

NIHR Greater Manchester PSTRC

Plain English Publication Summary

Publication: [What challenges do UK adults face when adhering to COVID-19-related instructions? Cross-sectional survey in a representative sample](#)

Publication details (Vancouver format)

Keyworth, C., Epton, T., Byrne-Davis, L., Leather, J. Z., & Armitage, C. J. (2021). What challenges do UK adults face when adhering to COVID-19-related instructions? Cross-sectional survey in a representative sample. *Preventive Medicine*. doi: 10.1016/j.ypmed.2021.106458

What are the most important findings/conclusions in this paper? Why are they important?

Of the people who said they followed the UK government's COVID-19-related instructions, 80.3% experienced challenges. Women and younger adults were most likely to report more than one challenge. These findings are important because they tell us who to target when creating interventions that encourage people to follow the government instructions.

What did you do?

We carried out a survey with a sample of the UK population. Almost 95% of people said they followed the UK government's COVID-19-related instructions. The results of that 95% were analysed to find out which groups of people found following the instructions most challenging.

Why did you conduct this research?

We wanted to find out about the challenges that UK adults were facing while following the UK government's COVID-19-related instructions.

What was known before your paper was published?

A lot was known about the impacts of COVID-19 on adults from around the globe, but nothing was known about how measures taken to prevent the spread of COVID-19 affected people.

What is next? What is the potential impact of the work in this paper? What will change as a result of this paper (or the study it describes)?

We now know that interventions looking at the challenges of following COVID-19 instructions are needed, especially related to changes in daily routine, and mental and physical health. Our research tells us these interventions should be targeted at women and younger adults. Further work is needed to find out what those interventions should look like.

Does this paper link in to a particular study / project? If so, please summarise the study and explain how this paper has improved understanding, or will move the study forward.

This study links to other work we have done, which looked at [how to encourage people to follow COVID-19-related instructions in the longer-term](#).