

# Flu-WISE: Key behavioural interventions for reducing risk of transmission during pandemic influenza

		Rationale	Potential constraints	Potential enabling factors	
1	 <p><b>WASH</b></p>	<p>Wash hands often</p> <p>Clean surfaces</p>	<ul style="list-style-type: none"> <li>Hand hygiene is an important measure to prevent the spread of influenza as well as other infections. Washing with soap removes and kills germs. Hands should be cleaned by washing with soap and water or by safely using sanitising lotions or wipes.</li> <li>Surfaces can become contaminated and touching contaminated surfaces can transmit the virus. Cleaning surfaces will remove and kill the virus.</li> </ul>	<ul style="list-style-type: none"> <li>Cultural practices and perceptions related to hand washing and hygiene.</li> <li>Connection between hygiene and respiratory illness not obvious.</li> <li>Frequency and timing of hand washing.</li> <li>Unavailability of running water and soap in households and public places.</li> </ul>	<ul style="list-style-type: none"> <li>Availability and accessibility of running water and soap in households and public places.</li> <li>Availability and accessibility of cleaning materials such as disinfectant.</li> <li>Regulation and enforcement in public places and institutions.</li> </ul>
2	 <p><b>INFORM</b></p>	<p>Inform yourselves and others about influenza and maintain good health habits</p>	<ul style="list-style-type: none"> <li>Maintaining good health habits before a pandemic will help make the body's defences as strong as possible to resist illness; already established habits will be easier to maintain (compared to starting new habits after a pandemic strikes).</li> <li>Promoting information sharing in different community settings before a pandemic will help reduce panic so that communities feel more confident in dealing with different situations.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to integrate knowledge into behaviours.</li> <li>Trust in the sources of information.</li> <li>Self-interest (and lack of motive to inform others).</li> <li>Access to appropriate and accurate information on preventative behaviours before a pandemic.</li> </ul>	<ul style="list-style-type: none"> <li>Wide-scale public awareness and promotion of appropriate behaviours before a pandemic.</li> <li>Public trust in the efficacy of these behaviours.</li> <li>Social and community cohesion.</li> </ul>
3	 <p><b>STAY APART</b></p> <p><i>(*Behaviours needed only in a pandemic, but people need to be prepared now and plan for this.)</i></p>	<p>Keep a distance of more than one metre away from others, especially if sick*</p> <p>Stay at home as much as possible; avoid public gatherings, avoid travel*</p>	<ul style="list-style-type: none"> <li>The virus is spread by close contact with a person with respiratory symptoms (generally within 1 metre).</li> <li>The infection can spread easily in places where there are many people in close contact.</li> <li>The more people in contact - the increase risks of becoming infected.</li> <li>Children, elderly, pregnant women or those who have chronic illnesses may get sick more easily; special consideration should be given to ensure that they do not come into contact with sick people.</li> </ul>	<ul style="list-style-type: none"> <li>Counter-intuitive (need for human contact, closeness).</li> <li>Feasibility in crowded households</li> <li>Feasibility re: public transport.</li> <li>Feasibility in high population densities and public places.</li> </ul>	<ul style="list-style-type: none"> <li>Altruism (protecting others from getting infected).</li> <li>Availability and access of essential services to enable people to stay at home.</li> <li>The ability to take care of sick family members away from healthy family members.</li> <li>The ability to work from home and still continue to earn a livelihood.</li> </ul>
4	 <p><b>ETIQUETTE</b></p>	<p>Cover coughs and sneezes (use tissue or elbow)</p> <p>Don't spit in public</p> <p>If using masks or scarves, dispose or wash them safely</p>	<ul style="list-style-type: none"> <li>When people cough, droplets containing viruses are sprayed into the air. Covering the mouth and nose with a mask, scarf or piece of cloth when in close contact with others can limit the spread of respiratory disease.</li> <li>Hands, unless washed immediately afterwards, easily spreads germs.</li> </ul>	<ul style="list-style-type: none"> <li>Cultural norms and practices.</li> <li>Perceptions of risk related to etiquette.</li> </ul>	<ul style="list-style-type: none"> <li>Wide-scale public awareness and promotion of appropriate behaviours before a pandemic.</li> <li>Public trust in the efficacy of these behaviours.</li> <li>Social/civic responsibility to ensure the safety of others.</li> </ul>