

# Trust and Adherence to Public Health Measures

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## Abstract

## 11 Introduction

12 Personal health measures (PHMs) are interventions designed to limit the transmission of a disease  
13 within a population [1]. These measures include non-pharmaceutical interventions (such as travel  
14 restrictions, isolation of infected individuals, and masking), and pharmaceutical interventions such as  
15 vaccination[2–4]. The implementation of PHMs in the event of a public health emergency or pandemic  
16 is crucial, as they can help reduce the final number of infected individuals, reach a turning point in  
17 advance, and prevent the occurrence of successive waves of infection [5–7]. However, the efficacy  
18 of PHMs is dependent on the level of compliance (adherence) from the population. This has been  
19 demonstrated by studies that have shown, in the context of the COVID-19 pandemic, longitudinal  
20 fluctuations in the levels of adherence to PHMs[8, 9], or that have estimated a significant reduction in  
21 the number of cases if individuals were not to experience fatigue to PHM compliance[10].

22 The strong possibility of future public health emergencies that require the implementation of PHMs  
23 has motivated researchers to study which factors influence compliance. In this regard, reduced levels  
24 of compliance have been associated to being male[11–13], having low income[14], low educational  
25 level[15], belonging to certain ethnic/racial groups[16], perceiving that PHMs are less effective[11, 17],  
26 and low acceptance of moral rules[11]. On the other hand, higher adherence has been associated  
27 with perceived benefits from PHMs, social trust[18], cultural tightness[19], and having pre-existing  
28 conditions[20, 21].

29 Furthermore, it has been shown that compliance to PHMs can also be influenced by trust, either  
30 at the governmental or social levels[18, 19, 22–30]. In other words, individuals with higher levels of  
31 confidence in their peers, communities, policymakers, scientists, or their governments have shown  
32 increased adherence to PHMs. Furthermore, trust is most important when individuals lack knowledge  
33 and need to rely in others to make decisions[31]. Such scenario is perfectly exemplified by public  
34 health emergencies, where information on a pathogen is initially scarce and the implementation of  
35 PHMs changes over time as decision-makers receive feedback and updated knowledge from the  
36 scientific community. Furthermore, compliance to PHMs depends on how the behaviors and attitudes  
37 of an individual change over time, in turn affecting the outcome of a public health emergency[32].

38 On the other hand, individuals can change their behaviors (thus changing their level of compliance)  
39 based on health information they consume[33, 34]. Ideally, the ample variety of sources of information  
40 available today (traditional media such as newspapers or television, social media, podcasts, blogs,  
41 etc.) should ease the acquisition of updated and relevant health information by individuals. However,  
42 this is not the case due to the existence of misinformation (false or inaccurate information that is delib-  
43 erately created and intentionally propagated[35]), which exists across all types of information sources,  
44 but that, in the context of the COVID-19 pandemic, has found a niche in social media platforms[36, 37].  
45 In this regard, previous studies have explored the association between sources of information and the  
46 COVID-19 pandemic, showing differences in behavioural responses in individuals depending on the  
47 media outlet they trusted the most [38], how individuals view traditional media as the largest source  
48 of COVID-19 information[39], and reduced trust in government institutions as sources of COVID-19  
49 information[40].

50 In the context of future public health emergencies where compliance by individuals is to be molded  
51 by a combination of socio-demographic factors, trust (at the social and government levels), and health  
52 information obtained by individuals across different media outlets, there is an ongoing need to study  
53 how these factors can affect future compliance. In this regard, previous studies have analyzed the  
54 association between information and compliance, showing higher compliance in individuals with suffi-  
55 cient health literacy[41], lower compliance in those that avoid health information[42], and an associa-

tion between trust in informal information sources (i.e., family, friends) and engagement to preventive measures[43].

However, these studies have been focused on data specific to certain countries. In the event of a global emergency, the socio-demographic characteristics of each country, along with the sources of information preferred by their population, and the different levels of social trust in each case are likely to result in different levels of compliance. Therefore, the experience from COVID-19 makes necessary to contrast the predictive capacity of these factors with regard to future compliance to PHMs between different countries, in order to provide decision-makers with a global perspective that can provide relevant information to inform public health strategies that may be used to improve adherence in the population.

In this study, we hypothesized that different levels of community and government trust, preferred sources of information, and the socio-demographic characteristics of a country would result in different levels of future adherence to PHMs; and that contrasting these differences would provide insight on strategies that decision-makers might need use to improve adherence in the event of future public health emergencies.

## Methods

### Study Type

This is a cross-sectional study conducted as part of the "Multijurisdictional Survey of Public Health/Pandemic Related Trust, Communication, and Behaviors." The survey was conducted using Random Domain Intercept technology and was collected and managed by the Real-Time Interactive World-Wide Intelligence (RIWI) platform (RIWI Corp., Toronto, Canada).

### Participants and Data Collection

The data is derived from 116,743 voluntary participants from 11 countries (Brazil, Canada, Egypt, France, India, Mexico, Nigeria, Philippines, South Korea, Thailand, and Turkey) between September 2022 and December 2022, representing two distinct waves of the pandemic.

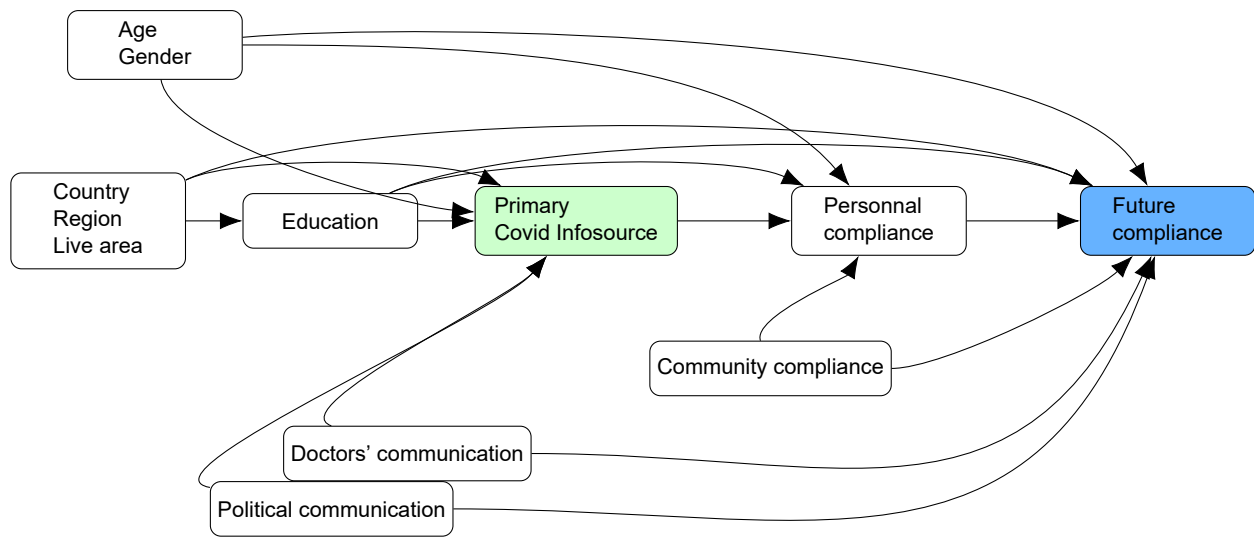
The data was collected by the RIWI Corp platform, which gathers self-reported data on participants' compliance with public health guidelines, perceived quality of information from healthcare professionals and politicians, consulted sources of information, areas of residence, and levels of education during the COVID-19 pandemic. Questions were randomly posed, and each participant was free to answer all or some of the questions.

### Measures and Variables

The exposure variable consists of the primary source of information about COVID-19. Three categories were defined based on the quality of the source: "Good" for international media, the World Health Organization (WHO), and scientific publications; "Moderate" for national media and local governments; "Poor" for social media (Facebook, Twitter, Instagram, Tik Tok, etc.), social messengers (e.g., WhatsApp groups, Telegram, etc.), and friends and family.

The outcome of interest is the willingness to adhere to future public health measures during the COVID-19 pandemic, defining two categories: adherence to all or most measures and adherence to very few or no measures.

95 The relationships between different variables were illustrated through a Directed Acyclic Graph  
 96 (DAG) (Figure 1).



**Figure 1.** Directed acyclic graph (DAG), showing the relationship between the information collected in the survey, and used for causal inference in this study.

97 Adherence to restrictive measures during the pandemic serves as a mediator variable in the as-  
 98 sociation between the information source and future willingness to adhere.

99 Other variables act as confounding factors, including age, gender, level of education, region of  
 100 residence (rural or urban), perception of the usefulness and reliability of communication from doctors  
 101 and politicians (Yes or No). The country serves as the grouping variable for observations.

## 102 Statistical Analysis

103 To address the study's objectives, data analysis will be conducted in several stages. First, a descrip-  
 104 tive analysis will be performed based on variable types and their distributions to estimate frequencies,  
 105 means, standard deviations, or median and interquartile range (IQR).

106 Given the hierarchical structure of the data, the effect of the information source will be evaluated  
 107 through a multilevel mediation analysis. A model-based approach has been adopted, and two mixed-  
 108 effects logistic regression models have been implemented for the outcome (future adherence) and  
 109 the mediator (current adherence). Each model is adjusted for all confounding factors. A random  
 110 effect by country will be applied to the intercept and coefficients related to the exposure and mediator.  
 111 Subsequently, mediation parameters (total effect, direct effect, and indirect effect) will be estimated  
 112 using the Baron and Kenny product-of-coefficients method.

113 These various analyses were conducted using the R software with the lme4 package for mixed-  
 114 effects models and the mediation package for the mediation analysis. The mediation package does  
 115 not allow for estimating mediation parameters specific to each group (country). Therefore, the Baron  
 116 and Kenny method was directly applied based on the outputs of the regression models for the outcome  
 117 and mediator to calculate point estimates. Confidence intervals were subsequently estimated using  
 118 the Bootstrap method.

## 119 Results

### 120 Population characteristics

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### 126 Effect of information source on restrictive measure's adherence

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### 132 Specificity by country

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## 138 Discussion

### 139 Effect of information source on restrictive measure's adherence

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### 145 Limitations

146 Studies that rely on convenience sampling are more susceptible to selection bias, as individuals are  
147 included based on their availability and willingness to participate or simply for logistical convenience.  
148 As is the case with this study, availability necessitates internet access to respond to the survey, which,  
149 in some countries, may be more accessible to specific demographic groups. Indeed, the proportion  
150 of individuals with university education is very high in the sample. The data is, therefore, limited to the  
151 population using the internet. However, the robustness of this study is strengthened through RIWI's  
152 technology, which allows for the inclusion of an exceptionally diverse web-based population, exceed-  
153 ing the capabilities of other internet-based platforms, as reported by Sargent et al. RIWI's sampling  
154 technology, combined with its significant sample size, maximizes external validity. **Demographic  
155 representativity will also be analyzed with population-weight reporting.**

156 In the context of a voluntary cross-sectional study, the increased participation of health-conscious  
157 individuals can also lead to selection bias, which may overestimate the measured outcome (personal  
158 compliance with public health guidelines). Furthermore, cross-sectional studies suffer from the lim-  
159 itation of capturing only existing cases at a specific moment (23). As is the case with this study,  
160 compliance is exclusively determined at the time of the survey. Therefore, this study may not reflect  
161 changes in people's adherence levels over time. Longitudinal data would provide a more compre-  
162 hensive representation of adherence over an extended period (23).

163 Since the data is derived from a self-reported survey, recall bias is possible, wherein the accuracy  
164 of the provided data entries might be compromised due to faulty memory. This is particularly true for  
165 questions related to personal compliance with public health guidelines, as participants are required  
166 to assess their compliance over a two-year period. In this cross-sectional study, information bias  
167 may lead to non-differential misclassification concerning both the participants' primary source of in-  
168 formation about COVID-19 and their level of compliance with public health guidelines. Non-differential  
169 misclassification of the exposure and outcome is likely to yield null results. Although the study has  
170 identified some potential confounding factors, there may be other unmeasured factors that could in-  
171 fluence the results. These unmeasured factors may contribute to residual bias or unaccounted-for  
172 confounding. ***A sensitivity analysis using the e-value\*\* will be conducted to assess the poten-***  
173 ***tial impact of unmeasured confounders.***

## 174 Data and Code Availability

175 Identify original data sources and provide links to software in this section.

## 176 Acknowledgements

177 Thanks folks here. Note computational resources and look up specific language to use. For example,  
178 research completed using Wynton at UCSF can use language from [https://wynton.ucsf.edu/hpc/ab-](https://wynton.ucsf.edu/hpc/about/citation.html)  
179 [out/citation.html](https://wynton.ucsf.edu/hpc/about/citation.html). Include any relevant funding agencies and specific grant numbers here. Ask  
180 collaborators for information they want to include here.

## 181 Author Contributions

182 Use the CRediT Taxonomy to indicate author contributions. See [https://www.cell.com/pb/assets/raw](https://www.cell.com/pb/assets/raw/shared/guidelines/CRediT-taxonomy-1430242873507.pdf)  
183 [/shared/guidelines/CRediT-taxonomy-1430242873507.pdf](https://www.cell.com/pb/assets/raw/shared/guidelines/CRediT-taxonomy-1430242873507.pdf).

## 184 Competing Interests

185 The authors declare no competing interests.

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