

DETERMINING THE EFFICIENCY OF INFORMATION IMPACT ON THE POPULATION ON DISSEMINATION OF INFORMATION ABOUT CORONAVIRUS INFECTION

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The study of the effectiveness of information impact on the population was carried out by the method of electronic questionnaire, using the Internet service Google-form. The questionnaire included screening questions defining data about respondents (gender, age, place of residence), a number of questions to assess the perceptions of residents of the region about coronavirus infection (the risk of illness, the likelihood of infection, knowledge about prevention methods and readiness to comply with them), and also the population's assessment of the effectiveness of information exposure, providing reliable and up-to-date information on criteria such as usefulness and sufficiency, preferred sources of information on coronavirus infection. Purpose of the work: Determination of the effectiveness of information impact on the population on the issue of disseminating reliable information about coronavirus infection for making socially effective management decisions.

The survey involved 698 people from 32 municipal districts of the Krasnoyarsk Territory, of which 66.4% are women and 33.6% are men. Participants listened to webinars on information and prevention of coronavirus infection mainly in the workplace. The number of respondents aged 18 to 24 was 10.1% of the number of respondents, at the age from 24 to 35 years old - 23.9%, from 35 to 44 years old - 26.1%, from 45 to 54 years old - 25.7 %, and respondents aged 55 and older were 14.3%. It turned out that 69.1% of respondents consider coronavirus infection more dangerous than seasonal flu and about 57.0% of respondents rated the likelihood of contracting coronavirus infection as high, while respondents of the youngest age cohort from 18 to 24 years old more often than others cannot assess the likelihood of contracting coronavirus infection. About 55.0% of respondents believe that, guided by the information received about coronavirus infection, you can protect yourself from the disease. The main measures that should be taken to protect themselves and their families from coronavirus infection, the respondents named hand washing, personal hygiene (82.2%), avoiding crowds (73.9%), refusing to contact patients / potentially sick people (71.9%), refusal to travel to other countries (65.5%), use of medical masks (57.6%). Up to 94.5% of respondents are ready to comply with the regulations for personal protection against coronavirus infection. However, about 20.0% of the respondents in the youngest age cohort from 18 to 24 years old noted that they are not worried about the problem of coronavirus infection. Most often, residents of the Krasnoyarsk Territory receive information about coronavirus infection from the Internet, TV and radio channels (from 59.5% to 76.4%). Information from official sources (messages from the Ministry of Health and Rospotrebnadzor) is received by 24.8% and 32.8%, respectively. According to the results of the study, respondents most often trust official sources reporting on the situation with coronavirus infection (messages from the Ministry of Health and Rospotrebnadzor) - 68.3% and 57.1%, respectively. Also, residents of the region in 39.2% of cases trust medical workers as a source of information about coronavirus infection. Informing citizens about the prevention of coronavirus infection was highly appreciated - the effectiveness of informing citizens about the prevention of coronavirus infection was rated at 5 points in 58.8% of cases, and 4 points in 22% of cases. The respondents also rated the usefulness of the information received for personal protection against coronavirus infection highly - 64.8% of respondents rated the usefulness of the information received by 5 points and 22.4% by 4 points. About 55.5% of respondents noted that the information received is sufficient to soberly assess the situation



with the spread of coronavirus infection and feel protected, 26.6% of respondents noted that there is enough information, but they would like to receive more information about coronavirus infection.

Taking into account that the effectiveness of informing is defined as high, and the population that has received information about coronavirus infection soberly assesses the situation with its spread, it is necessary to continue informing the population about coronavirus infection by:

- Carrying out activities to inform the population about coronavirus infection and preventive measures.
- Reaching not only middle age cohorts through webinars at workplaces, but also older and younger age groups (for the elderly population with broadcasting information on television with reference to official sources of information - messages from the Ministry of Health and Rospotrebnadzor, for the young population the main source of information on coronavirus infection is the Internet, mainly social networks, where it is necessary to post reliable information about coronavirus infection, and to report on possible risks for this population group).
- Carrying out further monitoring to determine the effectiveness of informing the population about coronavirus infection.