

# KEEPING YOUR AUDIENCE SAFE

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# Keeping your audience safe

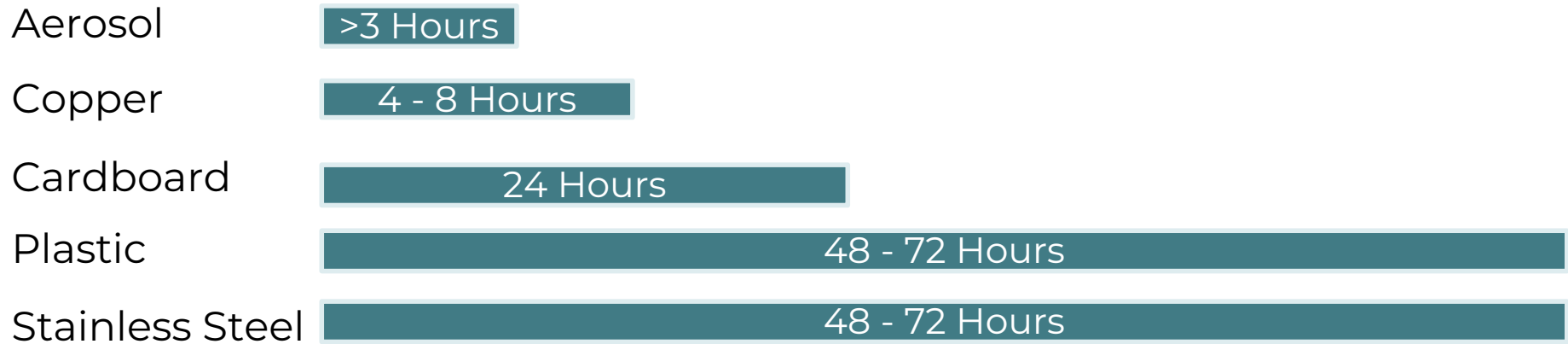
- Fear pandemic
- How does the virus spread?
- Rebuilding confidence: Risk management strategies
- Changing behaviour

# Fear Pandemic

*“If we are not prepared to fight fear and ignorance as actively and as thoughtfully as we fight any other virus, it is possible that fear can do terrible harm to vulnerable people, even in places that never see a single case of infection during an outbreak”*

– Dr. Murray (who treated Ebola patients) in New York Times article (2020)

# How does it spread? Fomite



Source: Doremalen, N. van, Bushmaker, T., Morris, D. H., Gamble, A., Williamson, B. N., Tamin, A., Harcourt, J. L., Thornburg, N. J., Gerber, S. I., Lloyd-Smith, J. O., Wit, E. de, Munster, V. J. and Holbrook, M. G. (2020) "Aerosol and Surface Stability of SARS-CoV-2 as Compared with SARS-CoV-1." *New England Journal of Medicine*. (The New England Journal of Medicine), May.

# How does it spread? Air

Talking

> 1 metre distance at 1 m/s

Coughing

2 metre distance at 10 m/s

Sneezing

6 metre distance at 50 m/s

Source: Xie, X., Y. Li, Chwang, A. T. Y., Ho, P. L. and Seto, W. H. (2007) "How far droplets can move in indoor environments – revisiting the Wells evaporation–falling curve." *Indoor Air*. (Indoor Air), (17) January, pp. 211–225.

# How does it spread? Density

- High crowd density (where 1 or 2 metre physical distance cannot be maintained)
- Touching others then touching face

# How does it spread? Duration

- Study\* found that events where people stayed together for prolonged periods (e.g. camping) had higher rates of transmission.

\*Source: Memish, Z. A., Assiri, A., Turkestani, A., Yezli, S., Masri, M. al, Charrel, R., Drali, T., Gaudart, J., Edouard, S., Parola, P. and Gautret, P. (2015) "Mass gathering and globalization of respiratory pathogens during the 2013 Hajj." *Clinical Microbiology and Infection*, 21(6) pp. 571.e1-571.e8.

# Rebuilding Confidence: Risk Management

	Fomite	Air	Density	Duration
Design	Remove need to contact fomite (door handle, bin) Remove fomite	Increase ventilation/hold the event outdoors	Staggered entry times Queueing space to allow for physical distancing	Remove need for waiting times e.g. queuing for bar/toilet
Information	Signs to indicate facility is touch free (taps/soap dispenser)	Ask all attendees to wear fitted face mask/covering	Ask attendees to maintain physical distance Mark on ground/wall what the distance “looks like”	Reinforcement messaging to move away from drinks/food collection
Management	Clean! Clean! Clean!	Enforce mask wearing/covering in higher density spaces	Manage capacity of spaces Enforce physical distancing where applicable	Staff to reinforce limitation of duration in a space



# Design

## **Eliminate**

..the need for contact/queuing etc.

## **Reduce**

..the density and duration of contact/queuing  
etc.

## **Isolate**

..person(s) during contact

## **Control**

..with regular  
cleaning

## **PPE**

# Information

- Keep audience updated
- Procedures are communicated before the event
- Influence Social Norms
- Pre event:
  - Tell them how we keep them safe
- During event:
  - Show them how we keep them safe
  - Involve them in keeping themselves and others safe

# Management

- Procedures are visual
  - E.g. frequent cleaning in front of attendees
- Procedures are enforced
  - E.g. staff/stewards enforce physical distancing where required

# Changing behaviour in a new world

- What is important to our audience?

# THANK YOU

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