HOW TO MOBILISE PROTECTIVE, SUPPORTIVE AND RESILIENT BEHAVIOURS
10 PRACTICAL TIPS BASED ON 10 SCIENTIFIC FINDINGS

1. Anticipate that everything can change rapidly
   - The malleability of social behaviour increases exponentially in times of crisis.

2. Make constructive behaviour visible
   - Perceived social norms play a critical role in accelerating change.

3. Favour clear and practical instructions
   - Impractical regulations are likely to produce counterproductive effects.

4. Mobilising inclusive role models
   - Adherence to the authorities’ instructions is reinforced by the perception of a common identity with the persons issuing or relaying the instructions.

5. Recall the ordeals overcome
   - The search for a sense of collective continuity is a powerful source of social motivation.

6. Avoid perpetuating the myth of “collective panic”
   - Even in a life-threatening emergency, ordinary social roles and relationships are generally preserved and continue to guide social interactions.

7. Let spontaneous solidarity be expressed
   - The crisis situation is at the origin of emerging communities of solidarity, capable of generating critical social resources.

8. Show that vulnerability is shared
   - The momentum of solidarity can be fragile when crisis management creates or reinforces inequalities.

9. Preserving information and communication channels
   - Confusion and lack of information are more difficult to manage than shared truths, even dramatic ones.

10. Allow for the continuity of social ties
    - Preservation of social ties is a critical resilience factor in times of significant stress.