



Institute of Health Behaviors and Community Sciences
College of Public Health, National Taiwan University

從行為科學觀點探討 民眾之COVID-19防疫行為

國立臺灣大學公共衛生學院
健康行為與社區科學研究所

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■ CEPH (公共衛生教育理事會) 五大核心領域

- Biostatistics 生物統計學
- Epidemiology 流行病學
- Environmental Health Sciences 環境衛生科學
- Health Services Administration 健康服務行政
- Social and Behavioral Sciences 社會與行為科學

* Institute of Health Behaviors and Community Sciences
健康行為與社區科學研究所 (2015年8月正式成立)

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2. 平日養成良好健康行為，正確洗手勿觸眼口鼻。
3. 有疫情時加強風險溝通，減少民眾之恐慌心理。
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5. 洗手可以預防接觸傳染，強化信念鼓勵勤洗手。

What Is Next for Public Health?



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COVID-19: what is next for public health?

David L Heymann • [Nahoko Shindo](#) •

on behalf of the WHO Scientific and Technical Advisory Group for Infectious Hazards [†] • [Show footnotes](#)

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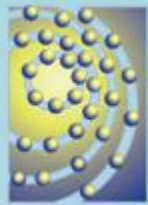
PlumX Metrics

- **Non-pharmaceutical interventions** remain central for management of COVID-19 because there are no licensed vaccines or coronavirus antivirals.
- Continued evolution is needed of **enhanced communication strategies** that provide general populations and vulnerable populations most at risk with **actionable information for self-protection**, including identification of symptoms, and clear guidance for treatment seeking.

- Prevention strategies against pH1N1 recommended by Taiwan officials
 - pH1N1 **vaccination**
 - Frequent **handwashing**
 - Wearing **face masks** when having flu-like symptoms
- Even if the vaccines are effective, the public may not intend to be vaccinated
 - Need to understand the factors, including people's attitudes and perceptions
- A recent review of 26 studies from 2003-2009 on preventive behaviors during a pandemic (Bish & Michie, 2010)
 - Theory-driven studies are needed in future research

- Top 3 barriers reported by participants without pH1N1 vaccination intention (n = 323)
 - The side effects of the pH1N1 vaccine (65.9%)
 - Lack of confidence in the quality of the pH1N1 vaccine (48.6%)
 - Inconvenience (22.0%)

- 2012 International Conference on Emerging Infectious Diseases (ICEID)
 - Organized by the Centers for Disease Control and Prevention (CDC), USA



ICEID 2012

International Conference on Emerging Infectious Diseases **March 11-14, 2012**

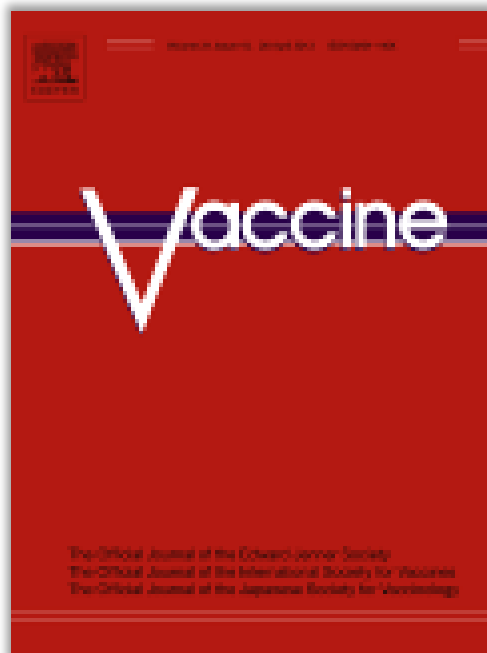
Which infectious diseases are emerging?

Who are they affecting?

Why are they emerging?

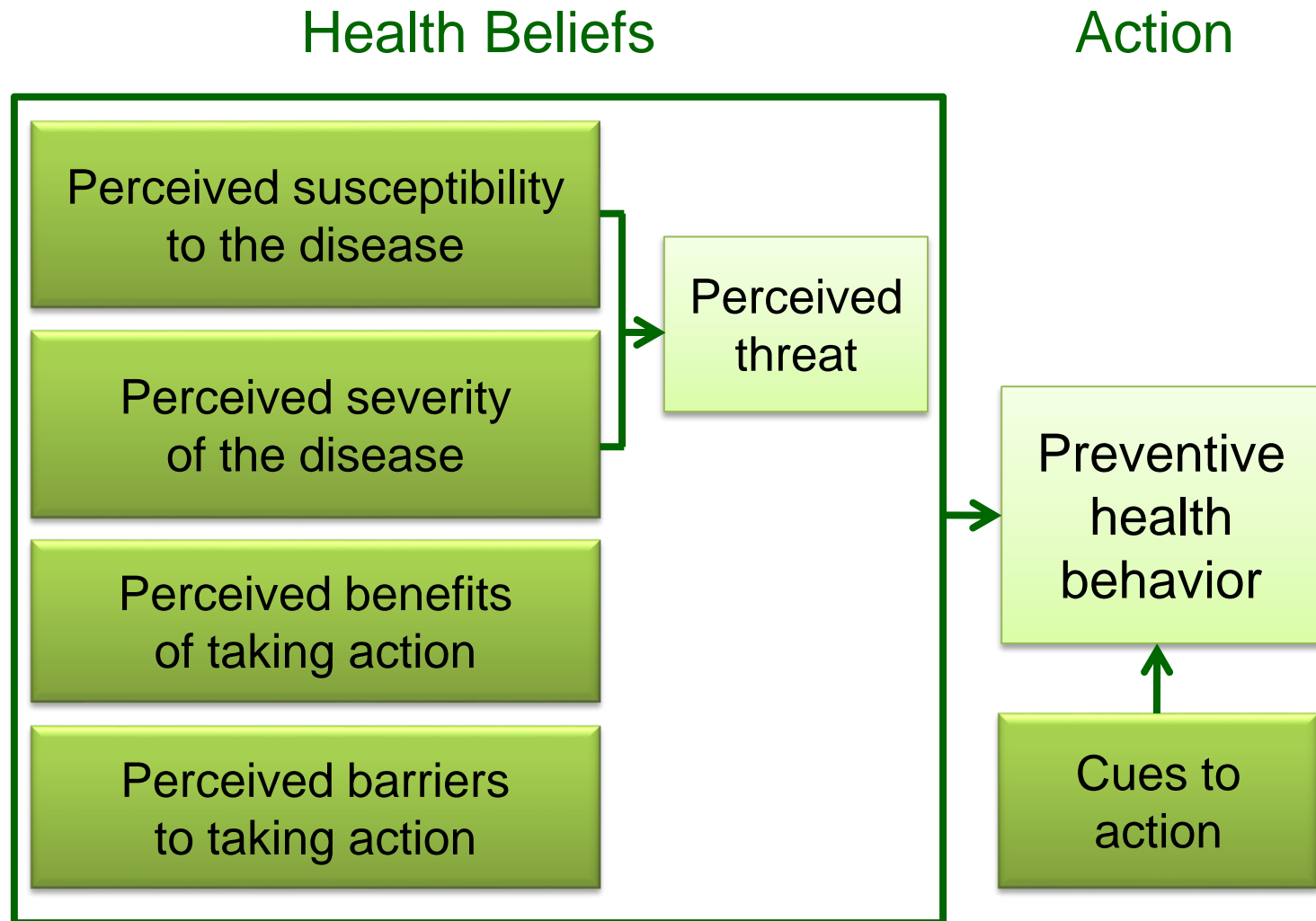
What can be done to control them?

- Dr. Gregory Poland (Editor-in-Chief, ***Vaccine***)
 - Stressed the importance of interdisciplinary collaboration in the field of public health
 - Called for more behavioral science research to understand people's vaccination behavior



- Frequent handwashing recommended by Taiwan officials as prevention strategies against pH1N1
- Handwashing
 - More readily accepted and less constrained by limitations on supplies and effectiveness (Aiello et al., 2010; Aledort et al., 2007)
 - Effective in decreasing the spread of influenza virus in household and school settings (Cowling et al., 2009; Jefferson et al., 2009)
 - Can significantly reduce influenza A/H1N1 virus on human hands (Grayson et al., 2009)
- Recognizing the importance of handwashing, WHO announced May 5th as World Hand Hygiene Day
(CDC, 2011)

Theoretical Framework: Health Belief Model



Adapted from Glanz et al. (2008), p. 49

2009 H1N1新流感大流行期間，是否有增加洗手頻率之 民眾相關特質 (N=1,079)



77% 有 增加洗手頻率 (N=831)	23% 沒有 增加洗手頻率 (N=248)
相關特質	
女性	男性
退休者	學生
	18–24歲、25–34歲
已婚	單身
居住於北部、中部	居住於南部
家庭月收入介於 50,000–99,999元	

註：上述為實證統計結果供參，我們必須謹慎解讀，以避免無意間造成「標籤化」。

在沒有增加洗手頻率之民眾中

- 20.2% 如廁後，沒有每次都洗手。
- 45.2% 用餐前，沒有每次都洗手。



- **自覺利益**：認為勤洗手能夠有效預防pH1N1 (為模型中最強之相關因子)。
- 建議加強衛教宣導，讓民眾清楚認知：
 - (1) 洗手行為與預防COVID-19「接觸傳染」之間的關聯。
 - (2) 勤洗手確實能夠有效預防，因透過接觸眼口鼻而導致感染。

- **自覺障礙**：認為接觸可能被pH1N1汙染之人事物後，洗手並不困難 (為模型中第二強之相關因子)。
- 建議：
 - (1) 增設公共區域手部酒精消毒噴霧。
 - (2) 鼓勵民眾隨身攜帶「乾洗手」。
 - (3) 加強衛教宣導讓民眾瞭解，如何正確使用酒精或乾洗手消毒手部，以及正確之「濕洗手」步驟。
- 記住口訣，不表示能夠在每一個需要洗手的時機，均能正確執行手部衛生；換言之，**K≠A≠P**，知識不等於態度，也不等於實際行為。

- **自覺嚴重度**：認為台灣的pH1N1疫情，較其他國家稍微嚴重一些。
- 若民眾過度恐慌時，可能增加無助感，甚至視感染COVID-19為宿命，反而會降低防疫行為。
- 若認為國家疫情為中度嚴重時，較會提升洗手行為。
- 建議：報導疫情時，應持平並避免高估，因民眾對疾病之自覺威脅感，在提升防疫行為的效果上，過猶不及，甚至可能適得其反。



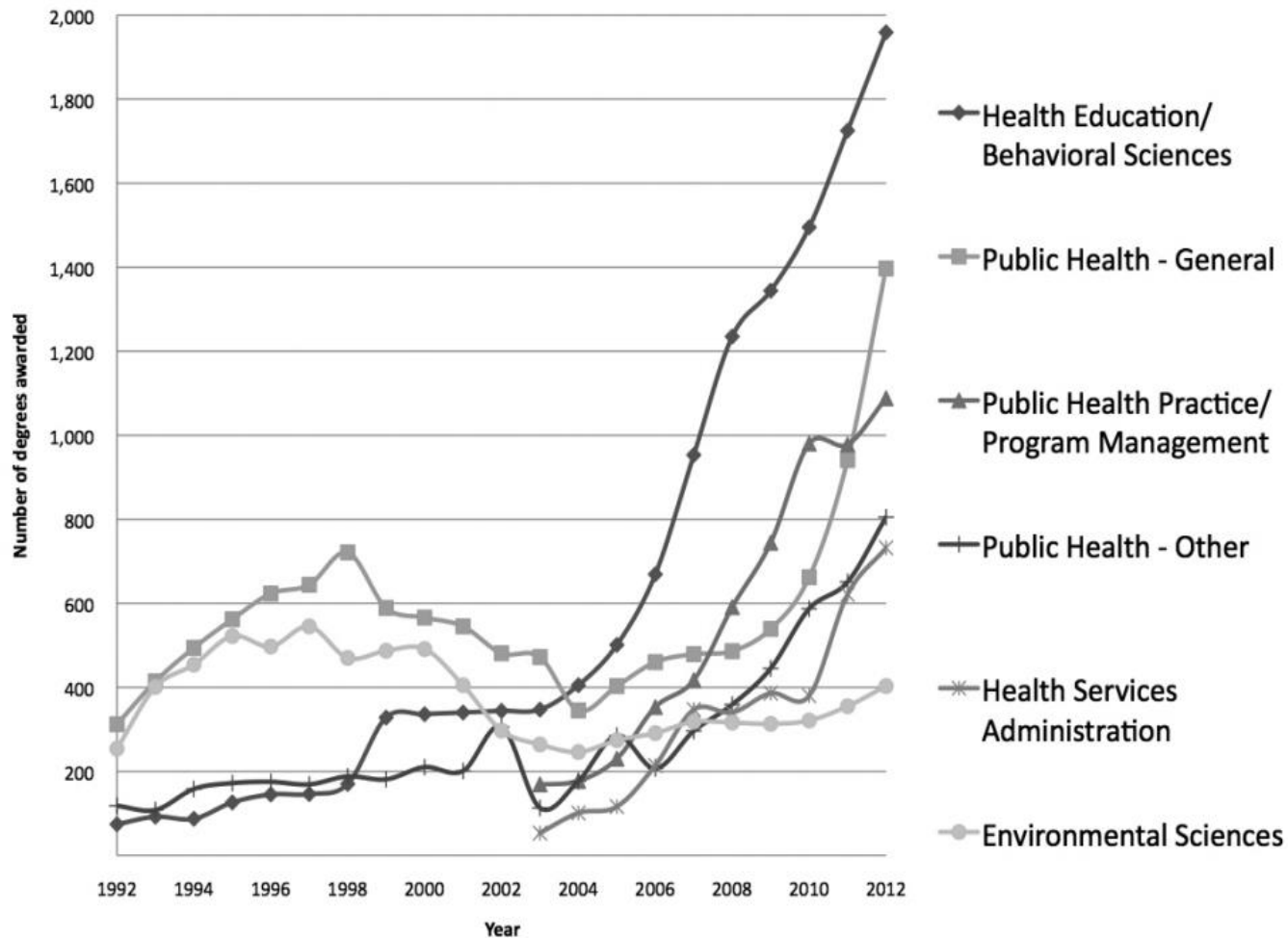
- 自覺罹患性：認為pH1N1比起禽流感，更容易傳播。
- 建議：提供民眾較為熟悉之過往疫情作為經驗參考點，並與現今COVID-19疫情做比較，較能有效提升民眾，對於新興傳染病之現實感與自覺罹患性。

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CEPH (Council on Education for Public Health)



Figure 1. Number of undergraduate public health conferrals in the U.S., by ASPPH program area, 1992–2012



ASPPH = Association of Schools and Programs of Public Health



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Thank you for listening!

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