The Behavioural Science of Covid-19

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Behaviour Matters

Not only as a stop-gap until medical solutions come along

Medical and behavioural sciences each frame new questions for the other
Estimating the effects of lockdown timing on COVID-19 cases and deaths in England: A counterfactual modelling study

Kellyn F. Arnold, Mark S. Gilthorpe, Nisreen A. Alwan, Alison J. Heppenstall, Georgia D. Tomova, Martin McKee
Peter W. G. Tennant
A psychology of distrust

Behavioural fatigue is part of a broader view, in which the public are seen as the problem, especially in a crisis. They are incapable and unwilling to act responsibly. They are to be blamed for what goes wrong and threatened into compliance.
Neglecting Community

This is a psychology which neglects community, neglects solidarity, neglects how these are the basis of resilience and also misrepresents the roots of non-compliance: lack of support.
Undermining Community

Worse, this is a psychology which undermines community, solidarity and resilience, destroys trust and justifies lack of support.
From problems to partners

Above all, the UK Government espoused an approach that stopped us building partnerships with the public: engaging with communities, building trust, and providing support.
The public are the most valuable asset you have in a crisis if brought together, trusted and given the support they need.

Due to their psychology of mistrust, the UK Government squandered that asset.