



FACT-SHEET

HOW TO MOBILISE PROTECTIVE, SUPPORTIVE AND RESILIENT BEHAVIOURS

10 PRACTICAL TIPS BASED ON 10 SCIENTIFIC FINDINGS



Anticipate that everything can change rapidly

The malleability of social behaviour increases exponentially in times of crisis.



Make constructive behaviour visible

Perceived social norms play a critical role in accelerating change.



Favour clear and practical instructions

Impractical regulations are likely to produce counterproductive effects.



Mobilising inclusive role models

Adherence to the authorities' instructions is reinforced by the perception of a common identity with the persons issuing or relaying the instructions.



Recall the ordeals overcome

The search for a sense of collective continuity is a powerful source of social motivation.



Avoid perpetuating the myth of "collective panic"

Even in a life-threatening emergency, ordinary social roles and relationships are generally preserved and continue to guide social interactions.



Let spontaneous solidarity be expressed

The crisis situation is at the origin of emerging communities of solidarity, capable of generating critical social resources.



Show that vulnerability is shared

The momentum of solidarity can be fragile when crisis management creates or reinforces inequalities.



Preserving information and communication channels

Confusion and lack of information are more difficult to manage than shared truths, even dramatic ones.



Allow for the continuity of social ties

Preservation of social ties is a critical resilience factor in times of significant stress.