

Public trust beyond the hype!

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Essential Public Health Operations

EPHO6: Assuring governance for health

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Public trust: caught between hype and need

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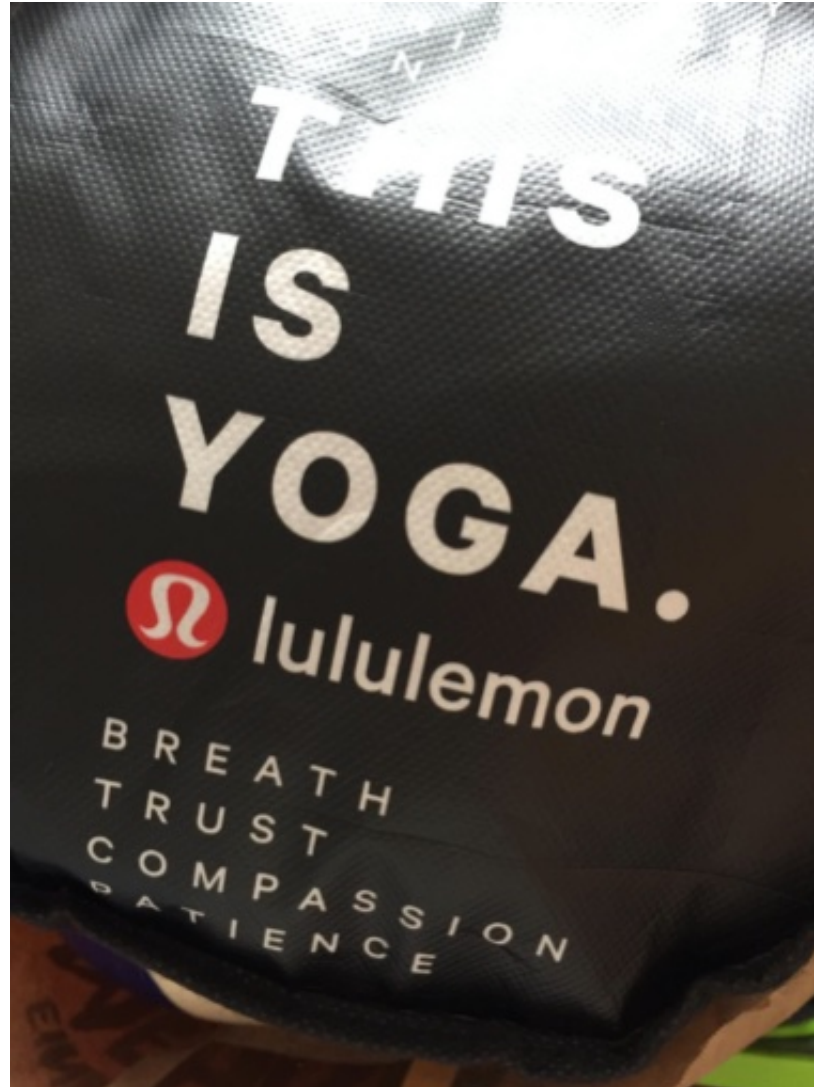
Let's travel 2019-2020



Morning: bathroom



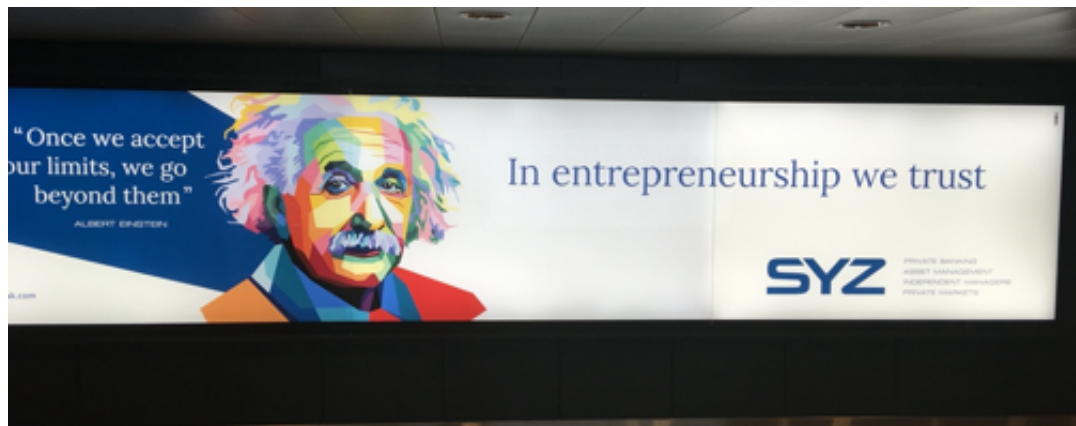
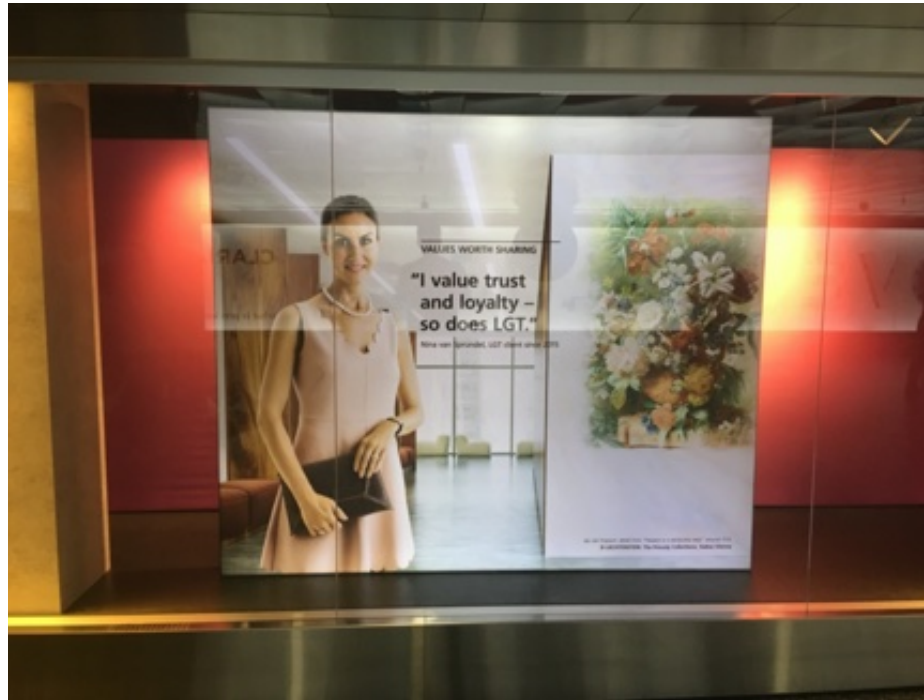
Packing my luggage



Train to Zurich Airport



Zurich Airport



On the airplane to Düsseldorf



Düsseldorf Airport: supermarket



On my smartphone

VERTRAUENSKRISE

Du musst mir vertrauen!

PREMIUM

 **WirtschaftsWoche**

von Jutta Allmendinger und Jan Wetzel
15. März 2020

NACHRICHTEN

Wirtschaftsnobelpreisträger fordern mehr Vertrauen in den Staat

dts Nachrichtenagentur — 15. März 2020, 17.28 Uhr — Zuletzt aktualisiert: 15. März 2020, 17.30 Uhr

Influencer – es geht um Vertrauen

Influencer erfreuen sich bei vielen Unternehmen als Werbebotschafter wachsender Beliebtheit. Dennoch kein Grund, diesen Geschäftszweig mit einem breite Regelwerk zu überziehen. Das meiste lässt sich von Beteiligten selber regeln.

Nach Datenmanipulation: Novartis schwächt Vertrauen in Forschung

von [Andreas Möckli](#) - CH Media • 10.8.2019 um 05:00 Uhr

00Z | Oldenburger
Onlinezeitung

Trust hype?!



Well, we need public trust



Vaccination

- Lower trust in national government links to no history of vaccination (Miyachi et al., 2020)
- Public trust in medical organizations is a crucial determinant of influenza vaccination behavior...
→ restoring trust between public and medical organization seems to be essential for the management of future pandemics. (Gilles et al., 2011)
- Multiple levels of trust: Trust in product, provider, policy-maker (Larson et al., 2018)

Gilles, I., Bangerter, A., Clémence, A. et al. Trust in medical organizations predicts pandemic (H1N1) 2009 vaccination behavior and perceived efficacy of protection measures in the Swiss public. *Eur J Epidemiol* 26, 203–210 (2011). <https://doi.org/10.1007/s10654-011-9577-2>

Larson HJ, Clarke RM, Jarrett C, et al. Measuring trust in vaccination: A systematic review. *Hum Vaccin Immunother.* 2018;14(7):1599–1609.

doi:10.1080/21645515.2018.1459252

Miyachi, T., Takita, M., Senoo, Y., & Yamamoto, K. (2020). Lower trust in national government links to no history of vaccination. *The Lancet*, 395(10217), 31–32. [https://doi.org/https://doi.org/10.1016/S0140-6736\(19\)32686-8](https://doi.org/https://doi.org/10.1016/S0140-6736(19)32686-8)



Health policy during economic crisis

- Trust as seen by policy-makers

Findings from an interview study:

- Acceptance of priority-setting in health policy depends on public trust (Brall et al. 2019).
- Lack of trust is described as being a major failure for effective health policy-making.
- Policy-makers who act according to values that are publicised and they “stick to” are more trusted than others.



Care.data (2013-2016), a failed big data initiative (NHS England)

- Trust was influenced by: default opt in; privacy and data security concerns; involvement of private companies; confusing communication strategy (Gille, 2017)
- Needed: Warrants of trust and social licence.
- Conditions for social licence include:
 - reciprocity
 - non-exploitation
 - service of the public good (Carter et al. 2015).

Carter P, Laurie GT, Dixon-Woods M. The social licence for research: why care.data ran into trouble. *J Med Ethics*. 2015;41(5):404–409. doi:10.1136/medethics-2014-102374

Gille, F; (2017) Theory and conceptualisation of public trust in the health care system: Three English case studies: care.data, biobanks and 100,000 Genomes Project. PhD thesis, London School of Hygiene & Tropical Medicine. DOI: <https://doi.org/10.17037/PUBS.04645534>

What is public trust?

A professional studio lighting setup. The scene is dominated by a large, bright white backdrop that fills the center of the frame. Above the backdrop, several large, octagonal softboxes are suspended from a rig, casting a soft, even light. To the left and right of the backdrop, there are more softboxes on stands, some of which are partially illuminated. The floor is dark with red and white striped safety lines. In the foreground, there are some pieces of equipment, including a black bag and some small containers. The overall atmosphere is that of a high-quality, professional studio environment.

How does public trust develop?

Communication Public sphere

What constitutes public trust in the health system?

Conceptualising themes	Explanation
Active regulatory systems	If regulatory systems are in place, then people trust more.
Anonymity	If private data is anonymised before shared within the health care system, then people trust more.
Autonomy	If health system actors enable people to maintain autonomy, then people trust more.
Benefit to others	If action is benefiting others, then people trust more.
Certainty about the future	If researchers and officials do the best they can do to foresee risk in the future, then people trust more.
Familiarity	If people have positive experiences with the health care system, then people trust more.
General perception of security	If the health care system is perceived to be secure, then people trust more.
Gut feeling	If peoples' gut feeling 'tells' them to trust, people trust more.
Health system benefit	If action is benefiting the health care system, then people trust more.
Information quality	If truthful and honest information is provided, then people trust more.
Personal benefit	If action is benefiting the individual, then people trust more.
Privacy	If people's privacy is maintained, then people trust more.
Public financial benefit	If health care system's action is benefiting the public health care system, then people trust more.
Recognised potential of the healthcare system	If a potential is recognised in the health care system, then people trust more.
Respect	If the public and the health care system respect each other, then people trust more.
Time	If action is not rushed, then people trust more.

Why does the public trust the health system?

Benefit to
others

Personal
benefit

Health system
benefit

Public financial
benefit

What are the effects of public trust?

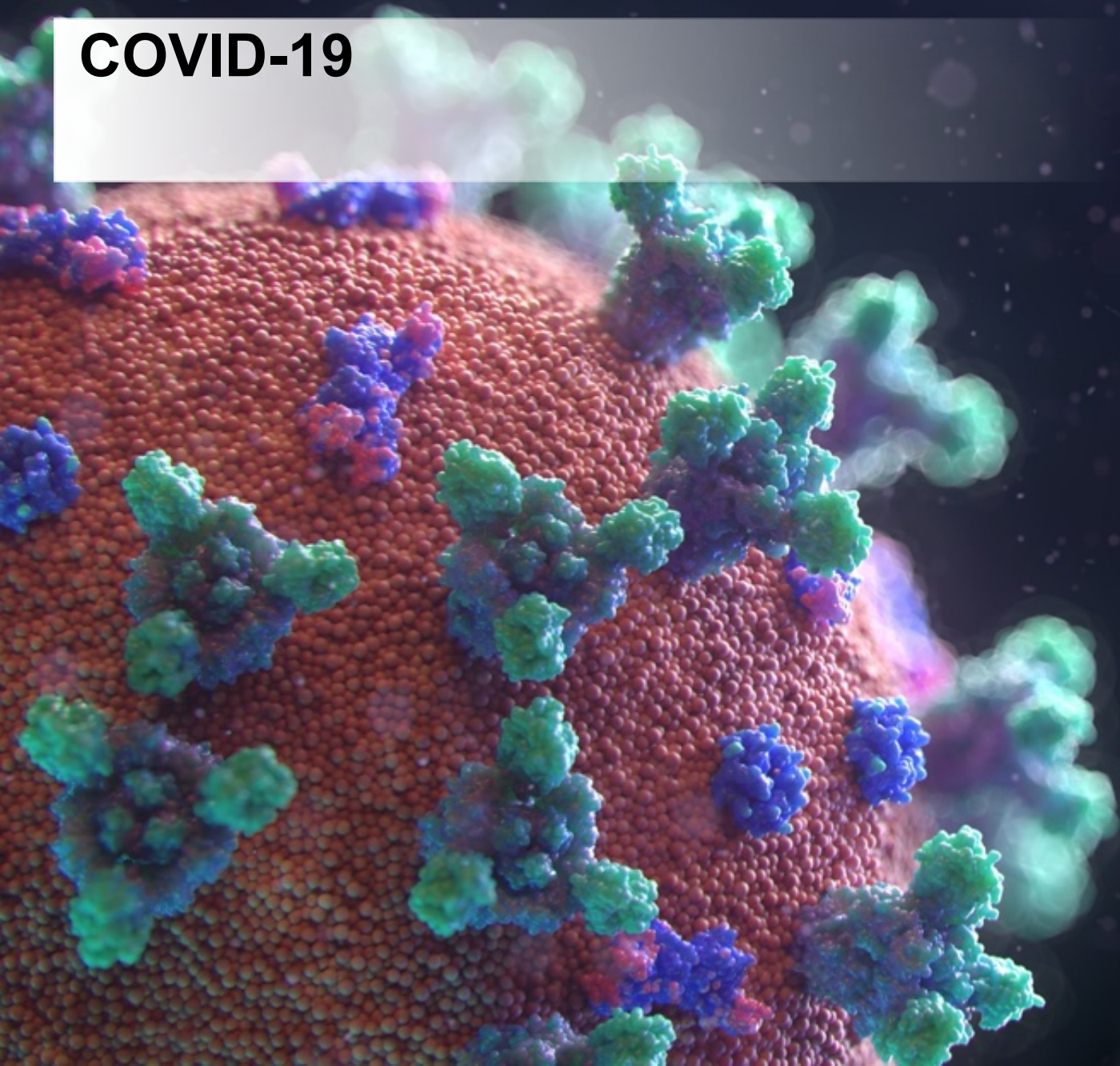
Participation

Legitimation

A definition of public trust in the health system

PUBLIC TRUST grows in the public sphere from open public discourse and as a result legitimises the actions of the health care system. Public trust builds on information equally relating to past experiences, present perceptions and future expectations. Public trust is established in anticipation of a net benefit for the public as well as the system.

COVID-19



COVID 19- trust in the news and on Twitter

DEUTSCHLAND UND CORONA

In einem Land, das stillsteht

EIN KOMMENTAR VON FRANK PERGANDE, BERLIN - AKTUALISIERT AM 15.03.2020 - 08:38

Umgekehrt zeigt die Gesellschaft ein erstaunliches Vertrauen in die Politik, wenn es um die Bewältigung der Coronakrise geht. Dabei schien es bislang so, als wäre dieses Vertrauen längst verloren. Krisen schärfen manchmal den Blick.

↳ Ilona Kickbusch Retweeted



Paul Belcher @PaulJBelcher · 33m

#BorisJohnson grapples to control #coronavirus message | "a case study of the complexities of epidemiological theory colliding brutally with the 24-hour news cycle, social media, and deep levels of mistrust in politicians."



richard horton
@richardhorton1

Please read and support our letter in The Times today calling on the UK government to share the evidence, data, and models on which it is basing its policies. Without complete openness the public's trust will be lost.

♥ Peter Dabrock liked



Sachar Klein ✓ @sachark · 5h

Ich finde #Corona auch Kacke, aber ich habe unendlich viel Vertrauen in Merkel und ihr Kabinett, dass sie die richtigen Entscheidungen treffen werden. Zum Glück regiert noch die Bundeskanzlerin.

💬 195

↻ 28

♥ 374



Responding to the corona virus

Trust is a central element for public adherence to public health measures

- Open and timely communication with the public
- Transparent decision-making
- Collaboration with scientists and experts in the field

‘Timely, accurate, and transparent risk communication is essential and challenging in emergencies because it determines whether the public will trust authorities more than rumours and misinformation.’ (Legido-Quigley et al., 2020)

Legido-Quigley, H., Asgari, N., Teo, Y. Y., Leung, G. M., Oshitani, H., Fukuda, K., ... Heymann, D. (2020). Are high-performing health systems resilient against the COVID-19 epidemic? *The Lancet*, 395(10227), 848–850. [https://doi.org/10.1016/S0140-6736\(20\)30551-1](https://doi.org/10.1016/S0140-6736(20)30551-1)

Public health ethics framework to foster trust

Teaching seven principles for public health ethics: towards a curriculum for a short course on ethics in public health programmes

Peter Schröder-Bäck^{1,2*}, Peter Duncan³, William Sherlaw⁴, Caroline Brall¹ and Katarzyna Czabanowska^{1,5}

Principle	Question to assess
Non-maleficence	✓ Is harm prevented by the public health measure?
Beneficence	✓ Is it of any good to every single person affected?
Health maximisation	✓ Does it improve population health? ✓ Does it have a long-term effect on the public's health?
Efficiency	✓ Is it cost-effective? What about opportunity-costs?
Respect for autonomy	✓ Is there 'informed consent'? Are privacy and personal data respected? ✓ If the intervention is paternalistic, is this justifiable?
Justice	✓ Does it prevent social and health inequalities? Are vulnerable sub-populations considered and supported? ✓ Is the institution proposing the intervention publicly justified and acting transparently?
Proportionality	✓ Is the intervention the least infringing of possible alternatives? ✓ Are costs and utility proportional?

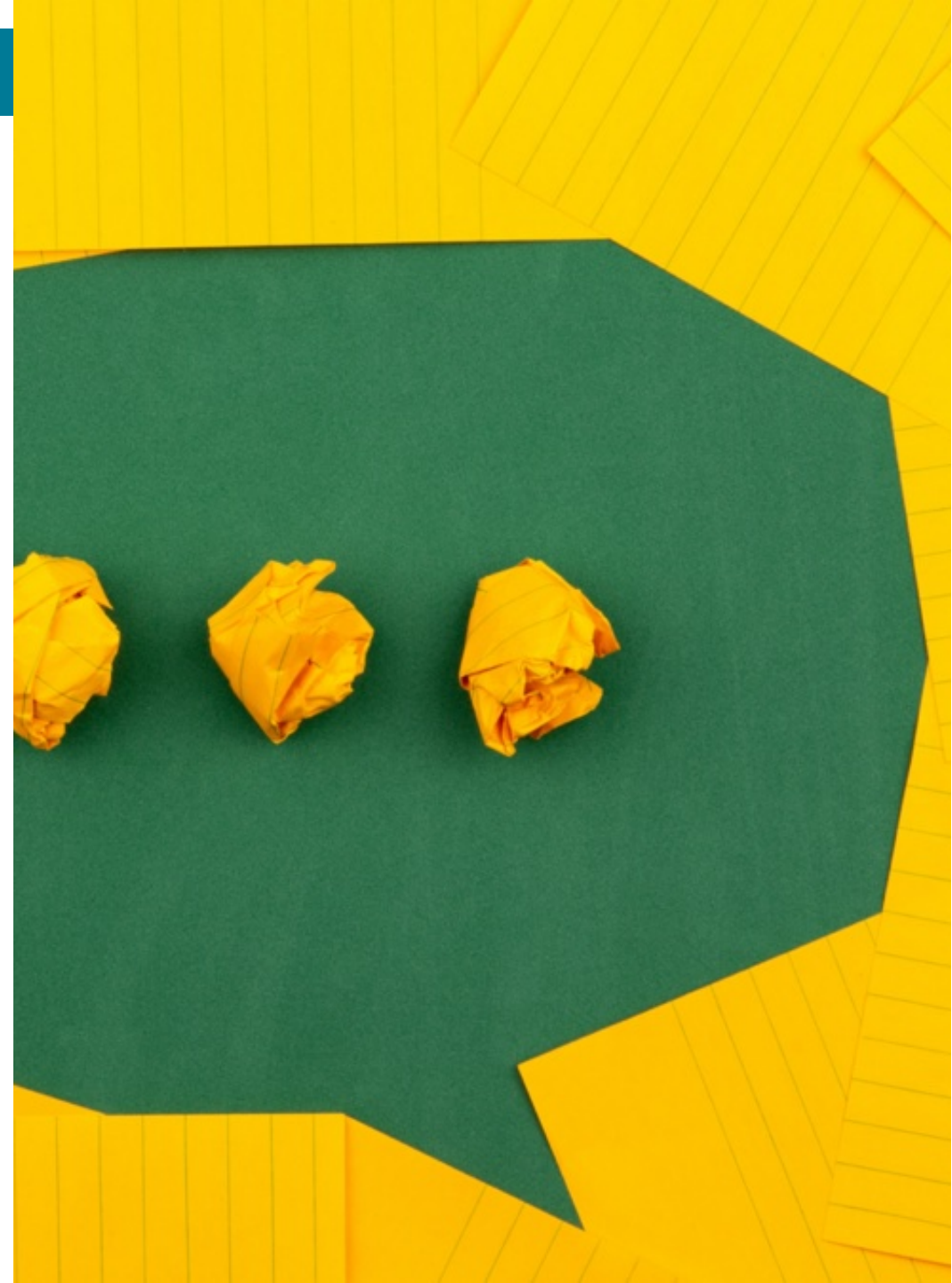
Wrap up: Governance implications

Public health governance

- should be informed by evidence and expertise
- should take into account ethical and societal considerations to act in line with public values
- should be communicated transparently

Public trust:

- truthful and honest communication
- free choice



Reading suggestions & References

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Let's discuss!
ZOOM: Chat

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