



# Covid policies and cultural background

15 th June 2023

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## Covid – a transcultural virus

- Transcultural networking and hybridisation of virus due to globalisation, communication and transport networks
- Internal transculturality facilitates the diffusion of the virus by external transculturality
- Transmission of the virus is based on the communication/interaction and reciprocal exchange between different cultures and social groups
- Even in national contexts the embedding of transcultural communication strategies was necessary to reach the whole society

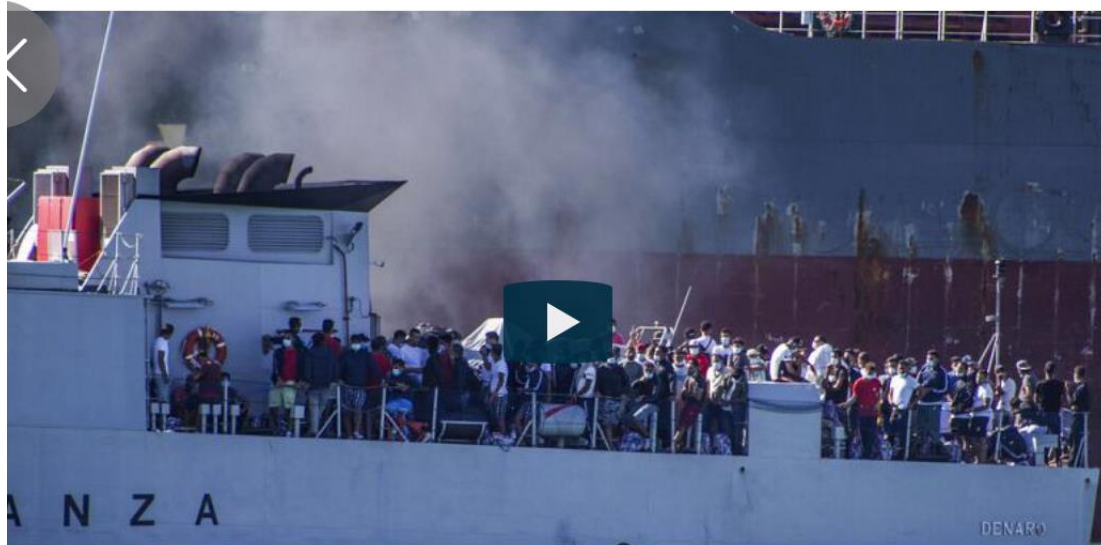
# Problems of intercultural encounters during Covid

People used their “virus knowledge” for an initial assessment in encounters. In doing so, they often drew conclusions about characteristics of their counterpart that were not directly accessible, without being aware of them.

WELT

## Allianz der Angst: Covid-19 schürt Furcht vor Migranten

Von euronews • Zuletzt aktualisiert: 08/08/2020





## Ethnocentrism

**Definition:** The belief that one's own culture is superior to all others. View world from their own cultural viewpoint.

Did the pandemic promote ethnocentrism?

And if yes, in which manner?

**Singapore contained Coronavirus.  
Could other countries learn from its  
approach?**

Grades of ethnocentrism:

- 1) Positive: you prefer your own
- 2) Negative: you believe your own culture is in the center of everything.
- 3) Extreme negative: you believe the values and norms of your own culture as most powerful and should be adopted by other cultures.



Singapore has done well to contain the virus, with only 96 cases reported.

Image: REUTERS/Feline Lim

# China's zero-Covid-strategy – what can we learn about it?



China relies on a vast coronavirus surveillance infrastructure to carry out rigorous contact tracing as part of its zero-Covid strategy.

## Changing culture due to the virus

- Language (verbal and non-verbal)
- Knowledge (everyday knowledge and social representations)
- Values and rules
- Symbols, rituals

Réduire le risque d'infections à **coronavirus** :

 Se laver les mains à l'eau et au savon ou avec une solution hydro-alcoolique

Se couvrir le nez et la bouche avec un mouchoir ou dans le pli du coude quand on tousse ou éternue 

 Éviter tout contact étroit avec une personne présentant des symptômes de type grippal

Bien cuire la viande et les oeufs 

 Ne pas entrer en contact direct avec des animaux sauvages ou d'élevage

 World Health Organization



# Collectives and compliance to Covid-measures

## Centre gives three reasons for India's Covid surge

TIMESOFINDIA.COM / Updated: Apr 4, 2021, 22:35 IST



Research article | [Open Access](#) | Published: 18 January 2021

### COVID-19 outbreak in Brazil: adherence to national preventive measures and impact on people's lives, an online survey

[Edlaine Faria de Moura Villela](#) , [Rossana Verónica Mendoza López](#), [Ana Paula Sayuri Sato](#), [Fábio Morato de Oliveira](#), [Eliseu Alves Waldman](#), [Rafael Van den Bergh](#), [Joseph Nelson Siewe Fodjo](#) & [Robert Colebunders](#)

*BMC Public Health* **21**, Article number: 152 (2021) | [Cite this article](#)

5392 Accesses | 1 Citations | 18 Altmetric | [Metrics](#)

It attributed the spike to the severe decline in compliance of Covid-appropriate behaviour, pandemic fatigue and lack of effective implementation of containment measures at the field level.

Collectives and their culture are heterogeneous and unlimited in themselves, because their members can also move in other collectives. As a result of the internal differentiation of a collective, the homogeneity and coherence of a culture is always only relative. People of the same collective can differ profoundly in their views in our pluriform societies (Hoffman 2015).



## Cultural scripts - can shift



- Irritations due to shifted cultural scripts indicate that one's own value systems (norms, principles, etc.) have been violated. To which cultural circles do I belong and what values/ Covid-measures do I stand for?
- Irritations are expressed through emotions such as anger, disappointment and fear, when looking at "foreign behavior".



# My personal information channels on the pandemic



**Bergamo, non c'è più posto: 70 mezzi militari portano le salme fuori dalla regione**



## Current research project of Dep. L and S

Studium Weiterbildung Forschung Dienstleistung Fokusthemen Über uns



# Lessons Learned: Covid-19- Kommunikation mit der Migrationsbevölkerung 2022-2023

## Auf einen Blick

**Co-Projektleiter/in** : [Prof. Dr. Mirjam Eser Davolio](#), [Prof. Dr. Ulla Kleinberger](#)

**Projektteam** : [Kushtrim Adili](#), Dr. Gilles Merminod, Natalie Schwarz

**Projektstatus** : laufend

**Drittmittelgeber** : Bund (Bundesamt für Gesundheit BAG / Projekt Nr. 0142005484)

# Lessons learned of Covid-19 communication towards vulnerable groups with migration background

- Against the background of the current state of research on communication strategies in the health care system and in particular on the COVID-19 pandemic for the target group of the migrant population, this study uses focus group discussions and an online survey of relevant stakeholders to develop the findings gained in the Swiss context for the FOPH in the form of a **guideline**.
- The aim is to create **good COVID-19 communication practices** for the migrant population, especially without sufficient knowledge of a Swiss national language, as well as for other socially disadvantaged target groups for the future production and dissemination of health information in the form of a **guide for health organizations**.
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# Infographic- strategies of the FOPH



## Télévision, Radio, Journaux, Webinars - Migesmedia

## Informations publiques en 21 langues



## Médecins + pharmaciens



Schweizerisches Rotes Kreuz  
migesplus.ch



Croix-Rouge suisse  
migesplus.ch



Croce Rossa Svizzera  
migesplus.ch



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun Svizra  
Swiss Confederation

Bundesamt für Gesundheit BAG  
Office fédéral de la santé publique OFSP  
Ufficio federale della sanità pubblica UFSP  
Uffizi federal da sanadad publica UFSB

## Schlüsselpersonen – Personne clés – Persone chiave



# The risk of cultural concepts dealing with the pandemic

- Culturalization is the practice of understanding "culture" as an essential, central and determinant explanation for (individual) actions, attitudes, behaviors, conflicts or expressions.
- Cultural concepts are based on nations, ethnic origin, homogeneity coherences and static → **risk of essentialism**
- Differences in mentality are used as an explanation of behavior. → **risk of determinism and reductionism**

## Sweden and the U.S. are unique in their failure to reduce coronavirus mortality rates as the pandemic progressed

COVID-19 related deaths per 100,000 people; countries grouped by their overall mortality rate

