

## Characterizing forecasting risk communication during the COVID-19 pandemic: A quantitative content analysis of news reports

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### Introduction

Risk communication remains an essential component of public health emergency management to improve population adherence to public health and social measures, resulting in better response and health outcomes. This study aimed to characterize forecasting risk communication during the COVID-19 pandemic.

### Methods

We performed a deductive content analysis of 12 high-readership news media online databases selected across the six world regions.

### Results

The global prevalence of COVID-19 forecasting risk communication news reporting was 50% (n = 6 regions). COVID-19 forecasting risk communication news availability was highest in the American region (69.2%), followed by the Australian region (23.1%), with zero per cent in Africa, the Middle East, and Asia. The rates for COVID-19 forecasting risk communication, news

simplicity, and completeness were highest in the American and European regions (100% each), and lowest in the Australian region (66.7%).

### Conclusion

Our findings suggest the need for improved forecasting risk communication to enhance the adoption of control measures by populations and communities in future public health emergencies.