

TRUST and PUBLIC HEALTH IMPACT

**M.Sc. Public Health,
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PPHS 612**

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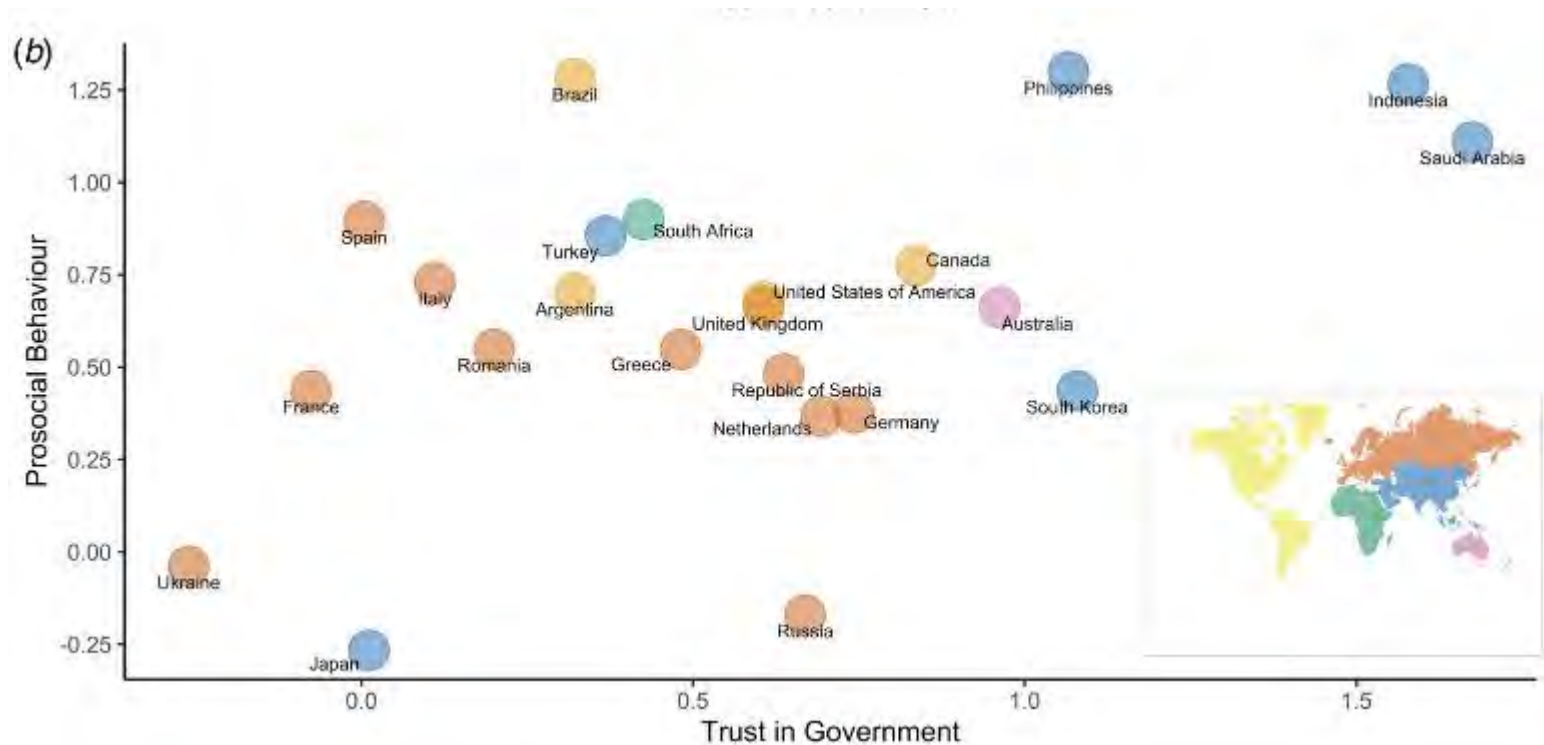
The Characteristics of Trust

- Trust is connected to vulnerability: "the willingness of a party to be vulnerable to the actions of another party..." ¹
- Trust is premised on reciprocity.
- Trust also involves reliability, repeated responsiveness and respect.

Thus, trustworthy public health communications

- **is premised on:**
 - **Humility about what we know**
 - **Understanding and respecting our publics**
 - **Showing, more than telling**

Trust Can Be A Social Determinant of Health



Han, Q., Zheng, B., Cristea, M., Agostini, M., Bélanger, J. J., Gützkow, B., Kreienkamp, J., & Leander, N. P. (2023). Trust in government regarding COVID-19 and its associations with preventive health behaviour and prosocial behaviour during the pandemic: a cross-sectional and longitudinal study. *Psychol Med*, 53(1), 149-159.

Trust Enables Policy Change

“Trust matters for the capacity of governments to adopt structural reforms. A high degree of trust can lessen obstacles to reforms, in particular by increasing the information about and credibility of the expected outcomes, enhancing co-operation among population groups, and facilitating acceptance from people who might incur some losses.”

- Brezzi, M., et al. (2021), "An updated OECD framework on drivers of trust in public institutions to meet current and future challenges", *OECD Working Papers on Public Governance*, No. 48, OECD Publishing, Paris, <https://doi.org/10.1787/b6c5478c-en>.

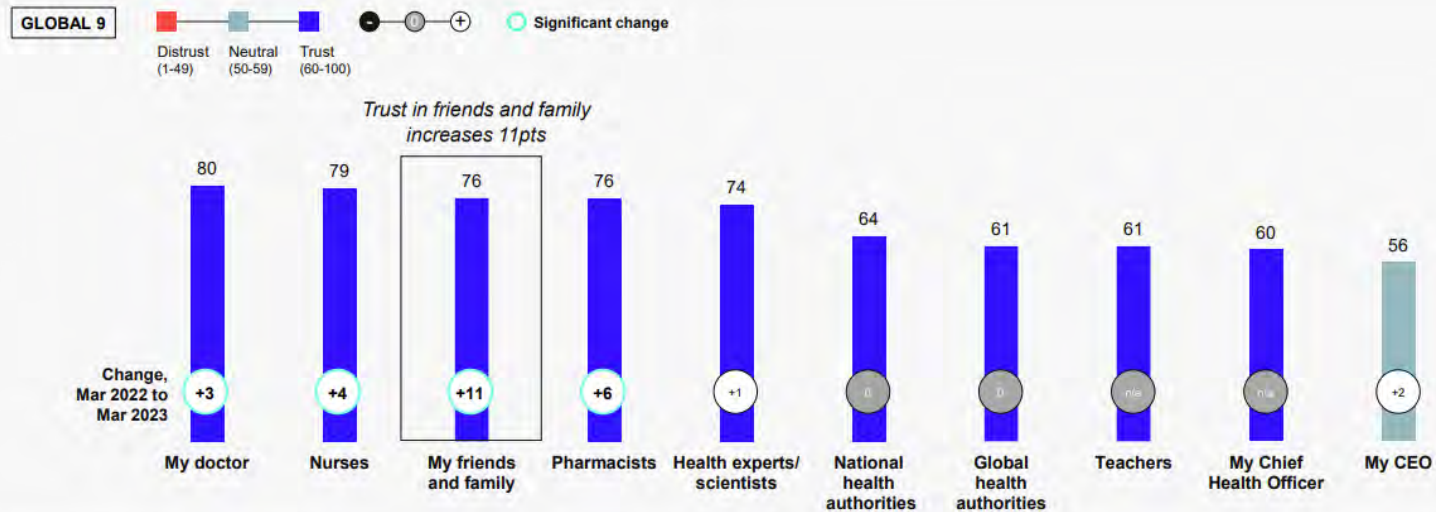
But The Locus of Health Trust Is Shifting

2023 Edelman Trust Barometer

P. 17

Trust in Peer Voices Now on Par with Medical Experts

Percent trust to tell the truth about health issues and about how to best protect the health of the public



2023 Edelman Trust Barometer Special Report: Trust and Health. HEA_TRU_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about health issues and about how best to protect the health of the public. 9-point scale; top 4 box; trust: General population, 9-mkt avg. 'My Chief Health Officer' and 'my CEO' only asked of those who are an employee of an organization. (Q43/1). Data shown is rebased to exclude those who selected 'don't know/not applicable.' Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Edelman Trust Barometer (2023): Global Health And Trust Special Report
<https://www.edelman.com/sites/g/files/aatuss191/files/2023-04/2023%20Edelman%20Trust%20Barometer%20Trust%20and%20Health1.pdf>

Edelman's 2023 Trust Survey

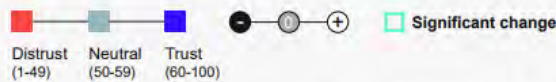
2023 Edelman Trust Barometer

P. 37

Trust in People With Our Health Country Findings

Percent trust to tell the truth about health issues and about how to best protect the health of the public

GLOBAL 9



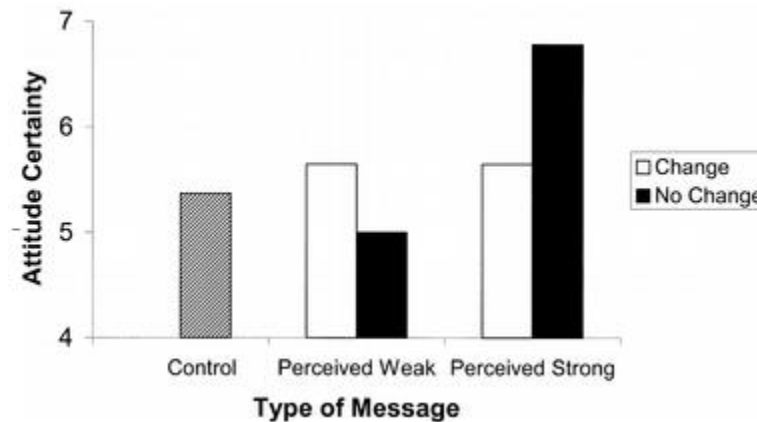
	Global 9		Brazil		Canada		China		France		Germany		India		Japan		Mexico		*Nigeria		S. Africa		S. Korea		UK		U.S.			
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
My doctor	80	3	82	-	84	2	88	6	85	7	83	4	91	-	69	0	82	1	84	-	80	-	73	4	79	2	78	-1		
Nurses	79	4	81	-	84	3	88	7	84	9	77	10	88	-	69	2	80	2	79	-	70	-	67	0	82	3	80	2		
Pharmacists	76	6	72	-	80	5	88	8	81	10	77	7	86	-	67	5	69	4	79	-	74	-	67	4	80	6	73	4		
My friends and family	76	11	74	-	75	11	90	7	71	14	81	13	90	-	63	9	78	13	77	-	73	-	73	12	76	9	74	12		
Health experts/scientists	74	1	81	-	76	1	88	4	70	8	68	-1	89	-	65	2	83	0	82	-	72	-	72	2	76	0	68	-2		
National health authorities	64	0	63	-	67	-2	89	2	56	4	55	-5	86	-	57	1	60	2	66	-	54	-	57	-4	68	-3	61	2		
Global health authorities	61	0	62	-	65	-3	87	4	54	2	49	-5	87	-	49	7	69	-5	76	-	59	-	57	1	59	-5	55	0		
Teachers	61	-	76	-	66	-	87	-	56	-	48	-	88	-	38	-	69	-	72	-	66	-	57	-	63	-	64	-		
My Chief Health Officer	60	-	74	-	59	-	86	-	53	-	52	-	87	-	43	-	69	-	73	-	65	-	52	-	57	-	61	-		
My CEO	56	2	67	-	55	3	85	5	46	0	40	-4	83	-	44	2	67	4	60	-	61	-	45	4	51	0	60	1		

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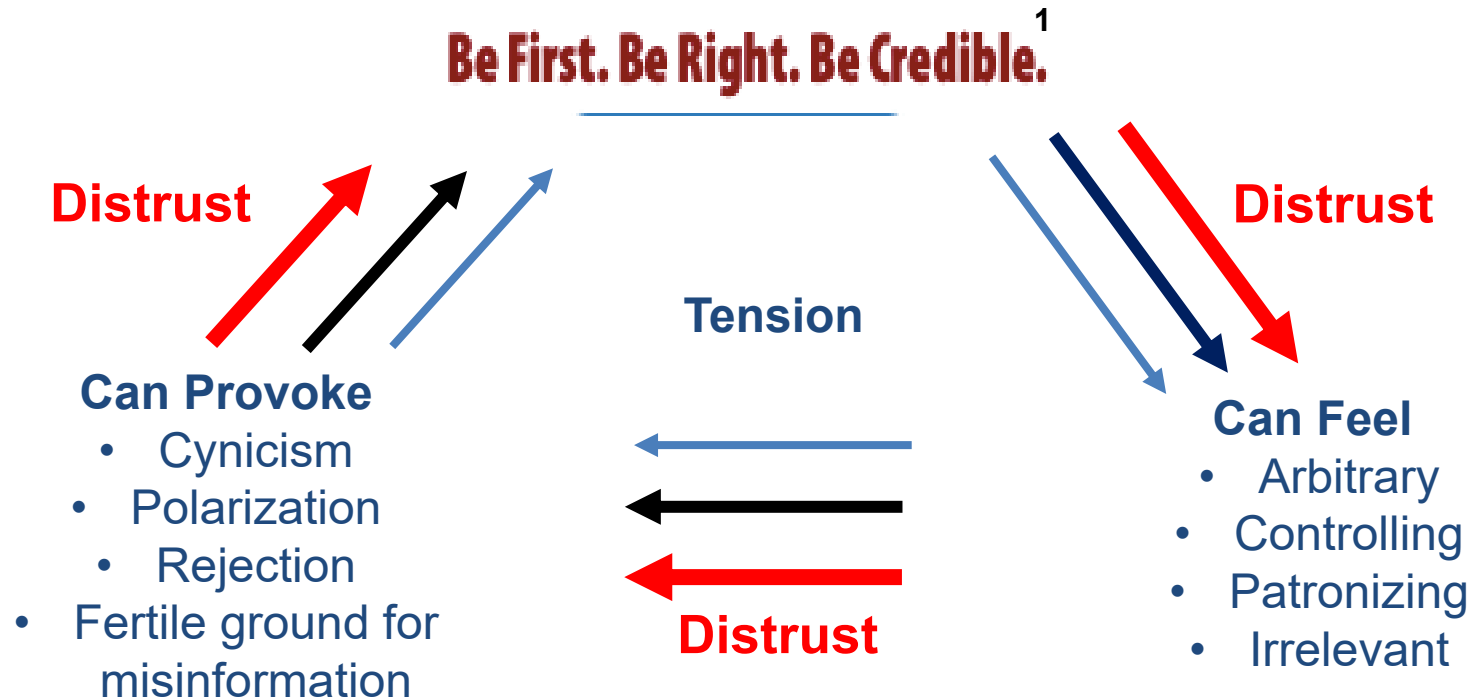
Our Instincts Don't Help: Convincing Invites Backlash



“Participants reported being more certain about their attitudes after resisting a message believed to be strong than after resisting a message believed to be weak.”

- Tormala, Z. L., & Petty, R. E. (2002). What doesn't kill me makes me stronger: The effects of resisting persuasion on attitude certainty. *Journal of Personality and Social Psychology*, 83(6), 1298–1313. <https://doi.org/10.1037/0022-3514.83.6.1298>

... And Standard Leadership Models Trigger A Cycle of Distrust.



**When everything is *this* stuck,
health policy cannot keep pace with evidence**

Instead, Stop Long Enough To Assess Your Trust Context

1. Define a specific issue and a specific community
2. Plot each dynamic, based on news coverage, anecdotal experience of key actors and, when available, surveys
3. A high score means a potentially low-trust environment

Dynamic	1 (Low)	2	3	4 (high)
Social Polarization				
The Inequity Lens				
Wedge politics				

Understanding The Quality of Trust You Face, Will Help You Plot a Healthier Approach

If the public is...	... you can
High trust, generally favourable	Mobilize allies, prioritizing the ones close to your decision-maker , so they make this their priority.
High trust, but low profile	Raise issue profile through journalism skills
Low trust, range of opposition	Adapt the Patient Centered Care Model / Principles of Motivational Interviewing To Engage
Low trust, polarized	<ul style="list-style-type: none"> • Wedge <i>or</i> • Engage

If Trust Is Vulnerable, Engage...

If the public is...	... you can
High trust, generally favourable	Mobilize allies, prioritizing the ones close to your decision-maker , so they make this their priority.
High trust, but low profile	Raise issue profile through journalism skills
Low trust, range of opposition	Adapt the Patient Centered Care Model / Principles of Motivational Interviewing To Engage
Low trust, polarized	<ul style="list-style-type: none"> • Wedge <i>or</i> • Engage

Adapting The Patient-Centered Care Model to Public Health



“Providers often believe that we know everything about our patients and their care, but we are simply unable to accurately assess our patients' perceptions of their care... (including) what factors in our patient care improve outcomes. **We need to attempt to move from "what's the matter" with our patients to "what matters" to our patients.**”

- James Rickert, MD. Founder, Society for Patient Centered Orthopedics

"Patient-Centered Care: What It Means And How To Get There", Health Affairs Blog, January 24, 2012. DOI: 10.1377/hblog20120124.016506

NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society

Rooted In The Principles of Motivational Interviewing: Quebec PromoVac Study (2018) on Postpartum VC

Table 2 Intervention's impact on VC at 3, 5 and 7 months (PP analysis)

From: [A postpartum vaccination promotion intervention using motivational interviewing techniques improves short-term vaccine coverage: PromoVac study](#)

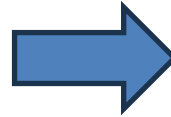
	Experimental group <i>n</i> = 1,140	Control group <i>n</i> = 1,249	Absolute difference of VC (%)	RR (95% CI)	<i>p</i> -value
Complete VC at 3 months	1,041 (91.3)	1,101 (88.1)	3.2	1.04 (1.01-1.06)	.011
Complete VC at 5 months	948 (83.2)	978 (78.3)	4.9	1.06 (1.02-1.10)	.003
Complete VC at 7 months	865 (75.9)	857 (68.6)	7.3	1.11 (1.05-1.16)	<.001

“Traditional education methods have not been effective in addressing VH [33], while some studies have shown that attempting to convince vaccine-hesitant parents to vaccinate their child by giving them more facts may be counterproductive and increase hesitancy [34].”

Adapting Patient Centered Care To The Public: Lessons From Motivational Interviewing

Four principles:

1. Empathizing with the client,
2. Developing a discrepancy between their current and desired behavior,
3. Dealing with resistance without antagonizing, preserving effective communication, and allowing clients to explore their views, and
4. Supporting self-efficacy



Five Communications Skills:

1. Asking open questions,
2. Affirming,
3. Reflective listening,
4. Summarizing,
5. Informing and advising only if prior permission was given by the client.

“MI is a patient-centered communication style used to enhance the patient’s internal motivation for attitudinal change by exploring and solving inherent ambivalences.”

Or, As Arthur Brooks Put it in *The Atlantic*

1. Don't "other" others
2. Don't take rejection personally
3. Listen more

Brooks, A., (2022, April 7) A Gentler, Better Way To Change Minds. *The Atlantic*.
<https://www.theatlantic.com/family/archive/2022/04/arguing-with-someone-different-values/629495/>

If Trust Is Good, But Awareness Is Low: Create Shared Public Space For Your Issue

If the public is...	... you can
High trust, generally favourable	Mobilize allies, prioritizing the ones close to your decision-maker , so they make this their priority.
High trust, but low profile	Create shared public space, through journalism skills
Low trust, range of opposition	Adapt the Patient Centered Care Model / Principles of Motivational Interviewing To Engage
Low trust, polarized	<ul style="list-style-type: none">• Wedge <i>or</i>• Engage

Shared Public Space: Pitching The Gatekeepers Of the Public debate

Start by focusing on a specific idea, for a specific community (like the Trust Scan), and then answer these in your pitch:

1. Why is this idea important (*not just interesting*) for this community
2. Why is this counterintuitive / how will it surprise this community
3. What is changing? Or being challenged?
4. Why is this timely – even urgent -- for your this community
5. What examples, data or other hard evidence do I have to show that this story is actually real? (Be skeptical about your own ideas.)

!