptoms of COVID-19 are fever, dry cough, and fatigue. The rare signs that can take place in various patients include aches and pains, fever, conjunctivitis, nasal congestion, sore throat, lack of taste or scent, nausea, or a skin rash or finger or toe discoloration. Usually, these symptoms are moderate, and starts gradually. Many people get diseased but with very mild signs



3

Regulation of Virus

Regulation of virus transmission to decrease the impact of the virus on a people is very important public health directive. The media coverage of a pandemic will give valuable knowledge to the people that, in addition, will promote beneficial safe coping behaviours (i.e., handwashing, social distance) in people, which can minimize the risk of contracting the disease.

Introduction

“Coronaviruses are from a broad family of infectious viruses that can cause severe communicable animal or human disease.”

4

Role of Mass Media



The mass media includes radio, in which various **radio jockeys are spreading awareness about social distancing** and are trying various ways to aware people and inform them. While the other is advertising in which releasing influencing theme advertisements help people to stay aware and change their behaviour by following precautions and staying positive. While the next is entertainment sector including **music videos and web series** where special theme based content is being produced including **‘Muskuraega India’** songs which spread positivity and producing content showing ways of doing creative artworks or how they can spend their time in productive use.



While the other mass media includes **YouTube channels** where people have come up with their own creative ways of learning new things at home or providing **tutorials from home**. These mass media option have actually played a major role in influencing and creating an impact in the public. It has created and delivered alternatives to distract your mind from the increasing negative news by publishing content about special time, like **cooking food at home together**. These types of connections not just showed a sense of ease to households, but also tried to ease the anxiety amongst the people.

- ✓ Amongst all this the **mass media has played a key role by communicating critical as well as verified information to all**. They have not just communicated the information about virus and its containment but about **vaccine and ways to cure it and prevent it sitting from home**. The media also played a major role by providing positive news to people and keeping people hopeful and reducing the mental health.
- ✓ Various news channels also started special programmes including **yoga sessions, meditation session in morning hours while entertainment sessions in afternoon hours** to keep people stress free.

The mass media should have major role in creating an impact on behaviour change of the people in the time of COVID-19 pandemic. However, further it should take more measures and educate people about way of living their life with COVID-19 by taking precautions.





MUSKURAYEGA

INDIA



Objective

**Analyse role of mass media
in behavioural transformation**



**Analyse the effect of mass media
on spread of virus**



**Analyse role of mass media
in public awareness**



**Enumerate the disadvantages of
mass media in different pandemics**



Methodology

It is based on literature review. In order to gain a better insight into the several research papers, scientific journals, newspaper articles, various publications of the centre, state and local government, books, magazine articles and different publication of foreign government and their subordinate organisation are reviewed.

Type of research method :
Qualitative method



Type of research design:
Observational study design

DATA COLLECTION:
Data is collected from various secondary sources like articles, journals, websites and papers.



All the reports showing the key role played by mass media in reducing the spread of virus in pandemics and educating people about virus and how to take precautions are included. Articles about mass media helping people to overcome the stress due to pandemic are also included.

The role played by mass media in reducing non-contagious diseases is excluded. While the reports of mass media reporting fake or incorrect news is also excluded from the study.

What is Mass Media?

Mass media as the term itself means something which can reach to large number. Mass media is medium through which we can communicate an information, an idea, a content or an emotion to large number of people at one time. It can be through multiple ways including advertisement, television news, newspaper, radio, music, movies, internet, mobile apps, social media platforms, emails etc.

- ❑ **Broadcast media** - videos, radio, recorded music, or television.
- ❑ **Online networking** - smartphone and Web mass contact
- ❑ **Digital networking** - e-mail, social media platforms, blogs, and radio and television focused on the Digital.
- ❑ **Outdoor media** - AR ads; banners; blimps; inside and outside busses; flying banners (aircraft tow signs) stores, sports grounds, cars or trains.
- ❑ **Print media** - books, comic books, magazines, brochures or newspapers.

2 Phases of Mass Communication?

According to new research... (Understanding Mass Media and Mass Communication, 2018). “As per American communication scholars Melvin DeFleur and Everette Dennis, there are five definite phases of mass communication:

- Specialized communicators create different kinds of "messages" for specific display.
- The messages are distributed via some kind of mechanistic media in a "fast and continuous" way.
- A huge and diverse audience embraces the messages.
- Those signals are perceived and given meaning by the audience.
- In some way the viewer gets affected or changed.

Theorists like Irving J. Rein and Marshall McLuhan in the 1970s cautioned that reviewers of the media required to look at how media influences people. This stays a core issue today; much consideration has been given, like, the effects of false news spread on social media on the 2016 election. But today's innumerable types of mass communication have urged certain scholars to initiate investigation about "what people do with media”.

Discussion – Forms of Mass Media

In research from Edu (2020) “Based on their local language and culture, people have developed various means of communication. Modern media is unique in all the eldest styles of media for generational transmission of values and culture. Communication mechanisms were developed from society's values, customs, and traditions. Traditional media conveys age-long ethnic method of contact.”

Forms of Traditional Media

- Folk Dances and music
- Theatre, Painting, and announcements
- Puppetry
- Storytelling
- Rural Radio

Discussion – Forms of Mass Media

Print Media

It is regarding the written mode of reports as well as data, in plain terms.

Forms of medium

- Newspapers
- Periodicals, Magazine, and Newsletters
- Brochures, Pamphlets and Leaflets
- Books, Comics and Novels

Electronic Broadcasting Media

A delivery of audio as well as video information over the web media medium to a distributed audience is called broadcasting.

Types of Broadcasting Media

- Television
- Radio
- Film
- Games

Transit Media

“Transport Advertising centers round the idea of visibility and distribution of data when users are "on the move" publically areas or in transport.

Forms of Transit Media

- Bus Advertising
- Railway Advertising
- Taxi Advertising
- Transit Shelter Advertising

Outdoor Media

It is also called Out of Home media, which focuses on broadcasting info and news when the public is not at their home. It emphasis on showcasing ads and drawing individuals toward new goods, any social purpose, or other social growth or improvement.

Forms of Outdoor Media

- Billboards or Inflatable Billboards
- Mobile Billboards
- Banner

New Media or Digital Media

It is majorly a fastest growing mass media as it just need a computer and Internet connection providing easy accessibility..

Types of Digital Media

- Websites and Emails
- Social Media and Social Networking Sites (SNS)
- Webcast and Podcast
- Blogging and Vlogging
- IPTV (Internet Protocol Television)
- E-forums and E-books



Discussion – Mass Media in Pandemics



Mass media campaigns

It can be used to generate awareness through communicating information on present and successful vaccination, medical therapy and social distancing precautions.

Researches of media works and positive conduct have showed that such campaigns can encourage change in optimistic behaviour and even avoid a shift in particular person's pessimistic attitude.



Public Awareness

Control of influenza transmission to scale back the impact of the virus on a population is a crucial public health directive. Large media coverage about an endemic or pandemic that provide the general public with valuable knowledge which, in effect, will promote beneficial safe behavioural behaviours in people, which may decrease the chance of catching disease.

According to (Use of Mass Media Campaigns to Change Health Behaviour, 2010b) "Enlightening literature like newspaper articles and advertisements, posters, radio and television messages, and social media posts are used to inform the public daily on health updates.



Spreading the message

The mass media stores can help in spreading of the message. Researches on campaigns based on mass media and healthy actions have informed that these campaigns can produce optimistic behaviour modification and even avoid negative change amongst people.

Hence it is concluded that such campaigns can be used to enlighten the public so that behaviour change may cause.

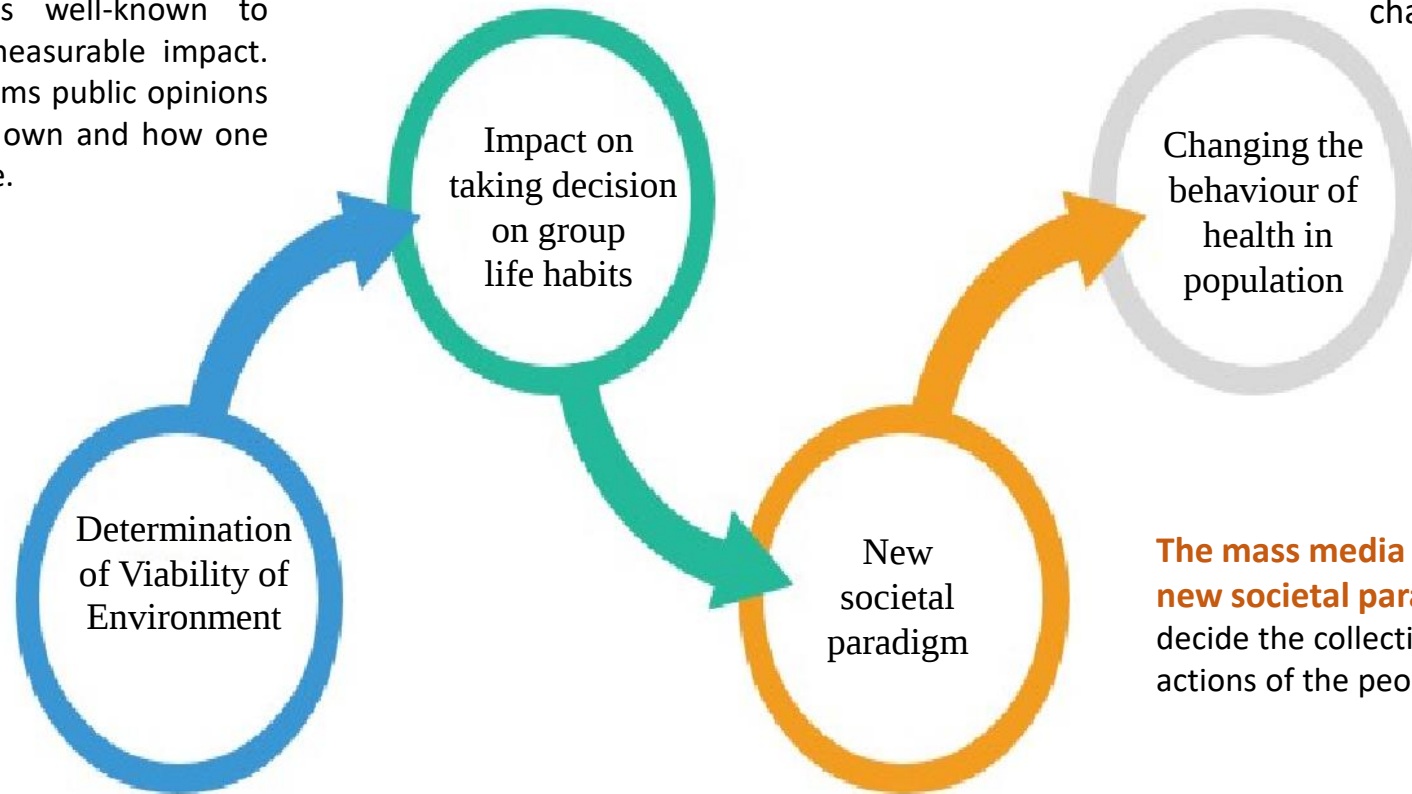
Discussion – Impact of Mass Media in Behaviour Change

Helps to cause a transition and an impact on taking decision on group life habits.

Separate provided evidence is well-known to provide positive and negative measurable impact. The media slowly but steadily forms public opinions of how a person sees his or her own and how one can react to the reality of daily life.

The media tells the public whether a human being's quality of life is acceptable

The media's message / information can be a helpful community for the safer, trying to make people feel positive about themselves, feel equally.



Campaigns used in combining with mass media have reported positive change in nutrition and smoking attitudes and change in public behaviour.

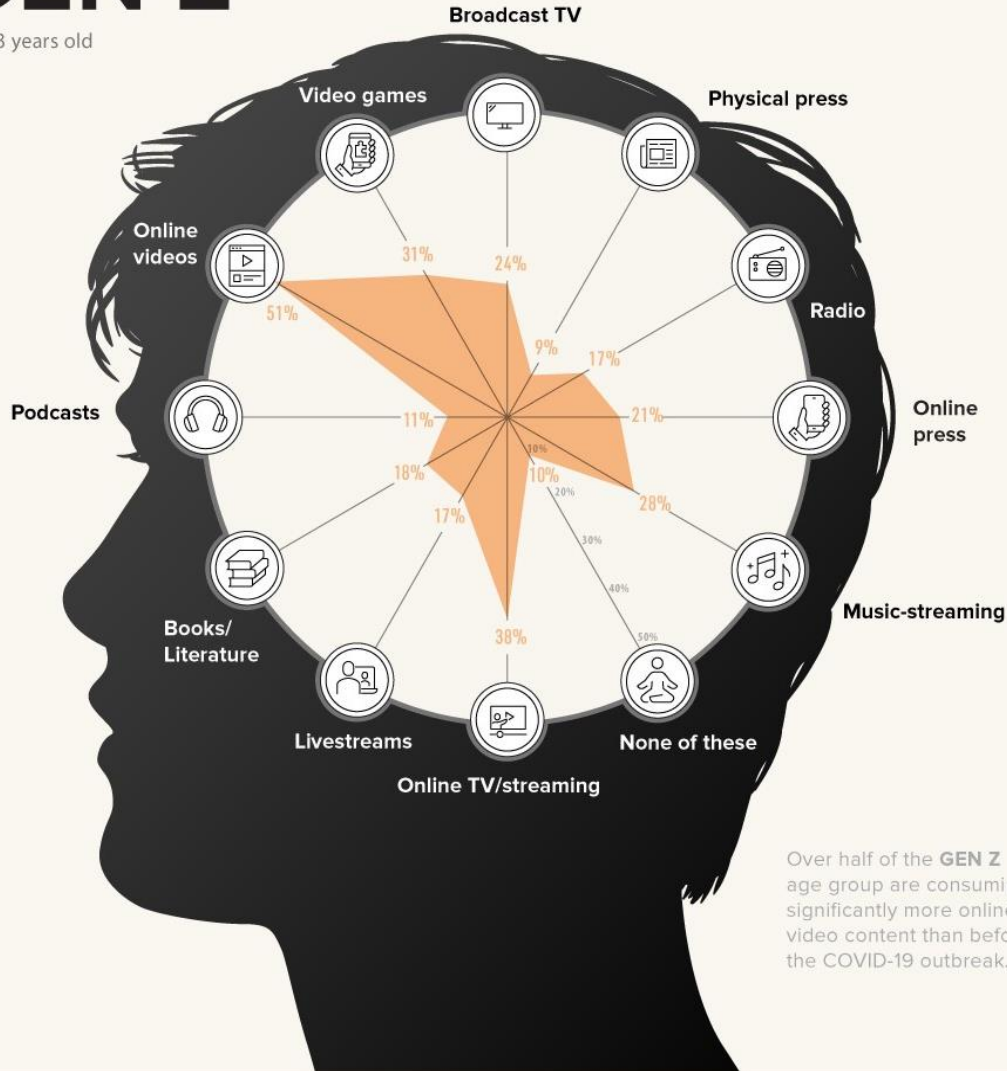
The mass media take society into a new societal paradigm and continue to decide the collective mentality and actions of the people.

MEDIA CONSUMPTION GEN Z

16-23 years old

% WHO SAY THEY HAVE STARTED CONSUMING OR ARE CONSUMING MORE OF THE FOLLOWING SINCE THE OUTBREAK

● Gen Z

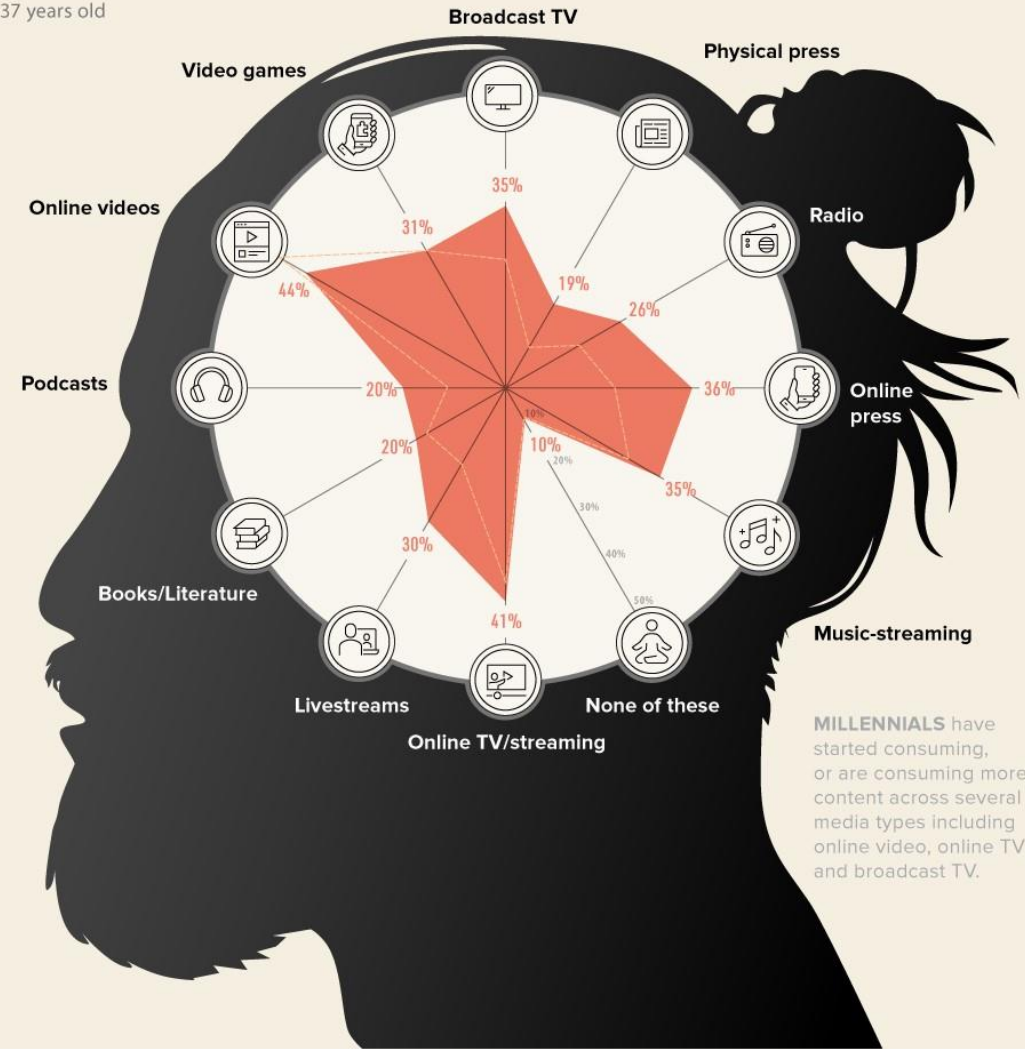


Over half of the **GEN Z** age group are consuming significantly more online video content than before the COVID-19 outbreak.

MEDIA CONSUMPTION MILLENNIALS

24-37 years old

● Gen Z ● Millennials



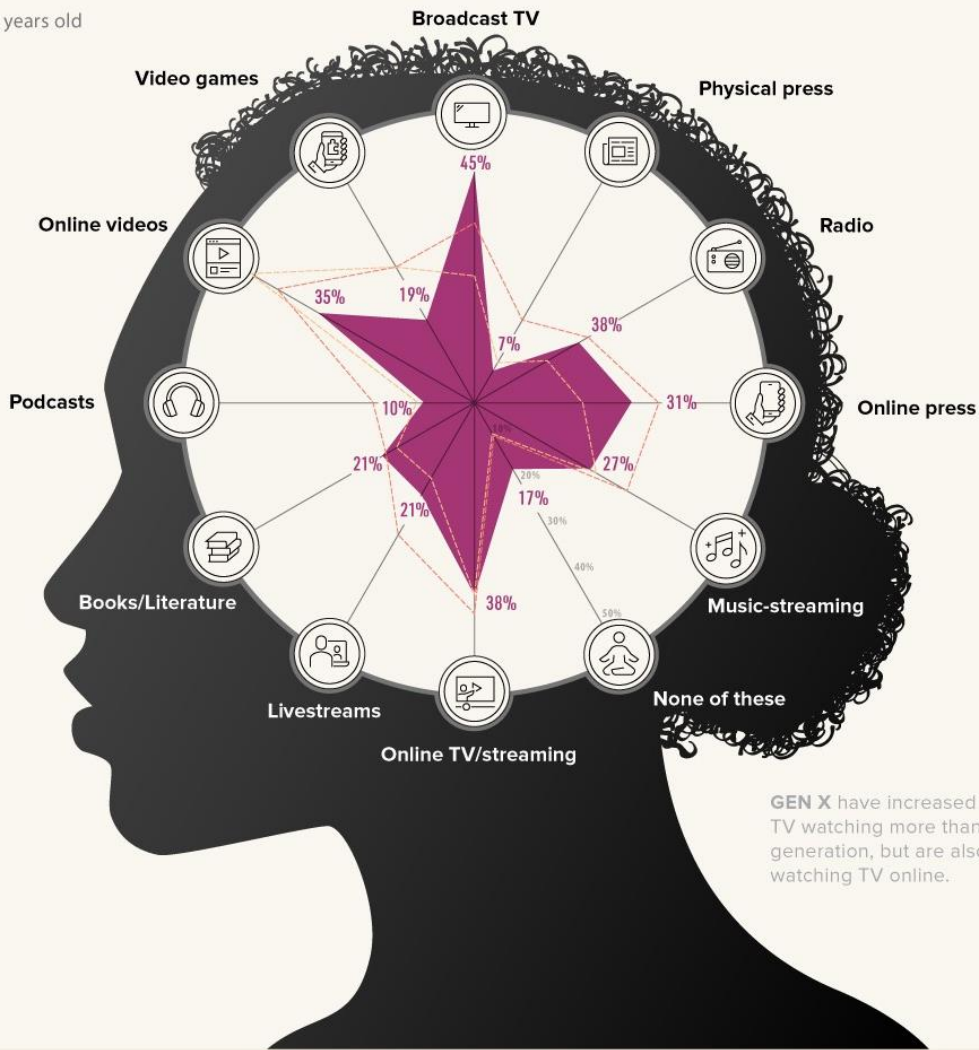
MILLENNIALS have started consuming, or are consuming more content across several media types including online video, online TV and broadcast TV.

MEDIA CONSUMPTION

GEN X

38-56 years old

● Gen Z ● Millennials ● Gen X



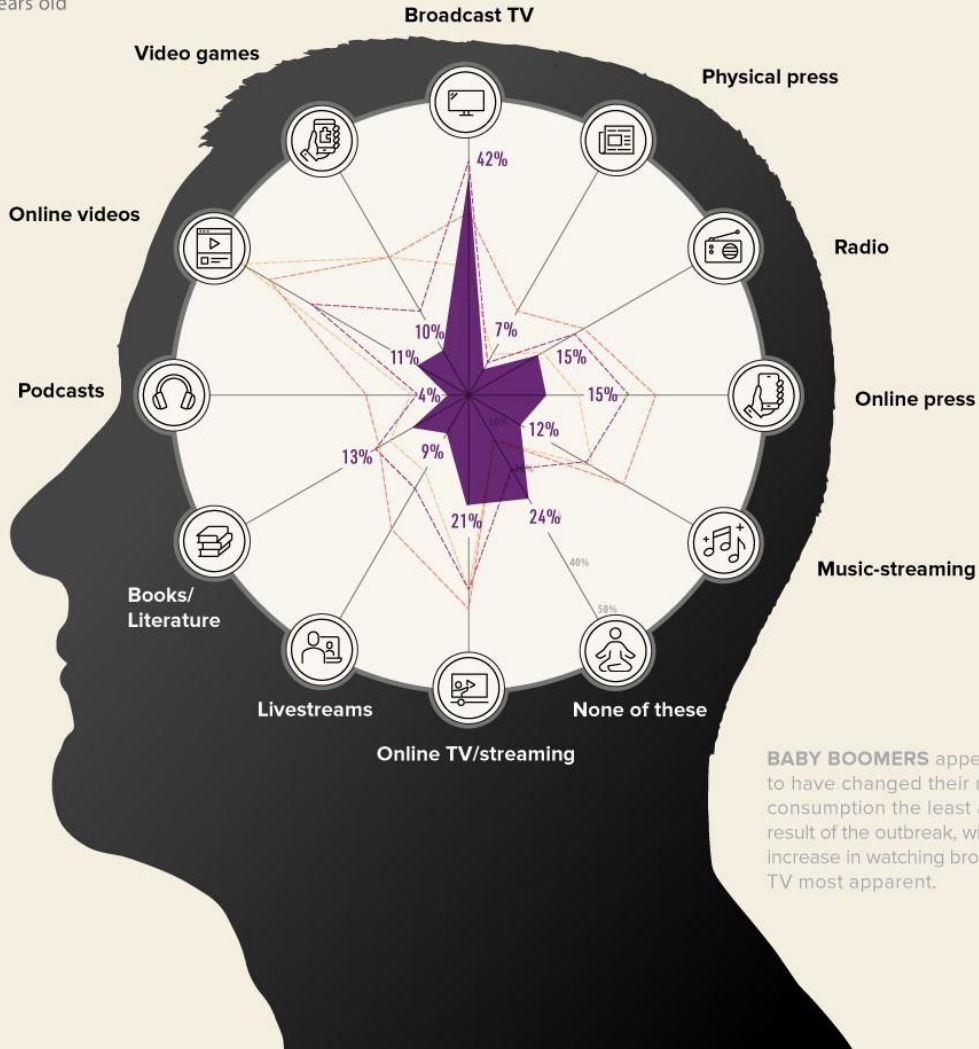
GEN X have increased their TV watching more than any generation, but are also watching TV online.

MEDIA CONSUMPTION

BOOMER

57-64 years old

● Gen Z ● Millennials ● Gen X ● Boomers



BABY BOOMERS appear to have changed their media consumption the least as a result of the outbreak, with an increase in watching broadband TV most apparent.

Discussion – Role of Mass Media in COVID-19



It is mass media, which not only can **reach each Indian but even people living overseas in other parts of the globe with just one click.**



Communicates the true and valuable information, educating and motivating the people with the information hence **changing their behaviour to improve health scenario in the society.**



When countries went under strict lockdowns, it was social media, digital media and mainstream media which **helped world to be aware about the virus and the situation around them.**



Even **Honourable prime minister Narendra Modi** used mass media including TV broadcast and Radio to share his thoughts, and addressed nation and also came up with great unifying campaigns including beat thalis or bells to say thankyou to health workers, light diyas at home to pray and create a hope of overcoming the situation.



Even various online platforms including zoom meeting apps, Microsoft teams **helped students to stay connected to their studies and professionals to conduct meetings and continue their work from home**, while webinars helped people to conduct live sessions for a mass public.

Discussion – Fake news in pandemic due to Mass Media

Research Study

According to a **media byte** of **Guy Berger, Director for Policies and methods regarding Communication and data, UNESCO,**

“There seems to be barely a section left untouched by disinformation in relevance the COVID-19 crisis, starting from the origin of the coronavirus, through to unproven prevention and ‘cures’, and encompassing responses by governments, companies, celebrities et al” The great risk is any individual falsehood that gets attention in public can overtake the position of a system with true facts and figures. “When disinformation is repeated and amplified, including by influential people, the grave danger is that information which relies on truth, lands up having only marginal impact.”

“**The motives behind spreading disinformation** can be political aims, self-promotion, and attracting attention as a part of a business model. those that do so, play on emotions, fears, prejudices and ignorance, and claim to bring meaning and certainty to a reality that's complex, challenging and fast-changing. However, not everyone accountable for spreading untruths is doing so maliciously. Well-intentioned people are uncritically circulating dubious content. These different motives require different responses, but we must always not lose sight of the actual fact that, regardless of intention, the effect of sharing falsehoods is to disinform and disempower the general public, with deadly potential.”

AFP has revealed and exposed more than 200 rumours and myths about the disease.

Social media algorithms are made in such a way to attract to user's interests

Accuracy warnings degrades the user experience

Recommendations

Mass media should have worked more towards precautions then panic as flashing overloaded information in general public and repeated focus on increase in virus has created fear amongst the public.

Instead of debating and discussing on Tablighi Jamaat case, media should have focussed on staying at home and following social distancing during initial days of outbreak in India, as we could have easily curbed the virus in that stage.

Mass media should also promote self help groups and drive community instead of distributing it in religion, caste or financial groups.

Mass media will have to prioritize their focus as their information drive the public's mindset

Media should have told people about importance of staying indoors and possible situations ahead.

Focusing more on recovery numbers and active numbers will be more helpful instead of flashing total positive number of cases on news channels or social media platforms.

**SPREAD FACTS
NOT FEAR !!!**



PATIENT SAFETY SPECIALISATION:

(Safety level I & II)

By Johns Hopkins University

Course Report



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COVERAGE



Introduction – Patient Safety

Facts on Patient Safety

Details of Course I & II

Course Certifications



Health Care Discipline

- It emerged with the evolving complexity in health care systems and thus the resulting rise of patient harm in health care facilities.
- It aims to forestall and reduce risks, errors and harm that occur to patients during provision of health care.

Delivery of quality essential health services

- There's a transparent consensus that quality health services across the planet should be effective, safe and people-centred.
- Successful implementation of patient safety strategies requires clear policies, leadership capacity, data to drive safety improvements, skilled healthcare professionals and effective involvement of patients for care.

Process improvement within healthcare

- Successful participants will develop a system's view of safety and quality challenges and should learn strategies for improving culture, enhancing teamwork, managing change and measuring success.
- They'll also lead all aspects of a patient safety and/or quality improvement project, applying the methods described over the seven courses within the specialization.



FACTS ON PATIENT SAFETY

In high-income countries, it's estimated that one in every 10 patients is harmed while receiving hospitalization

Each year, 134 million adverse events occur in hospitals in low- and middle-income countries (LMICs), because of unsafe care, leading to 2.6 million deaths

Globally, as many as 4 in 10 patients are harmed in primary and outpatient health care. Up to 80% of harm is preventable.

In OECD countries, 15% of total hospital activity and expenditure could be an instant result of adverse events.

Investments in reducing patient harm can cause significant financial savings, and more importantly better patient outcomes.

An example of prevention is engaging patients in other activities, if done well, it can reduce the burden of harm by up to 15%





Course 1: Patient Safety and Quality Improvement: Developing a Systems View (Patient Safety I)

Instructor	Melinda Sawyer, Director, Patient Safety
Objective	• Describe a minimum of 4 key events within the history of patient safety and quality improvement. • Define the key characteristics of high reliability organizations. • Explain the advantages of getting strategies for both proactive and reactive systems thinking.
Duration	5 hours
Methodology	Course content was provided online with videos followed by rounds of quiz which can be freely accessed
Coverage	Week 1 -The History of Patient Safety and Quality Improvement Week 2 - Definitions in Patient Safety and Quality Improvement: An Overview Week 3 - High Reliability Organizing and Why it Matters Week 4 - Applying a Systems Lens to Healthcare
Learnings	• Identify a minimum of 4 key events within the history of patient safety a high-quality improvement. • Describe the key characteristics of every of the three landmark patient safety publications. • Summarize the impact of preventable harm on patients, communities, and society. • Differentiate between terms harm, hazard, error and risk within a patient safety and quality improvement framework. • Describe how quality and safety overlap and how they are different. • Differentiate between root cause analysis and a failure mode and effects analysis. • Identify three improvement tools for high reliability organizing. • Differentiate first order problem solving and second order problem solving.



Course 2: Setting the Stage for Success: An Eye on Safety Culture and Teamwork (Patient Safety II)

Instructor	Eileen Kasda
Objective	Safety culture may be a facet of organizational culture that captures attitudes, beliefs, perceptions, and values about safety. It requires a powerful commitment from leadership and staff. during this course, a secure culture is promoted through the employment of identifying and reporting patient safety hazards, accountability and transparency, involvement with patients and families, and effective teamwork.
Duration	8 hours
Methodology	Course content was provided online with videos followed by rounds of quiz which can be freely accessed
Coverage	Week 1 - Patient Safety Culture and Just Culture Week 2 - Patient Safety, Quality, and the Patient Experience Week 3 - Event Reporting and Second Victims Week 4 - Strengthening Safety Culture Through Teamwork
Learnings	• Define safety culture and evidence linking safety culture and outcomes. • Share ways to measure safety culture, debrief staff, and design interventions to improve safety culture. • Distinguish patient and family centered care, patient satisfaction, patient experience • Describe how event reporting data can be used to identify and mitigate harm. • Define second victims and the value of peer support programs. • Define teamwork and evidence linking teamwork to safety and recognize methods to improve teamwork. • Identify effective communication strategies.



Patient Care

Basics of Systems Thinking

Quality Improvement

Promoting safety culture

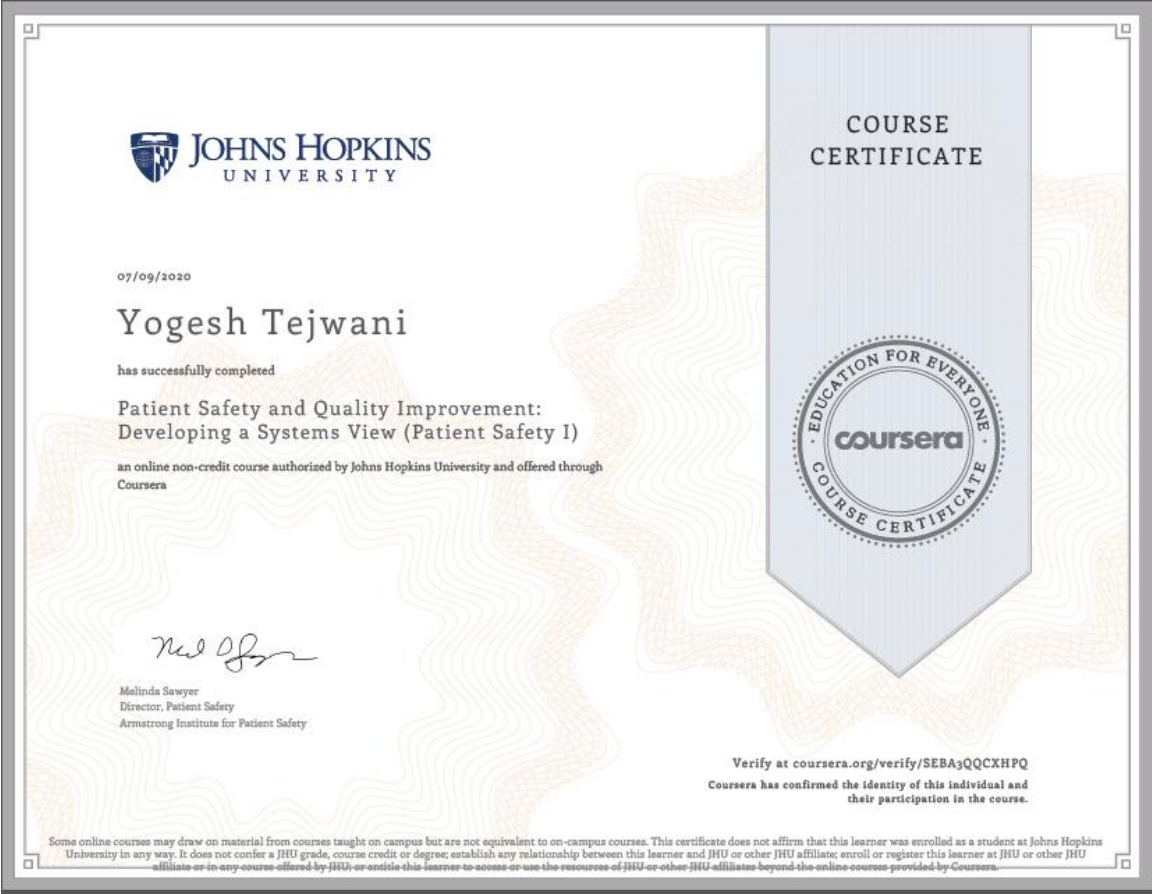
Learning from Patient's experience

Strengthening team-work





Course I



Course II



Thankyou



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