COVID-19 Dependent Communication Growth: Communications, Public Education, Outreach

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Background

"We're going to get this country out of this crisis **faster**."
–Dr. Mark McClellan, Director of the Duke-Margolis Center for Health Policy

The first reported outbreak of the novel coronavirus was on December 31, 2019 in Wuhan, Hubei Province, China, originally identified as a group of cases of **"pneumonia of unknown etiology."**[1]

COVID-19 has **infected 11.5 million people** and **killed 535,453 globally** as of June 2020. The United States has seen over 2.9 million cases, with over 130,000 people dead. [2]

Global Map of COVID-19 Prevalence
Source: https://coronavirus.jhu.edu/map.html

Methods

Time Span:
Pre COVID-19 Outbreak*: June 1, 2019- December 31, 2019
Post COVID-19 Outbreak*: January 1, 2020 – June 30, 2020

- Website Traffic Data (n=146)
  - Seven Metrics Analyzed Across Age, Country and Gender
- Social Media Analytics (Twitter and YouTube)
  - Twitter: Measured five metrics over the span of 13 months (n=13)
- Local, State, National and International News
  - Twitter: Measured five metrics over the span of 13 months (n=13)

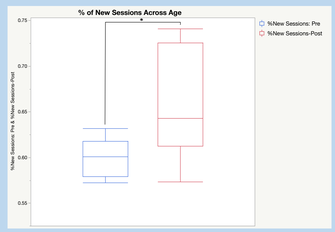
The Duke-Margolis mission during this public health crisis is to provide health policy guidance, recommendations, and plans for action to federal, state, and local leaders to "respond comprehensively to the COVID-19 pandemic, to reopen the nation successfully, and create a more secure health care system."

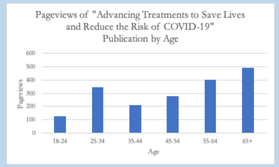
The Center communications strategy is focused on raising visibility of key health policy levers to address the pandemic and ensuring that our recommendation are understandable and relevant to the policy leaders and the public.

Results

Website Traffic Data Across Age and Country Pre and Post COVID-19 Outbreak*

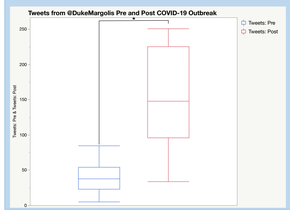
*: $p < 0.05$
**: $p < 0.01$

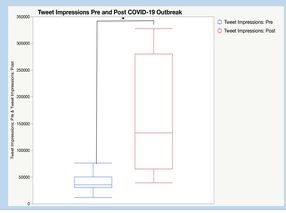




"Advancing Treatments to Save Lives and Reduce the Risk of COVID-19" is the center's first COVID-19 publication, and the COVID-19 publication with the most views on the website. The data reflects which age groups view our COVID-19 information the most on our website.

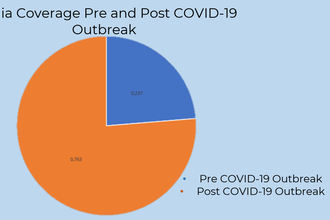
Social Media Analytic Metrics, Pre and Post COVID-19 Outbreak*

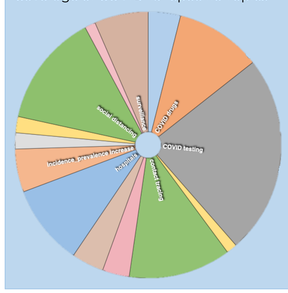


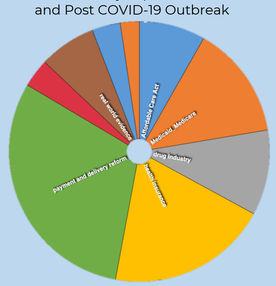


Results Continued

Qualitative Analysis of Media Coverage including the Duke-Margolis Center, Pre and Post COVID-19 Outbreak*







Discussion

- Significant changes in website traffic and social media engagement pre and post COVID-19 outbreak*
- Large increase in news spots since the beginning of the COVID-19 outbreak.
- The Margolis Center has shifted much of its focus in the news to COVID-related topics, while also maintaining/integrating discussion of topics within our portfolios with COVID.
- The Margolis Center should improve its communications strategy to address the high infection rate of 18-34 year olds.

References

1 https://www.who.int/csr/don/05-january-2020-pneumonia-of-unkown-cause-china/en/
2 https://www.coronavirus.jhu.edu

*COVID-19 Outbreak refers to December 31, 2019, the date the first known cases of COVID-19 were reported in Wuhan Province, China.