

The current pandemic requires the adoption of persistent health-promoting behaviors (such as mask wearing, physical distancing, and handwashing). The first two habits—wearing face masks and physical distancing—require the development of health habits that are new to the U.S. population and inconsistent with existing habits and norms. Handwashing is not a new habit but it is practiced inconsistently.

How can leaders encourage adherence with these prevention strategies? The Societal Experts Action Network recently released a rapid expert consultation that helps decision makers, at the federal, state, and local levels, identify what is known about strategies to increase adherence to protective behaviors to mitigate the spread of COVID-19. By understanding these strategies, decision makers can choose the ones that work best for their community.

Download the full [rapid expert consultation](#) now.

## STRATEGIES TO MAKE ADOPTION OF PREVENTIVE BEHAVIORS MORE LIKELY

1. Make the Behavior Easy to Start and Repeat
2. Make the Behavior Rewarding to Repeat
3. Tie the Behavior to an Existing Habit
4. Alert People to Behaviors that Conflict with Existing Habits and Provide Alternative Behaviors
5. Provide Specific Descriptions of Desired Behaviors

## COMMUNICATION STRATEGIES TO ENCOURAGE ADOPTION OF PROTECTIVE BEHAVIORS

1. Use Clear, Consistent, and Transparent Messaging
2. Avoid Undue Attention to the Frequency of Socially Undesirable Behaviors
3. Foster a Sense of Efficacy and Avoid Fatalism
4. Appeal to the Collective Good of One's Community
5. Use Messengers Trusted by the Target Audience
6. Tailor the Framing of the Message to the Audience
7. Link Prevention Behaviors to People's Identities
8. Highlight Social Disapproval of a Target Audience Member's Failure to Comply When It Occurs
9. Highlight the Growing Prevalence of Behavior Change within the Target Audience When It Occurs
10. Avoid Repeating Misinformation, Even to Debunk It

To read the full rapid expert consultation, click [here](#). For more information about SEAN, visit [nationalacademies.org/SEAN](https://nationalacademies.org/SEAN).