

# Applied Health Research and Knowledge Mobilization Lab

Dr. Jeanna Parsons Leigh





# Current Projects

1. **Sociocultural Implications of COVID-19**
2. Partnering with Canadian Families to Understand and Address COVID-19 Pandemic Impacts on Youth Wellbeing
3. Examining Drivers of COVID-19 Vaccine Hesitancy
4. Creating a Culture of Sepsis Awareness
5. Value for Money
6. Improving Transitions in Care from the Intensive Care Unit



# Socio-Cultural Implications of COVID-19: Educating, Engaging & Empowering the Public

Initiated early in the pandemic, this study aimed to develop a comprehensive understanding of potential social and cultural factors that contributed to public knowledge and perceptions of COVID-19. Using surveys and interviews, we identified and examined major factors influencing public knowledge, perceptions and behaviours during the COVID-19 outbreak, offering recommendations around information access and dissemination in efforts to combat misinformation, stigma, and fear.

## Team

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[Dr. Stephana Julia Moss](#)

[Alexandra Dodds](#)

## Funder

[Canadian Institutes of Health  
Research](#)

## Status

Completed



# Results



## National Public Survey

### A national cross-sectional survey of public perceptions of the COVID-19 pandemic: Self-reported beliefs, knowledge, and behaviors.

*Summary: Results showed that information about COVID-19 was largely acquired through domestic news sources, which may explain the high self-reported compliance with prevention measures. The data also illustrated the broader impact of a pandemic on the general public's overall health and wellbeing, outside of concern about personal infection. The study findings could be used to inform public health communications during COVID-19 and future pandemics.*

Peer reviewed article published in [PLoS One](#) (2020)

#### Media & Presentations

- [The Chronical Herald](#) (Oct 27, 2020)
- [University of Calgary News](#) (Oct 27, 2020)
- [O'Brien Institute for Public Health Webinar](#) (Feb 16, 2021)



# Results



## National Public Survey

### Public perceptions during the first wave of the COVID-19 pandemic in Canada: a demographic analysis of self-reported beliefs, behaviors, and information acquisition

*Summary: This study found important demographic differences in how adults living in Canada perceived the COVID-19 pandemic, the impacts on their health, and their preferences for information acquisition. Results highlight the need to consider demographic characteristics in tailoring the format and information medium to improve large scale acceptance and uptake of mitigation and containment measures.*

Peer reviewed article published in [BMC Public Health](#) (2022)

### Exploring the impact of media and information on self-reported intentions to vaccinate against COVID-19: A qualitative interview-based study

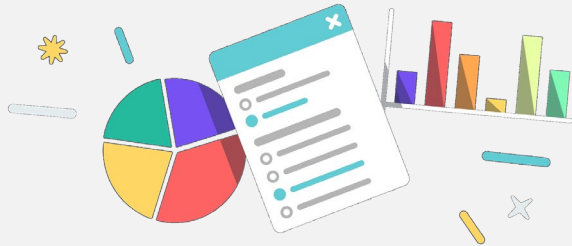
*Summary: COVID-19 vaccine hesitancy prevents universal immunization and contradictory messages in media are a source of concern and fear. The success of future vaccine campaigns will depend upon authorities' ability to disseminate accessible, detailed, and consistent information promoting public confidence.*

Peer reviewed article published in [Human Vaccine Immunotherapy](#) (2022)

Presented at [Canadian Centre for Vaccinology Research Day](#), April 26, 2022, by [Emily FitzGerald](#)



# Results



## National Interviews

### Lived experiences of Asian Canadians encountering discrimination during the COVID-19 pandemic: a qualitative interview study

*Summary: Findings from our study suggest that during the COVID-19 pandemic Asian Canadians in our study felt unsafe due to the uncertain, unexpected, and/or unpredictable nature of discrimination but also felt a strong sense of belonging to Canadian society and felt well connected to their Asian Canadian communities. Future work should seek to understand the influence of social media on treatment and attitudes toward Asian Canadians as the information dissemination process affects emotions and behaviors that directly impacts how public opinions are formed.*

- Peer reviewed article published in [CMAJ Open](#) (2022)
- [Dalhousie News article](#) (June 14, 2022)
- Presented at the Canadian Association of Public Health Conference, June 15, 2022 by [Dr. Stephana Julia Moss](#)



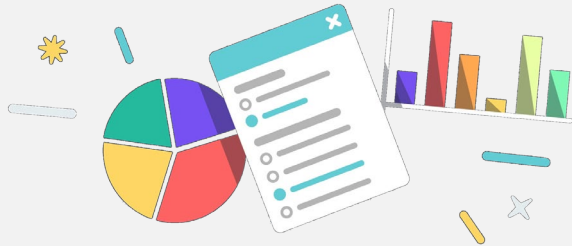


## Exploring the impact of behavioural, normative and control beliefs on intentions to adhere to public health guidelines during the COVID-19 pandemic: A Qualitative Interview Based Study

*Summary: Individual perceptions of risk, loss of control, access to resources (i.e. childcare), and societal expectations, shaped intentions to engage in disease preventative behaviours (i.e. social distancing) during the COVID-19 pandemic.*

*Article currently under peer review*

# Results



## National Interviews



# Results



## Healthcare Provider Focused Research

### A qualitative study of physician perceptions and experiences of caring for critically ill patients in the context of resource strain during the first wave of the COVID-19 pandemic

*Summary: The COVID-19 pandemic has required health systems and healthcare providers to continuously adapt to rapidly evolving circumstances. Participants' uncertainty about whether their unit's planning and resources would be sufficient to ensure the delivery of high-quality patient care throughout the pandemic, coupled with fear and anxiety over personal and familial transmission, indicate the need for a unified systemic pandemic response plan for future infectious disease outbreaks*

Peer reviewed article published in [BMC Health Services Research](#) (2021)

### Factors affecting COVID-19 vaccine hesitancy among healthcare providers in 23 countries

*Summary: This study found that a substantial minority of healthcare providers report COVID-19 vaccine hesitancy. Findings suggest a need to address safety and risk concerns through tailored messaging, training, and/or incentive approaches among healthcare providers, as well as the need for international and national vaccination efforts to ensure equitable distribution.*

Peer reviewed article published in [Vaccine](#) (2022)

[Press Release](#) May 31, 2022





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