

Supplementary material for the following publication:

Almlund, P., Kjeldsen, J. E., & Mølster, R. (2023). Expressions of governance, risk, and responsibility: Public campaigns in the crisis and risk management of Covid-19 in Denmark, Norway, and Sweden. In Johansson, B., Ihlen, Ø., Lindholm, J., & Blach-Ørsten, M. (Eds.), *Communicating a pandemic: Crisis management and Covid-19 in the Nordic countries* (pp. 121–147). Nordicom, University of Gothenburg. <https://doi.org/10.48335/9789188855688-6>

English translations for figures

Figure 6.1 Examples of Danish National Board of Health campaign posters

Left image: For you who are elderly or chronically ill. You are particularly exposed to infection with the new coronavirus and should be very careful. The new coronavirus typically spreads via handshakes and small drops from coughing and sneezing. If you protect yourself, you are also actively protecting others. Thus, follow this advice. Avoid larger assemblies and public transportation during rush hour. Keep your distance and ask others to be considerate. Avoid unnecessary physical contact – remember it is okay to say no to social gatherings. Wash your hands often or use hand sanitiser – and consider wearing gloves when going out.

Right image: New coronavirus. Protect yourself and others. The new coronavirus will typically spread in places where many people are gathered, for example, via handshakes and small drops from coughing and sneezing. Protect yourself and others with this good advice. Wash your hands often or use hand sanitiser. Cough or sneeze into your sleeve – not into your hands. Avoid shaking hands, kissing, and hugging – limit physical contact. Be aware of cleaning – both at home and at work. Avoid large gatherings when you are elderly or chronically ill.

Figure 6.2 Examples of Norwegian campaign posters

Left image: Habits that prevent infection. Paper tissue over mouth and nose protects others when you sneeze or cough. Throw away the paper tissue after use. Then wash your hands. Use the sleeve when you need to cough or sneeze and you don't have a paper tissue at hand. Wash your hands often and thoroughly when you have been out among people. Hand disinfectant containing alcohol is a good alternative when washing hands is not possible, for example, when travelling.

Right image: A little, a lot, or complete distance? By keeping distance, we slow down corona (Covid-19). You who live together may socialise normally. You may have visitors, but few at a time. You may go out, but keep distance from others. Healthy children can be together in small groups. Remember good hand- and cough-hygiene! Avoid shaking hands and hugging outside the home. Avoid stigmatisation and exclusion. If you belong to a group at risk, then this advice is particularly important!

Figure 6.3 *Swedish Civil Contingencies Agency campaign posters*

Left image: Stay home if you feel sick. Protect the elderly and other risk groups. Work from home if it works for you and your employer.

Right image: Keep a distance!

Figure 6.4 *Swedish campaign poster detailing proper hand-washing techniques*

This is how you wash your hands: Wash your hands for at least 20 seconds.

Figure 6.5 *Screenshot from a Norwegian Directorate of Health campaign video*

Good Norwegian dugnad [communal action] where everyone contributes.

Figure 6.6 *Screenshots from a Danish National Board of Health campaign videos*

Transcript of video depicted on the left:

[A young man at the bathroom]

Young man: Cough, cough, cough

Mom [only as a voice]: I think that, you have to stay at home today.

Young man: No mom, I am fine

[The young man brushes his teeth and then look into the mirror, where he sees Søren Brostrøm with a strictly, nearly diabolic look. He turns around and see no other in the bathroom.]

Young man: No, I think it is coolest if I stay at home today

Transcript of video depicted on the right:

[Four young people sitting at a table in a bar – they are laughing]

Young man: What the hell is going to happen?

Young girl: Oh, it's late, we are going home.

Young man: No no no no no. Stop stop take it [the facemask] off! Take it off! We are not going home.

[Rising up from the table]

We are going to party, and I am the DJ.

Now, I put on music, ok? [He moves toward the jukebox]
Søren Brostrøm: [a gentle singing voice comes from the jukebox]
Go home, fucking hell!
Go home and lay down in your bed!
Young man: [seems to be a little shaken up and now in a hurry]
I think we should go home now
Yes, come on, you too!

Figure 6.7 Examples from the Norwegian Institute of Public Health's "A gentle reminder" campaign series

All three images: A little reminder. Test yourself if you have symptoms. Stay home when you are ill. Follow the local recommendations.

Figure 6.8 Examples from the Norwegian Directorate of Health "If you are in quarantine, stay in quarantine" campaign series

Both images: If you are in quarantine, stay in quarantine [both contain text message bubble with illegible text].

Figure 6.9 Examples from the Swedish Civil Contingencies Agency's "Memories" campaign

All three images: If we are to return to normal, you and everyone else need to take responsibility. Memories [specific date follows].

Figure 6.10 Examples from the Swedish Civil Contingencies Agency "humorous gratitude" campaign

Thanks to you who have worked from home. Keep fighting all the way through. Your effort makes a big difference.

Thanks to you who have been patient in your everyday life. Keep fighting all the way through. Your effort makes a big difference.