



Reassessing health crisis communication for a generation dealing with crisis fatigue

**by
Janine Palencia**

Undergraduate Thesis Submitted in Partial Fulfillment of the
Requirements for the Bachelor of Communication

in the
School of Communication

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Approval

Name: Janine Palencia
Degree: Bachelor of Communication
Title: Reassessing health crisis communication for a generation dealing with crisis fatigue

Examining Committee: Faculty Supervisor: Kym Stewart
School of Communication

Ethics Statement

The author, whose name appears on the title page of this work, has obtained, for the research described in this work, Human Research Ethics approval from Capilano University Office of Research Ethics.

A copy of the approval letter is attached:

Dear Janine Palencia and Kym Stewart,

The Capilano University Research Ethics Board (REB) has reviewed your revised application for ethical review for the project entitled “Reassessing health crisis communication for a generation dealing with crisis fatigue.”

Thank you for attending to the issues raised by REB reviewers. We are pleased to inform you that your application is approved.

For your records:

REB Protocol ID: 2024-007-CAPS-PALENCIA
Date of Approval: March 12, 2024
Expiry Date: March 11, 2025

Throughout the duration of this REB approval, all requests for modifications to the approved ethical protocol must be submitted using a CapU REB Application for Amendment Form.

If you have any questions about the REB review and approval process, please contact the REB Office at reb@capilanu.ca.

We wish you the very best with your project.

Sincerely,
Capilano University Research Ethics Board

Office of the Capilano University Research Ethics Board
Capilano University | Research Ethics Board | reb@capilanou.ca

Abstract

How does crisis fatigue affect a generation expressing declining trust towards public institutions? What would happen if another major health crisis broke out? How can public health cut through the noise in a media landscape saturated with misinformation? This paper seeks to understand how the Generation Z (Gen Z) experience of growing up with crisis media impacts interaction with health crisis and risk communications, and how to adapt existing frameworks to consider this emergent phenomenon. Building off research contextualized by the COVID-19 pandemic, the foundation of this study was developed around concepts of information overload and message fatigue. Analysis was conducted on existing health communication frameworks, social media campaigns from public health authorities in British Columbia, online discourse around crisis fatigue, and survey data on Gen Z's mental health and media consumption habits. This study hopes to open inquiry into current health crisis and risk communication frameworks, with the goal of reassessing guidance to consider novel phenomenon experienced by younger generations.

Keywords: gen z; crisis fatigue; message fatigue; mental health; health risk communication; crisis communication

Dedication

I'd like to dedicate this paper to the following people:

To my friends & family, always cheering me on with whatever ambitious venture I have going, and feeding me during breaks.

To my teams and management at Hollyburn Family Services – thank you for filling the gaps while I'm off pursuing my studies, and taking such great care of our kids & families.

To the Communication Studies department at Capilano University, who continuously push me to go beyond my limits and do my best.

To CAPUMA for giving me my first experience in grounded theory and inspiring the heart of this research.

To Gen Z, thank you for caring so much about the world and everyone around you, **despite** how much doom and gloom you grew up seeing. You continue to inspire this Millennial.

And of course, to my partner Karl, who's held me up when I'd been too exhausted from everything I have going on, and continues to keep me grounded amidst my crazy ideas and schedules.

I really couldn't have done it without any of you. Thank you!

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List of Acronyms

BCCDC	British Columbia Centre for Disease Control
BC SPEAK	British Columbia Survey on Population Experiences, Action and Knowledge
ERC	Emergency Risk Communication
WHO	World Health Organization

Glossary

Crisis communications	Communications that respond to established crisis events , often used in tandem with risk communications during health crises
Crisis fatigue	A non-medical term used to describe burnout resulting from prolonged exposure to crisis and crisis events.
Gen Z	Generation Z – population born between 1997-2012
Risk communications	Communications that respond to events with perceived risk , often used in tandem with crisis communications during health crises

Chapter 1.

Introduction

Known as “digital natives,” Generation Z (Gen Z) are the first generation to grow up with the internet interwoven into their daily lives (McKinsey & Company, 2023). In 2005, when the oldest Gen Z began entering their teenage years, YouTube was first released (Hosch, 2024) and over 1 billion people were accessing the internet worldwide (Petrosyan, 2023). In 2007, the first iPhone was released (Apple, 2007) and 3G was standard speed for mobile browsing (Galazzo, 2020). In comparison to preceding generations, Gen Z have had the unique experience of having more access to real-time and unfiltered information, to an almost-inescapable degree. And with technology continuing to connect us in as many ways as possible, it has also opened the floodgates for large volumes of information to spill through in all channels of communications.

As a novel virus, COVID-19 became one of the biggest health events in modern history. Experienced by multiple generations in ways never experienced before, it exposed the vulnerabilities and fragility of healthcare systems, and also became a very public test on crisis communication at a global scale.

British Columbia, comprising multiple health regions (Appendix A), was seen as successful in its response during the early days of the pandemic, due largely to public leadership by Dr. Bonnie Henry (Porter, 2020). As the pandemic progressed, this perspective began to be questioned, caused in part by challenges in communication consistency (Wyton, 2022). Terminology changes drew public confusion (Jones, 2020), and misinformation scattered all throughout online forums. By early 2022, dissent became evident with public protests – approximately 500 trucks from British Columbia joined a nation-wide demonstration, the Freedom Convoy, spearheaded by Canadian truckers in opposition of vaccine mandates in the trucking industry (Chan, 2022). An ongoing flow of information, initially public health’s number one weapon in rallying public participation, turned against their efforts.

Meanwhile, the disruption in Gen Z lives brought by stay-at-home orders and lockdowns saw a suspension in life milestones and segments of youth lost: bar mitzvas,

quinceañeras, graduations, driving lessons, summer jobs, among many more. It begs the question: how did this once-in-a-lifetime experience shape Gen Z's outlooks in life? How did the non-stop flow of crisis information affect Gen Z's mental health? And how did the pandemic impact Gen Z's interactions with information shared by public institutions?

This study examines how the emerging phenomenon of crisis fatigue has impacted the Gen Z population. This was done by looking at research conducted during the COVID-19 pandemic, exploring message fatigue caused by information overload, as well as conducting a mixed-method approach to confirm findings and theories at a local level. Analysis was then conducted to understand the current landscape of public health crisis and risk communications, to identify challenges and possible ways to move forward.

Chapter 2. Literature review

2.1. Gen Z and crisis fatigue: a mental health issue

The Canadian Census classifies Gen Z as people born between 1997 and 2012, making up 6.71 million of the overall population as of 2021 (Statistics Canada, 2022). As a generation that grew up seeing a rapid development in communication technologies and the coming-of-age of the internet, access to news and information became part of everyday living. With information right at their fingertips, Gen Z no longer faced restrictions to news in the same ways that previous generations had, relying on access to news TV channels and structured publishing times. News, already available 24/7, saw an exponential increase in volume at the advent of social media. As of 2023, 85% of Canadians aged 15-34 reported getting news through social media or the internet (Statistics Canada, 2024).

Wars, global economic instability, climate crises and health crises saturated screens of a generation still heading towards adulthood. Inevitably, this had an impact on mental health outcomes: Gen Z in the United States were more likely to report fair to poor mental health in comparison to other generations (American Psychological Association [APA], 2018, p. 4), and showed higher stress levels than other generations around issues covered by national news (APA, 2018, p. 3). This was exacerbated by the COVID-19 pandemic, where Gen Z adults in the U.S. were more likely to report worse mental health in 2020 than 2019, compared to other generations (Vankar, 2023).

A large factor surrounding poor mental health outcomes for Gen Z, especially within the sphere of social media during the COVID-19 pandemic, has been attributed to information overload (Liu et. al, 2023). Following a S-O-R (stimulus-organism-response) model, Liu et. al (2023) observed how environmental factors (social media information overload around COVID-19) influenced individuals' (322 Gen Z UK residents) responses (social media discontinuance). The study's findings pointed to increased likelihood of social media discontinuance following negative mental health outcomes from social media information overload. Information overload was found to lead to message fatigue. This was also observed by Sun & Lee (2023) in American college students, who linked these factors to behavioural outcomes in the form of message avoidance (p. 20349).

As communication technologies continue to evolve and extend ideas over time and space (Innis & Watson, 2008), we are seeing for the first time the consequences of more modern innovations. Constant exposure to crisis during an entire generation's formative years has led to an emerging phenomenon of emotional and mental exhaustion: crisis fatigue (Kohli, 2023).

2.2. Crisis fatigue as an outcome of message fatigue

Audience research company GWI revealed in their 2023 Connecting the Dots report that, in comparison to 2020 survey findings, there was an 11% increase in individuals between 16-64 expressing that social media use causes them anxiety. The report, drawing findings from over 950,000 surveys completed in 50 countries, also found a 90% decline in interest in news, politics, social issues and current events since 2020 (GWI, 2023).

This downward trend aligns with risk communication studies contextualized by the COVID-19 pandemic. In a global study of digital crisis interaction among Gen Z and Millennials, respondents from over 50% of all participating countries reported to being overwhelmed by the amount of information they were exposed to about COVID-19 (Volkmer, 2021 p. 56). The study, identifying that crisis communication consists of continuous interaction across multiple sources (Volkmer, 2021, p. 1), suggested that information fatigue was a contributing factor to respondents expressing agreement towards the statement, "I stopped paying attention to news and information on COVID-19 in general," (Volkmer, 2021, p. 58) and going on to state that "[b]ased on these results, it is not surprising that respondents felt crisis fatigue and just stopped paying attention" (Volkmer, 2021, p. 59).

In consideration to the magnitude of the COVID-19 pandemic, Sun & Lee (2023) identified that "the primary purpose of repetitive messaging in risk communication is to increase awareness about potential or imminent danger, thereby enhancing risk perception and protecting public health and life" (p. 20358). Their study, which looked at how information overload on social media during the pandemic led to message fatigue, examined message avoidance in the context of psychological reactance theory and cognitive load theory.

Seo et. al (2021) saw similar results among Italian adults, with one additional key finding: message fatigue in health risk communications can negatively relate to trust in public health information (p. 532). With public entities responsible for health risk communication, this provides additional challenges in pushing key messages through large volumes of misinformation that can be found across communication channels. However, it does not seem to be an absolute conclusion, as Sun & Lu (2023) found that communication from public health authorities on social media still held influence in health behaviour outcomes over communication by other social media users. The study, conducted online with 344 adults across America, found psychological reactance around COVID-19 vaccine messaging was reduced when public health authorities rebutted negative and misleading content online (Sun & Lu, 2023 p. 156).

2.3. Maintaining trust in public institutions

In comparison to 2022 and 2023, Canadians were reported to have decreased trust in the Canadian healthcare system in 2024, (Maclellan & Eaton, 2024, p. 29) with British Columbia showing the least amount of trust in the Canadian healthcare system compared to Ontario, Quebec, Prairie provinces and the Atlantic provinces (Maclellan & Eaton, 2024, p. 31). As of 2023, 53% of Canadians aged 15 and older were reported to hold low levels of trust in media (Statistics Canada, 2024).

It was also found that Canadians with low levels of trust in media were more likely to fact-check information (Statistics Canada, 2024). While good practice, the additional effort required to fact-check information on a regular basis can add to cognitive load. This circles back to the risk of information overload and message avoidance, which has been observed in real time: between 2020 and 2022, there was a 14% increase of consumers worldwide aged 16-64 who were reducing their time on social media in relation to declining trust in news (GWI, 2023).

As health risk information primarily comes from public health agencies (Seo et. al, 2023, p. 536), maintaining a solid level of trust remains key in successful behavioural outcomes. Volkmer (2021) found that during the COVID-19 pandemic, a large group of Gen Z and millennials worldwide expressed levels of distrust in their government, feeling that their governments did not “present ‘the whole picture’ of crisis issues” (p. 59). A Romanian study interviewing Gen Z participants looked at communications based on

relationship marketing principles and found that relationship management was a key factor in the efficacy of building trust in messaging from public institutions (Stancioiu et al, 2021). While the study remains limited in its focus on Romanian society, it nevertheless provides insight on widely-practiced methods that could support improvements in health crisis and risk communication practices.

2.4. Further Research

Further research within this area at larger scales present several layers of challenges considering moving cultural factors as well as communication practices. Crisis fatigue remains a relatively new phenomenon, though it is an off-shoot of an established phenomenon. However, considering the regionality of health authorities and public institutions, smaller-scale studies may be sufficient in accounting for these variables and present solutions with immediate utility for respective communities. Non-online communications would need to be considered to get a more nuanced understanding of experiences of individuals with limited to no access to internet technologies, especially as a significant amount of research in this area focus on social media and online communications.

Chapter 3. Methods

3.1. Netnography

Due to the niche nature of crisis fatigue relating to public health communications, few studies were available with replicable research methods to confirm related communication theories. As a result, methods for this research were chosen to build on and complement related research, specifically message fatigue research contextualized by the COVID-19 pandemic. In these, both qualitative and quantitative methods were used. To better capture nuance within the subject of inquiry, qualitative and quantitative methods were also used in this study, namely netnography and surveying.

Kozinets (2015) outlines netnographic research as “a specific set of related data collection, analysis, ethical and representational research practices” that are conducted “within and upon the new tempero-spatial cultural coordinates mediated by contemporary networked communications, such as the Internet and the variety of devices and forms that humans use to access it” (p. 4). With 93% of Canadians between the age of 15-24 reported to be most likely to communicate with friends via the internet once per week, (Asselin et. al, 2021), online research became imperative to capture enough data within the short study timeframe. A netnographic approach deemed the most appropriate and accessible for this study, considering the large volume of content and public forums available online.

A passive participant approach was used in the netnography, where observational data was gathered on the general web and social media (specifically TikTok) to get an understanding of the perception of crisis fatigue via internet culture. However, future research may benefit from an active participant approach: as Costello (2017) asserts, active participation, which incorporates researcher involvement in discussions held with groups being researched, “provide[s] an ideal mechanism for cocreation, which can help to sustain services that might otherwise be pruned back when resources are constrained” (p. 9). In essence, participating in discussions in online communities has the advantage of obtaining closer access to individuals, which may provide much deeper understanding of connections between life experiences and communication behaviours.

Webpages indexed by Google from searching “crisis fatigue” were chosen for analysis, filtered by specific timeframes (see Appendices C, D, E & F). Considering Google’s search page redesign in 2021 to replace pages with continuous scroll (Mehta, 2022), links were collected per inquiry up until Google’s search page prompted users to click for “more results,” with the understanding that click-through rates drop off drastically after the first search result (Tober, 2023). A total sample of 235 English-language pages were collected. Pages were then filtered based on their verbatim use of the term “crisis fatigue.” Webpages were then sorted based on categories of function for the website, focusing specifically on health, education, business, news or “other,” encapsulating all other types of content. This was done to find a universal definition of “crisis fatigue” in online spaces, and to determine if there were any evolutions of the concept resulting from world events or different industry contexts.

In May 2022, Canadians between the ages of 18-29 were the majority age group of overall TikTok users in Canada, encapsulating a large proportion of the Canadian Gen Z population. TikTok, the fourth most used social network in Canada as of December 2023 (Statista, 2022, p. 18) was a chosen platform for its prevalence in Canadian Gen Z social media habits. A new account was made to ensure a “clean slate” for providing TikTok behaviour data in order to reach content relating to the topic of study. Posts were sought between February 19 - March 27, 2024, looking at specific keywords through TikTok’s search page as well as through app functions allowing users to view TikToks using specific audio. After filtering content for subject relevance, a sample of 68 English-language posts were collected for analysis. The main focus was to get an understanding of how themes around crisis fatigue were being discussed within the TikTok community and platform, as well as the language used around it.

3.2. Online survey

An online survey (Appendix B) was then conducted to close the loop on understanding whether sentiments understood through netnography findings could be confirmed within local populations. This was done with the aim of understanding sentiment around public institutions, as well as provide a baseline for mental health measurement and compare online communication habits between good mental health days and bad mental health days. The survey also sought to understand whether the functions of “crisis fatigue”, mainly the constant exposure to crisis event coverage through people’s lifetimes, were

actually experienced by the target population. The survey was hosted through the researcher's website on an installation of LimeSurvey. Dissemination was approached by asking faculty from Capilano University to share the survey to students who fit the participation criteria (individuals born between 1997-2005), and to share it with other instructors who would be able to share the survey with their students. Recruitment was also done online through posts on Reddit, TikTok and Instagram, to reach a broader group of individuals who may exist outside of the local academic community. A total of 36 responses were collected through these efforts between March 12 to March 22, 2024.

3.3. Analysis of health organizations' communication frameworks

Lastly, ERC (emergency risk communications) frameworks and pandemic communication guidance documents from the World Health Organization (WHO) and the Government of British Columbia were gathered to get an understanding of current guidance around managing communications during crisis events. These provided criteria to reflect on when assessing communication strategies implemented by public health institutions during crisis situations. Analysis was then done on posts on TikTok accounts by public health authorities to get an understanding of communication approaches from surrounding health regions. To address Canada's public health structure being managed at a provincial level, data from British Columbia health authorities were selected. Profiles for Vancouver Coastal Health, Northern Health and Fraser Health were analyzed to observe trends and communication strategies employed via TikTok.

During the COVID-19 pandemic, the Government of British Columbia developed a Pandemic Provincial Coordination Plan (2020), providing a short rundown of roles and responsibilities around external communications, referring to the BC COVID-19 Response Plan for public communications for further guidelines (p. 15). The Government of British Columbia followed a Communication and Education Framework in response to influenza pandemics (see Appendix H), which was based off the WHO's six-phased approach to a pandemic cycle (Government of British Columbia, 2012, p. 10). The Government of British Columbia employed multiple communications tools, including holding televised technical briefings, development of COVID-19 web portals for public information, fact sheets, and social media (Government of British Columbia, 2020, p. 16).

4.2. Defining crisis fatigue

Though the term “crisis fatigue” existed prior to 2020, it began showing prevalence in health-focused websites between 2020 and 2021, until other websites began exploring it in mid 2021 (see Appendix I). Most posts around crisis fatigue were concerned with defining it akin to a medical ailment, identifying signs/symptoms of it, as well as tips to manage it. From April 2020 to March 2021, Google had not identified a recommended meaning for the term; however, from April 2021 onwards, Google would provide recommended definitions to “crisis fatigue” (see Appendix J). The term appeared to retain the same meaning throughout the different contexts in which it was written about: the burnout and fatigue resulting from prolonged exposure to crisis and crisis events.

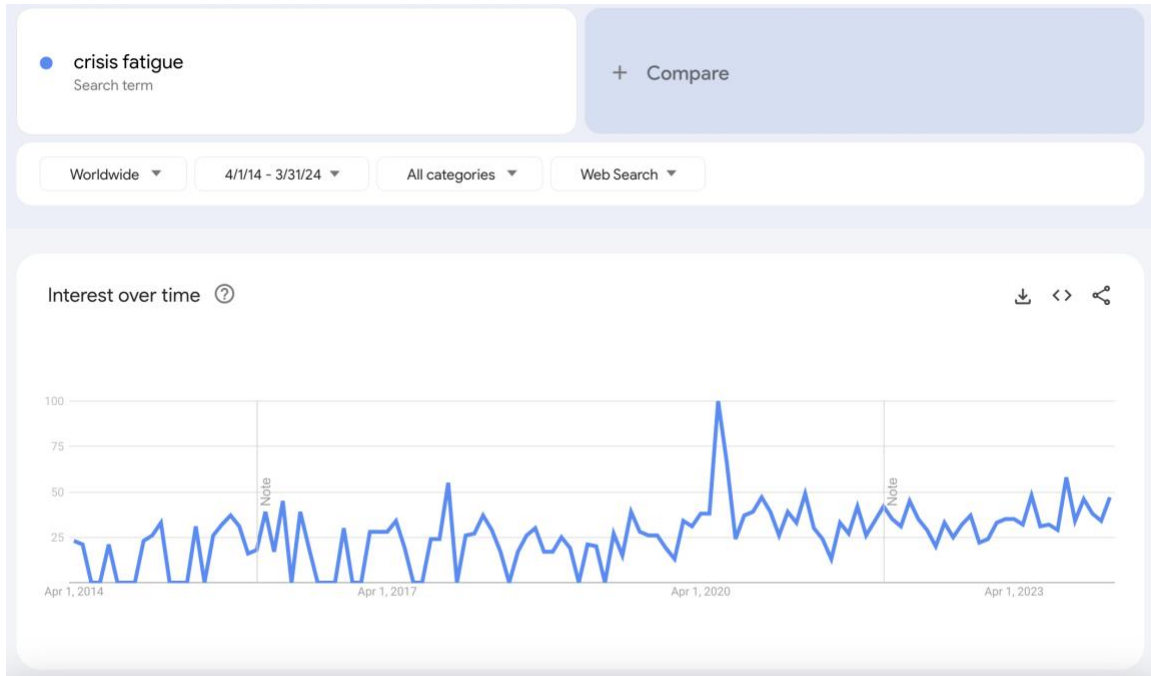


Figure 2 - Google Trends data on searches for "crisis fatigue" over a 10-year period.

Between 2020 and 2021, multiple search listings mentioning “crisis fatigue” concerned themselves with the global pandemic. Crisis fatigue results were also often listed alongside websites that concerned themselves with other COVID-19-related and health terms such as “compassion fatigue,” “burnout” and “chronic fatigue syndrome.” April 2020 to March 2021 saw a larger number of pages published on topics around “crisis fatigue” in comparison to subsequent time frames (Figure 3). Heading into 2022 and onwards, search results began to explore crisis fatigue around other events, such as wars, famine and environmental issues. Between 2023-2024, artistic works titled “crisis fatigue” began to be surface online.

"Crisis Fatigue" Verbatim Google Results vs. Year (April - March 2020-2024)

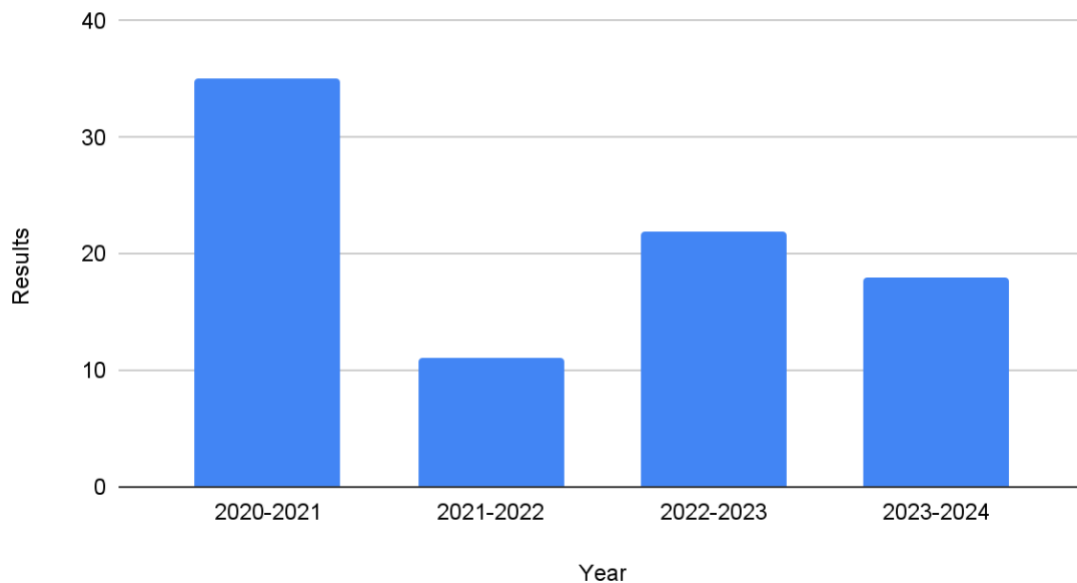


Figure 3 - Number of posts with verbatim use of "crisis fatigue," between 2020-2024.

4.3. Crisis fatigue on TikTok

One point of interest was the lack of cross-over of language found in webpages and articles on TikTok posts. Despite the large collection of websites normalizing the term "crisis fatigue" over the past few years, search results for "crisis fatigue" on TikTok displayed posts around trauma and mental health crisis responses – different subject matter than discourse on the phenomenon itself. Instead, language from COVID-19 communications, specifically the phrase "unprecedented times" became an artifact when seeking sentiment around crisis fatigue, as well as variations of the phrase "major historical events." This became an important consideration in getting an understanding of how Gen Z applied language when discussing personal experiences.

TikTok posts published between 2021 and 2024 were collected for content and trend analysis. The majority of relevant posts found were posted in 2022, which align with Google Trends data (Figures 4 and 5) on when the terms "unprecedented times" and "major historical events" could have been adopted in the general public's vernacular.

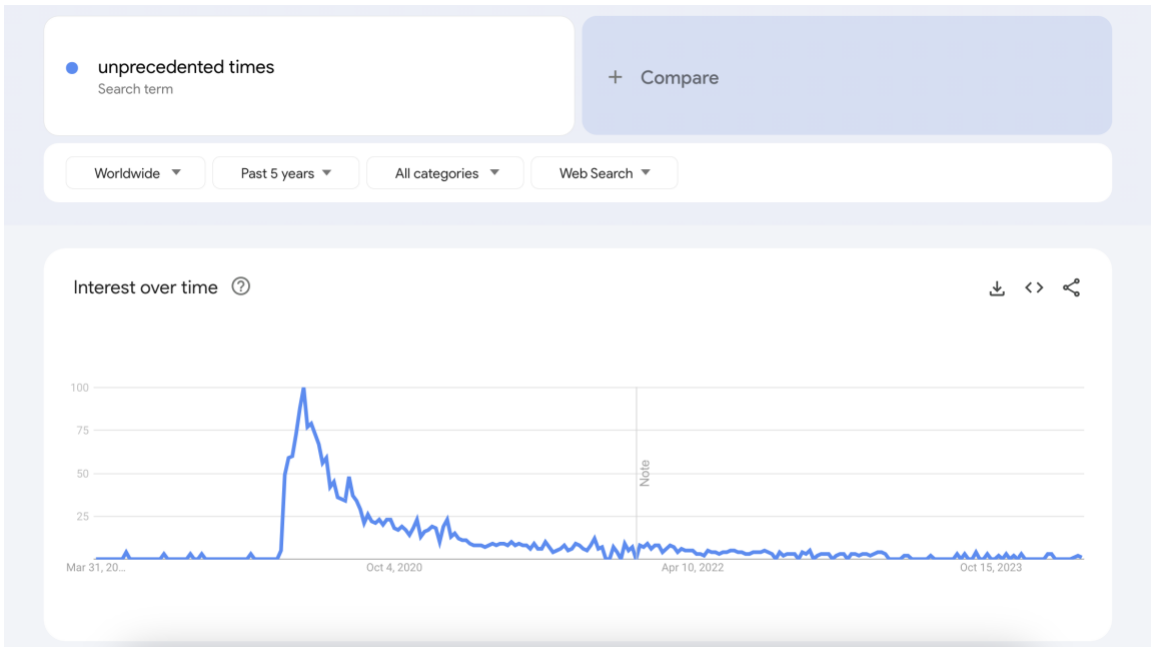


Figure 4 - Screenshot of Google Trends data over popularity of the term "unprecedented times" over the past 5 years.

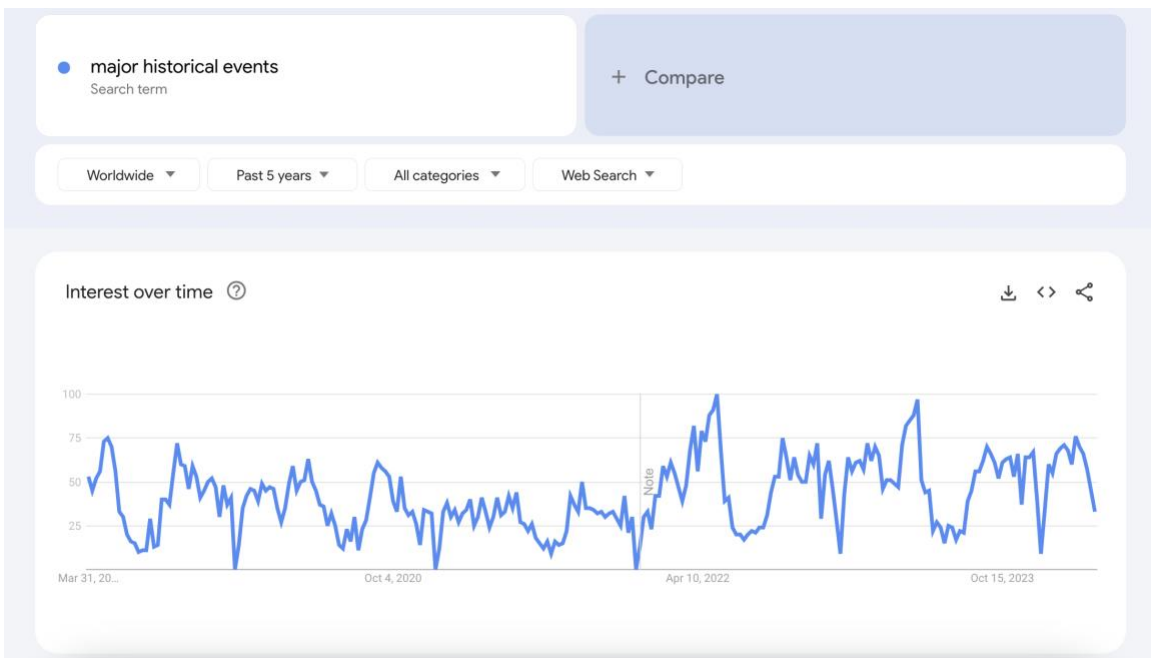


Figure 5 - Screenshot of Google Trends data over popularity of the term "major historical events" over the past 5 years.

Similar to Figure 5, Figure 6 shows that TikTok posts using the term “major historical events” appeared more likely around the same time as an announcement of a major world event. Figure 6 displays a timeline of the posts that were analyzed, and when they were posted. Specific events that were of interest included the Insurrection (January 6, 2021), the Russian/Ukraine war (February 24, 2022), the overturning of Roe v. Wade in the United States (June 24, 2022), Queen Elizabeth II’s death (September 8, 2022), and the Israel/Hamas war (October 7, 2023).

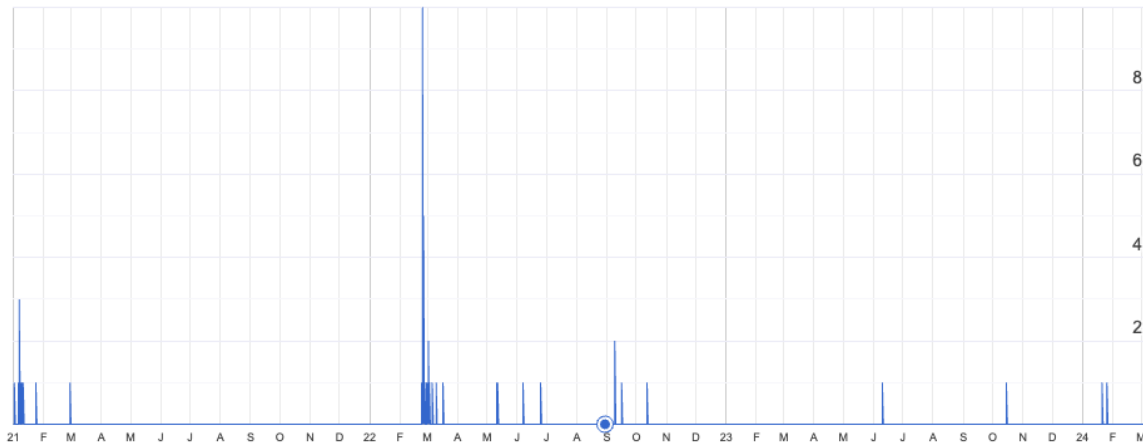


Figure 6 - Timeline chart of aggregated TikTok posts under analysis, making use of the term "major historical events" in their content.

A commonly-used style for posts about crisis fatigue involves users filming themselves, overlaying text, and using audio from existing TikTok posts or other online content. Texts span between close captioning of audio used, to listing out world events over the past 20 years, to listing out concerns that users deal with (e.g. rising cost of living). Commonly-used audio included narration, as follows:

1. From a TikTok post by user @seanghedi (2021) – “I don’t know about you guys, but I am sick and tired of [upbeat music plays] living through major historical events.”
2. From a TikTok post by user @TheFitFlounder (2022) – “I am so fucking tired of living through major historical events every other goddamn day! Fuck! Knock it off!”
3. From a TikTok post by user @odette.net (2022) – “Living through historic events is fucking shit. Very, very shit indeed.”

- From a video by YouTube creator, Jenna Marbles – “Here’s the truth: the fatigue, of like, just being alive is starting to set in.



Figure 7 -
@josh_p_jackson
(2021)



Figure 8 -
@kindra_erhart (2022)



Figure 9 -
@tea_moneyy (2022)



Figure 10 -
@highcountryoutlaw
(2022)

On January 7, 2021, user @swanksinatra.1 published a post outlining the timeline of crisis events in relation to the Gen Z experience. The user starts off by stating that “Gen Z starts in like 2000, 2001. Immediately, 9/11 and the war in the Middle East happen.” He continues to list SARS, the 2008 economic crisis, the Syrian civil war, the Syrian refugee crisis, and the COVID-19 pandemic, among global events in the Gen Z timeline. He finishes by saying, “literally, Gen Z’s been putting up with the world’s bullshit since the beginning.”

4.4. Survey results: the Gen Z experience

Participants in the study were separated based on year ranges, to get an understanding of any possible variances due to life experiences: 1997-1999, 2000-2002 and 2003-2005. 18 participants were born between 1997-1999, 12 participants were born between 2000-2002 and 6 participants were born between 2003-2005. While there seemed to be

some correlation between age and experiences, each sample was too small to determine the strength of these correlations.

To establish a baseline for analyzing mental health factors, participants were asked to rate their perceived mental health between 1-10. Though there were some variances, the majority of participants reported to be around the mid-range of 6. More participants reported to have a mental health score on the lower range, however, than in the higher range.

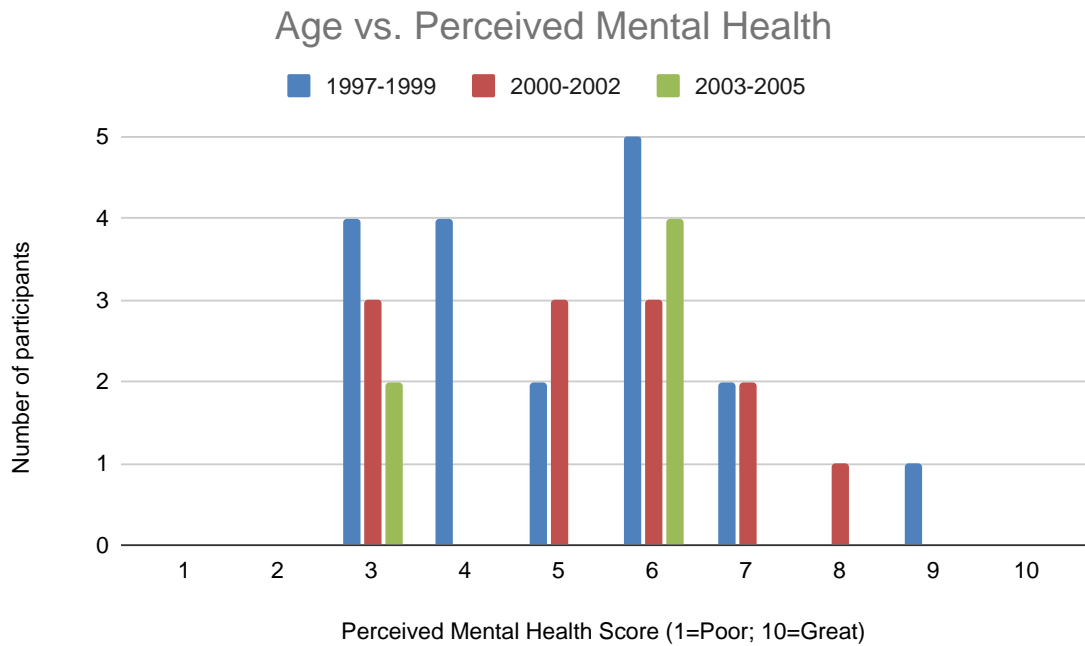


Figure 11 - Survey data on participants' perceived mental health, categorized by approximate years of birth.

When asked about issues and concerns that participants think about on a weekly basis, responses averaged 6 or more life concerns (see Appendix K). When asked regarding world events participants remembered living through, at least 50% of respondents reported to remember living through at 8 (out of 13) or more of listed events (see Appendix L).

Baseline mental health scores did not prove to be determinants on social media consumption habits; most participants reported an increase in use of social media when

they are experiencing “bad days,” or poor mental health. Those who reported showing the same consumption, or even a decrease in consumption on bad mental health days, were those who self-scored 6 or lower (Appendix M). This may be attributed to a desire to decrease further stimuli on mentally taxing days.

Participants were then asked what types of activities they liked to do on “good days” (good mental health days) versus “bad days.” Overall, survey data illustrated that individuals were less likely to engage in physically- and socially-demanding tasks (Figure 12). Data also illustrated an increase in use of social media. Additionally, 34 out of 36 respondents reported to be on more than one social media platform (Appendix N). This would suggest further vulnerability to message fatigue due to amount of exposure to content via social media, especially when individuals are reporting poor mental health.

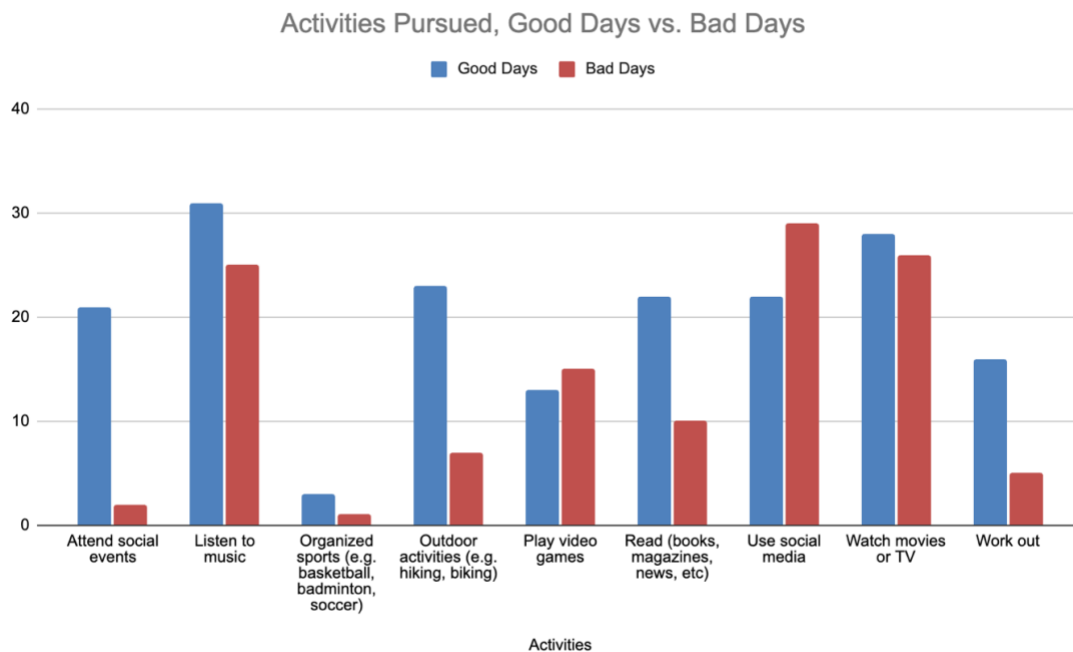


Figure 12 - Survey data comparing activities that respondents engage in during "good days" and "bad days."

Survey participants were provided an open-ended way to respond to “*Finish the following sentence: When I watch/read the news (television, social media, etc), I feel...*” Participant 4 relayed their experience as “[o]verwhelmed. Tired. Saturated. Makes me regret even trying to keep up with situations. It’s a never ending doom around us all.”

How well did you think that official communication around COVID-19 was handled?

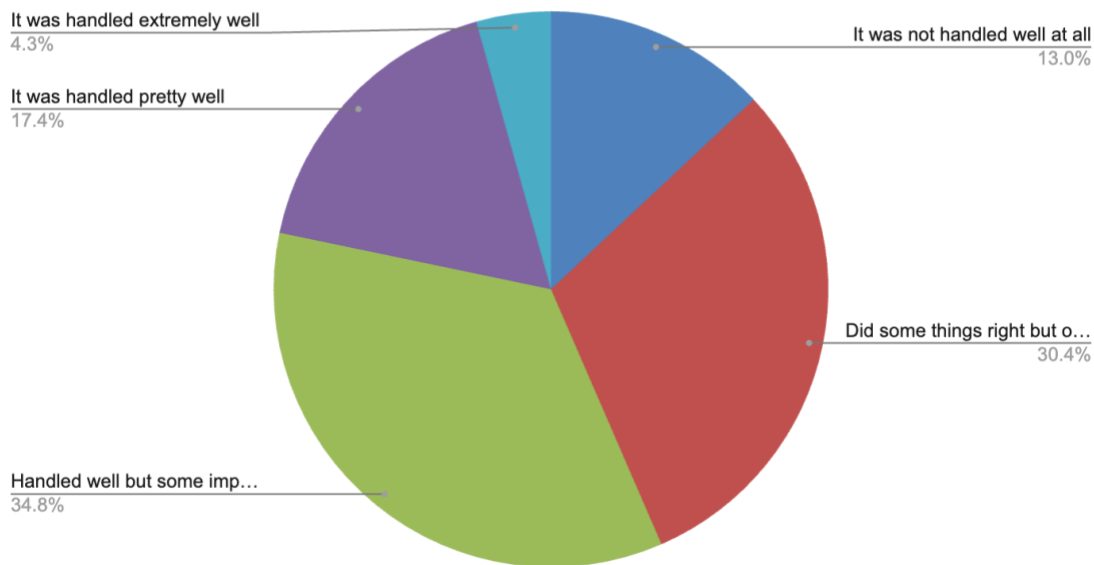


Figure 14 - Survey participants' sentiment on their experience with B.C.'s pandemic communication efforts.

Sentiment regarding the amount of official messaging did not seem to have a significant relationship based on information-seeking habits. Those who leaned to less frequent checking habits (Rarely/Never & 1-2 times a week) expressed that there was enough information while those with more frequent checking habits (Daily/More than once a day) expressed that not enough information was available (Appendix P). Those who sought news 3-4 times a week were split in the middle, between feeling like enough information was available and not enough information being available (Appendix P).

Overall, there does seem to be a distinct difference in social media consumption habits between now and during the COVID-19 pandemic (Figure 15). It is also worth noting that 86% of survey participants report to receiving health-related news on social media currently (Appendix Q) despite most expressing the sentiment that public health websites were most trust-worthy when seeking out health-related news during the pandemic (Appendix R). This seems to suggest that one of the first touchpoints to consider for Gen Z is social media, which can be used to feed into official government websites.

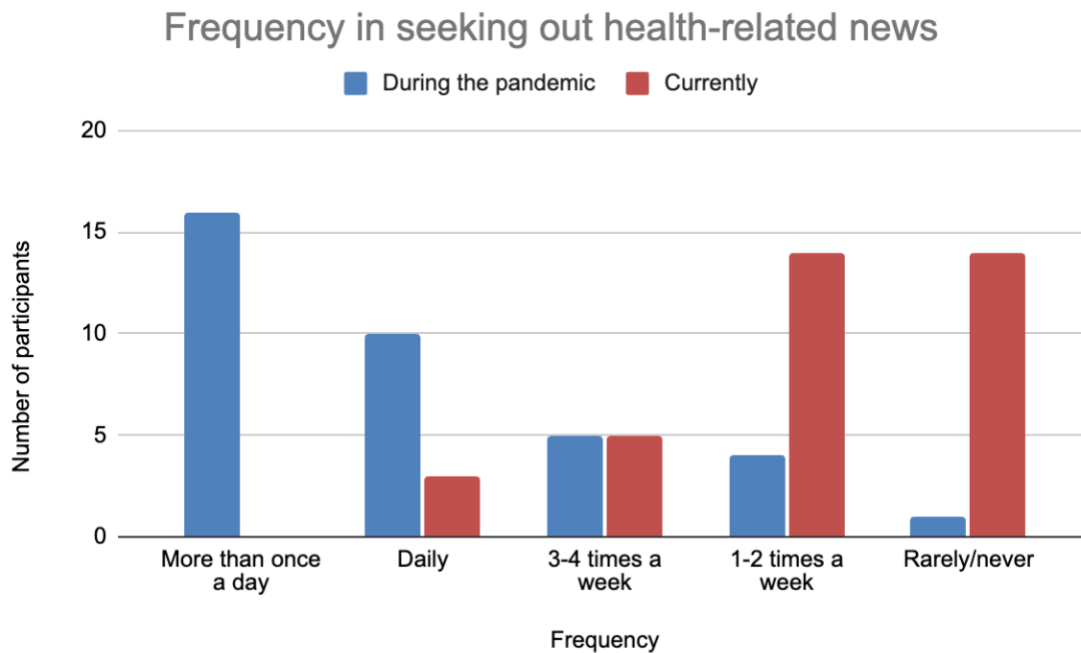


Figure 15 - Comparison chart of frequency that survey participants seek out health-related news, currently vs. during the COVID-19 pandemic.

4.5. Public health on TikTok

Considering the large population of Gen Z TikTok users, there is a lack of presence on the platform when it comes to public health authorities. At the time of the study, only three health authorities (Vancouver Coastal Health, Fraser Health and Northern Health) appeared to be active on the platform, to varying degrees. Two accounts claim to represent Interior Health and Vancouver Island Health Authority, though there are no posts by nor connections to official sources to verify these channels. Providence Health Care and First Nations Health Authority do not have TikTok accounts.

As of March 18, 2024, Vancouver Coastal Health had a total of 113 posts, and appeared to be most active out of all health authorities. Fraser Health had 91 posts, with their latest post published in March 2023. Northern Health had 16 posts, with their latest post being published in October 2023.

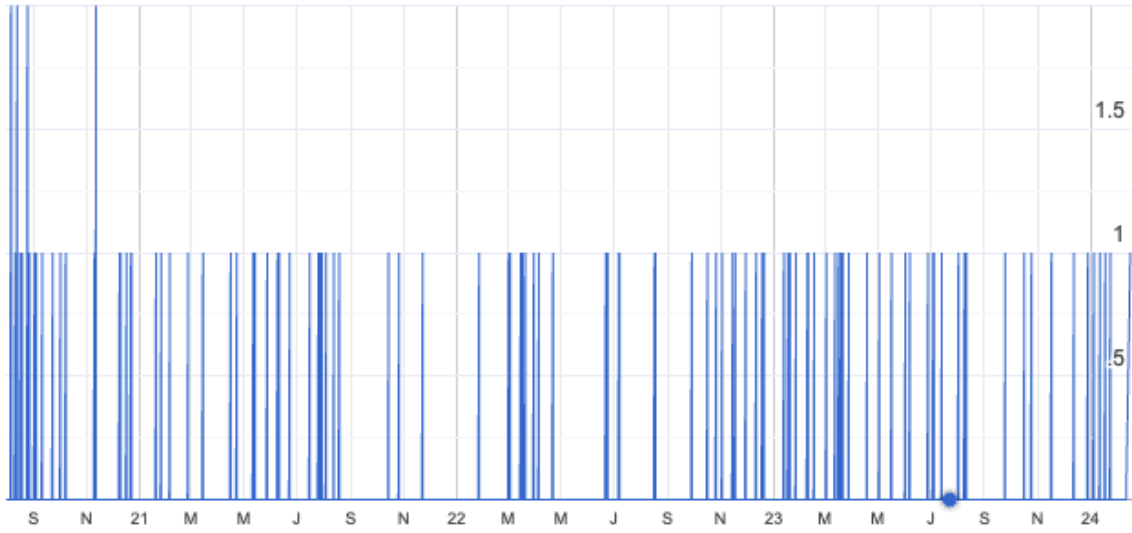


Figure 16 - Vancouver Coastal Health's TikTok posting frequency between 2020-2024.

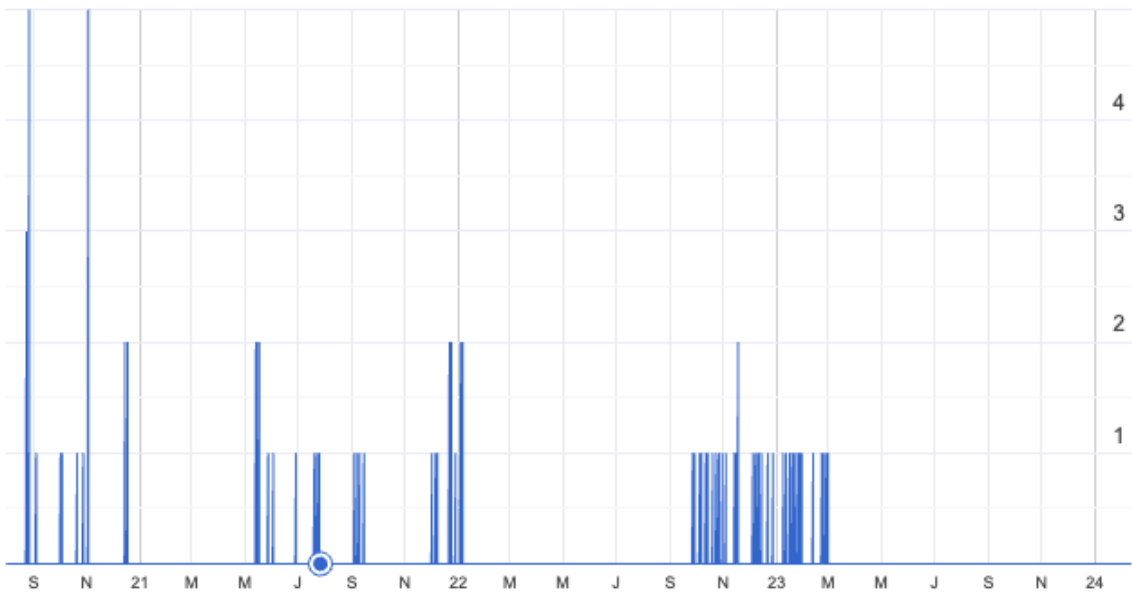


Figure 17 - Fraser Health's TikTok posting frequency between 2020-2024.

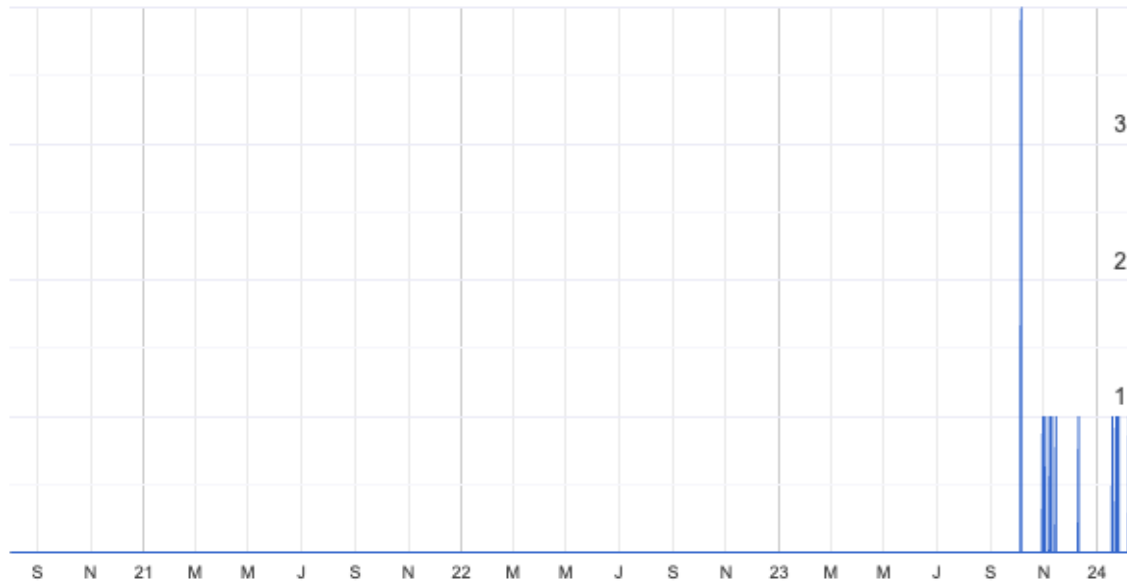


Figure 18 - Norther Health's TikTok posting frequency between 2020-2024.

Vancouver Coastal Health and Fraser Health were seemingly the only health authorities active on TikTok during the pandemic, with first posts on both accounts published in August 2020. With respect to BC's framework responding to pandemic phases outlined by the WHO, the creation of TikTok accounts occurred during Phase 6, seemingly under the following guidelines:

Key Communication Elements of Pandemic Period Activities (Phase 6)	
	Communicating new recommendations or changes in guidelines that may occur.
	As appropriate, implementing and maintaining community resources, such as hotlines and websites to respond to local questions from the public and professional groups.
	Tailoring communication services and key messages to specific audiences; utilizing special populations study information to target specific hard to reach populations.

Table 2 - Excerpt from the British Columbia Pandemic Response Plan (Government of British Columbia, 2012) Communication and Education Framework.

Due to the lack of pre-established presence on the platform, however, health authorities not only needed to consider the delivery of messages to maximize views and engagement, but also build their audience to maintain engagement. One way of building audiences and reaching accounts would be to post frequently and maximize

discoverability – this strategy appeared to have been implemented by Fraser Health, publishing multiple TikToks in 2020, on the same days in some cases. However, this runs the risk of playing into message fatigue, especially for constituents following the account. Another possible strategy in line with guidelines would be to engage with constituents directly on TikTok through comments and direct messages; however, this would require dedicated resources to upkeep, to ensure key messages are being delivered appropriately and in a timely manner.

Despite other disease outbreaks locally reported between 2021-2024, such as monkeypox and the avian flu, no posts were published between all three health authority accounts addressing these events. As posts regarding COVID-19 guidelines and vaccine announcements died down around 2022, subsequent posts between Vancouver Coastal Health and Fraser Health began promoting different focuses, with Vancouver Coastal Health promoting general health and Fraser Health focusing on employment recruitment efforts.

With respect to the most updated WHO guidelines, future health crises may benefit from identifying in advance social media channels that would help maximize the following goals:

Strategic communication planning	
	ERC planning must occur well in advance, and be a continuous process with a focus on preparedness as well as response. Planning should be sensitive to stakeholders' needs, participatory, responsive to the context and incorporate feedback from affected groups.

Table 3 - Excerpt from the WHO's ERC guidelines (World Health Organization, 2017).

All health authorities' TikTok accounts maintain open comment sections for most of their posts, providing a platform for open feedback from their constituents. However, there is seemingly a lack of engagement altogether across all three accounts, and low following numbers relative to the overall population of the health regions they service.

Chapter 5. Discussion

Study findings appear to suggest the importance of social media in the sphere of health crisis and risk communications towards younger populations, at the very least within British Columbia and other parts of Canada. 86% of respondents stated that social media was one source they receive health-related news, in line with Statistics Canada's findings (2024). Influence of official channels still seem to bear weight despite mixed trust levels towards public institutions – out of 32 respondents who answered the question *“If another health crisis were to happen today, where would you go for information?”* 21 (65%) of survey participants expressed that they would turn to public health and/or government sources. Sun & Lu's observations of a reduction in psychological reactance when public health rebutted misleading content in their study (2023, p. 162) further suggest that an online presence is also important in battling misinformation.

In contrast to Liu et. al's (2021) findings of social media discontinuance following negative mental health outcomes from social media information overload, 83% of survey participants self-reported to increase social media usage on “bad days,” in comparison to “good days.” It is possible that social media consumption can differ based on region-specific lifestyle factors – according to Statistics Canada, British Columbia ranked as one of the most active provinces in Canada between 2021-2022 (Appendix S), which may associate “good days” with higher engagement in physical and social. It is worth further investigating the relationship of these behaviours, as there pose risks of triggering an unhealthy habit loop: poor mental health leading to more social media use, more social media use leading to further message overload, message overload causing poor mental health outcomes through crisis fatigue, and poor mental health causing increased social media use, etc.

Chapter 6. Limitations

Other qualitative methods, such as focus groups and interviews, would provide much deeper context and insight regarding perspectives and experiences from Gen Z, and would be best pursued in future research with an extended timeframe. Longitudinal research would help in understanding how technological advancements, as well as world events, affect the fluid nature of health communications, as well as the need to reassess frameworks and strategies to promote sustainable behaviour change during crisis events. While multi-year data collection initiatives have been pursued around the COVID-19 pandemic, like the BCCDC's multi-year BC SPEAK Survey, it is worth noting that it is limited based on one specific phenomenon, rather than looking into health emergencies in its entirety.

Small incentives may be worth considering in further study within younger populations: without incentives for participation, the survey only had an 8% completion rate, viewed over 425 times, attempted 59 times over the course of 10 days, and resulting in only 36 completions. Data was also skewed towards older participants – a more even spread of participants from all year categories would be beneficial in future studies.

As the subject matter of the study was presented upfront to survey participants, as well as the process of self-selection acting as a participant filter, participation bias should be considered when assessing answers. Participation from those without pre-determined interest in the subject matter would be valuable in getting a better understanding of the pervasiveness of crisis fatigue, and how it affects trust in public institutions.

Measures were taken to attempt to keep the survey local, however, due to its availability online, it is difficult to determine just how many participants were in British Columbia at the time of survey dissemination. As the survey was intended to be an initial gathering of overall Gen Z experiences, demographic data was also not collected – demographic information would provide more nuance to understand how socioeconomic status and culture affect perspectives, media consumption, and levels of trust in public institutions.

Chapter 7. Conclusion

Hermeneutical gaps, according to Fricker (2007) can be seen as “blanks where there should be a name for an experience which it is in the interests of the subject to be able to render communicatively intelligible” (p. 180). It is possible that though “crisis fatigue” as a term is readily available, it does not serve to bridge the gap of understanding the unique experiences of Gen Z, especially when compared against experiences of other generations. Developing linguistic heuristics, according to Shulman et. al (2021), provides a “processing fluency [...] that people use to make judgments about whether information is familiar, known, consistent with existing beliefs, and/or the type of material one typically engages with” (p. 548). Several limiting factors come into play when relaying messages through social media, necessitating the use of linguistic shortcuts – short time limits, competition for audience attention/engagement, and social media’s function in real-time conversations, among several others. With the proximity of COVID-19 to the emergence of crisis fatigue in Gen Z discourse, it makes sense that the use of pandemic-related language goes further in being widely understood than newly popularized terms.

It is important to acknowledge that as a social media platform, TikTok currently holds a contentious status in Canada considering ongoing concerns of foreign governance over collected user data (Previl, 2024). At the time of research, the Canadian federal government had already been months into a national security review on TikTok (Karadeglija, 2024). The future of mass communication on social media platforms in Canada is also currently undergoing many changes, most in part due to the passing of the Online News Act in December 2023, with unintended consequences such as Meta blocking Canadian access to news content on their multiple platforms. News releases and articles are an important tool in health crisis and risk communications, which would be more difficult to push to populations who are more likely to receive news through social media (Leger & Canadian Press, 2023; Statistics Canada, 2024). Considering that Meta platforms and TikTok are the most used platforms by Canadians (Dixon, 2024), long-term strategies would need to be developed that can maneuver these limitations. With that said, the landscape of social media remains fluid – other platforms may overtake Meta and TikTok in the near future, that would be worth looking into by public health.

In their guidance documentation, the WHO (2017) identifies multiple research gaps in risk communication, including research around social media information overload and lack of geographical diversity in studies (p.33). As new research emerges, especially following the COVID-19 pandemic, revisions should be considered to account for lessons learned, as well as changes in communications technologies. Social media, designed to be interactive and instant, is a powerful platform in facilitating public participation, timely message dissemination, monitoring constituent sentiment, and providing a feedback loop – it would be worth considering these platforms further up in the stages of risk and crisis frameworks, especially when attempting to establish authority and combating misinformation.

The complex nature of building trust in public institutions must be further dissected, especially at a time when misinformation runs rampant. The WHO states that the trust-building process, investigated under their systemic review, saw less coverage on the recovery phase of emergency cycles as opposed to preparedness activities (2017, p. 11). This might be worth reconsidering due to the ongoing relationship between institutions and their constituents – a strong recovery phase may feed into stronger preparedness activities for future crisis events.

As recommended by Seo et. al (2021), leveraging a variety of media and executing creative and innovative message design would aid in mitigating information overload, with careful mapping of channels to avoid oversaturation (p. 536). Use of existing jargon may supplement, if appropriate, to lessen additional processing effort required by constituents, though this would require close attunement on efficacy and monitoring of changes in sentiment. Last, but not least, continuous re-assessment of risk and crisis communication frameworks to adapt with new processes and technologies is imperative in ensuring that the needs and unique experiences of constituents are sufficiently met through times of crisis.

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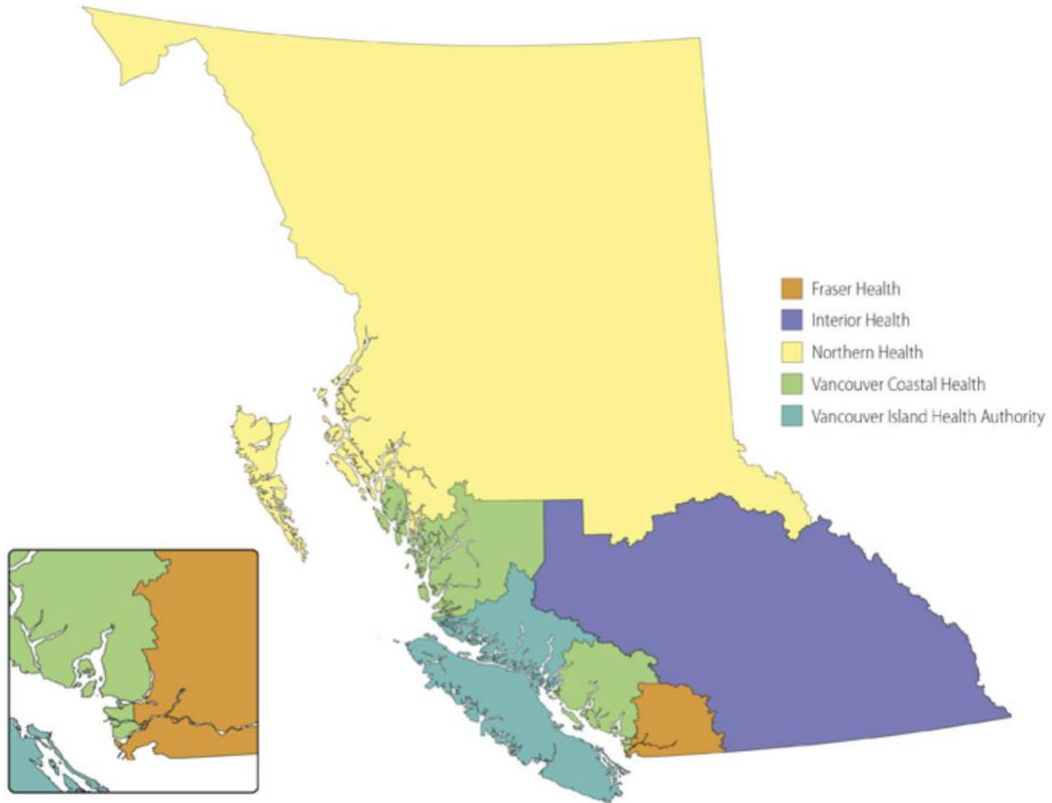
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Appendix A.

Health authority areas in B.C.

A map outlining the health authority areas in British Columbia (Government of British Columbia, 2022).



Appendix B.

Survey

Online survey disseminated online between March 12, 2024 – March 22, 2024.

Mental Health & Stressors

In your lifetime, which world events do you remember living through?

Please choose **all** that apply:

- 9/11
- SARS outbreak
- Global (2008) financial crisis
- Hurricane Katrina
- Swine Flu Pandemic
- Arab Spring
- Occupy Wall Street
- BP Oil Spill
- Sandy Hook
- Boston Marathon
- Paris Attacks
- Brexit
- Avian Flu Outbreak

On an average week, which of the following do you think about?

Please choose **all** that apply:

- Academic and/or career success
- Employment security
- Environmental issues/climate change
- Financial stability/rising cost of living
- Food security
- Health concerns
- Housing security
- Political events
- Relationship issues (family, friendships, romantic, etc)

Finish the following sentence: *When I watch/read the news (television, social media, etc), I feel...*

Please write your answer here:

When you're having a good day, what activities do you like to do?

Please choose **all** that apply:

- Attend social events
- Listen to music
- Organized sports (e.g. basketball, badminton, soccer)
- Outdoor activities (e.g. hiking, biking)
- Play video games
- Read (books, magazines, news, etc)
- Use social media
- Watch movies or TV
- Work out
- Other:

When you're having a bad day, what activities do you like to do?

Please choose **all** that apply:

- Attend social events
- Listen to music
- Organized sports (e.g. basketball, badminton, soccer)
- Outdoor activities (e.g. hiking, biking)
- Play video games
- Read (books, magazines, news, etc)
- Use social media
- Watch movies or TV
- Work out

When you're having a good day, how much time do you spend on social media?

Please choose **only one** of the following:

- 0 hours
- 1-4 hours
- 5-8 hours
- 9-12 hours
- 12+ hours

When you're having a bad day, how much time do you spend on social media?

Please choose **only one** of the following:

- 0 hours
- 1-4 hours
- 5-8 hours
- 9-12 hours
- 12+ hours

What does good mental health look like to you?

Please write your answer here:

Choose one of the following.

1 = poor

10 = great

Please choose the appropriate response for each item:

	1	2	3	4	5	6	7	8	9	10
On average, how would you rate your mental health?										

Social Media Use

What social media platforms are you currently on?

Please choose **all** that apply:

- Facebook
- Instagram
- LinkedIn
- Snapchat
- Twitter/X
- YouTube
- Other:

How do you receive health-related news?

Please choose **all** that apply:

- Blogs
- News websites
- Public health websites (e.g. BCCDC, VCH, WHO)
- Radio
- Social media
- TV
- Other:

How often do you seek out health-related news?

Please choose **only one** of the following:

- More than once a day
- Daily
- 3-4 times a week
- 1-2 times a week
- Rarely/never

How often do you use social media?

Please choose **only one** of the following:

- More than once a day
- Daily
- 3-4 times a week
- 1-2 times a week
- Rarely/never

If there was a reduction in your use over the past couple of years, what were some potential reasons?

Please choose **all** that apply:

- Concerns over privacy
- Effects on mental health
- Effects on personal relationships
- Effects on school/work productivity
- Ethical reasons
- Loss of interest
- Platform-related issues (e.g. changes in user experience)
- Too busy

Think about your experience during the COVID-19 pandemic, specifically the years 2020-2021. Answer the following questions.

What social media platforms did you use?

Please choose **all** that apply:

- Facebook
- Instagram
- LinkedIn
- Snapchat
- Twitter/X
- YouTube
- Other:

How often were you seeking out health-related news?

Please choose **only one** of the following:

- More than once a day
- Daily
- 3-4 times a week
- 1-2 times a week
- Rarely/never

If you lived in BC during 2020-2021: how well did you think that official communication around COVID-19 was handled?

Please choose **only one** of the following:

- It was not handled well at all
- Did some things right but overall not great
- Handled well but some improvements needed
- It was handled pretty well
- It was handled extremely well
- I did not live in BC in 2020-2021

What did you think about the amount of official COVID-19 information that was published at the time?

Please choose **only one** of the following:

- Not enough information was available
- Enough information was available
- There was too much information available

What sources did you find trust-worthy when looking for information on COVID-19?

Please choose **all** that apply:

- Blogs
- News websites
- Public health websites (e.g. BCCDC, VCH, WHO)
- Radio
- Social media
- TV
- Other:

Public institutions

Choose one of the following.

1 = poor

10 = great

Please choose the appropriate response for each item:

	1	2	3	4	5	6	7	8	9	10
How much trust do you have towards public institutions?										

Do you agree or disagree with the following statements:

Please choose the appropriate response for each item:

	Agree	Disagree
I feel overwhelmed by the amount of information available online		
I feel like the amount of information available online is just right		
I only care about information that affects me or those around me		
I care about information affective everyone		
It's harder to trust the news now than it was before		
I feel like I can trust the news now more than I could before		

If another health crisis were to happen today, where would you go for information?

Please write your answer here:

Appendix C.

Web content analysis, April 2020 – March 2021

Chart of posts to analyze between April 1, 2020 to March 31, 2021. The selected (checked) posts are those analyzed after filtering out non-relevant subject matter.

Crisis fatigue?	
<input checked="" type="checkbox"/>	Medical News 11 : Nov 6, 2020 — Crisis fatigue is the result of ongoing stress, which can lead to tiredness, changes in appetite, and disrupted sleep. Learn about how to cope here.
<input checked="" type="checkbox"/>	How to cope with : Jun 11, 2020 — This has been a difficult year, so it's natural to be feeling a mixture of exhaustion, rage, disgust, despair, desperation, anxiety and grief.
<input checked="" type="checkbox"/>	All This Chaos 1 : Jun 4, 2020 — Crisis fatigue manifests itself on two levels. On a societal level, it can tempt people to collectively throw up our hands and give up on civic engagement. "Why ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Aug 6, 2020 — You may feel a mixture of exhaustion, rage, disgust, despair, desperation, hyper-vigilance, anxiety and grief. There may have been changes in your sleeping and ...
<input checked="" type="checkbox"/>	7 Self-Care Tips 11 : Oct 9, 2020 — 7 ways to cope with crisis fatigue - 1. Cut out the negative coping skills - 2. Stick to a routine - 3. Pay attention to the story you're telling yourself - 4.
<input checked="" type="checkbox"/>	Managing crisis 10 : Sep 16, 2020 — Many of us are now experiencing "crisis fatigue." Or as it has also been termed, "pandemic fatigue" or "disaster fatigue". This is the effects of feeling ...
<input checked="" type="checkbox"/>	Covid Stress 10 : Sep 3, 2020 — Crisis fatigue can be defined as how a person reacts to long term stress with feelings of being very tired or numbness to the world around them.
<input checked="" type="checkbox"/>	Overwhelmed at : Aug 21, 2020 — Over time, unremitting stress can leave people feeling emotionally numb or tired. These feelings have been dubbed "crisis fatigue." Experts say there are steps ...
<input checked="" type="checkbox"/>	Feeling Overwhelmed 10 : Aug 21, 2020 — In a broad sense, crisis fatigue is the body's natural response to continual underlying stress, says Zlaim Ivanov, MD, a board-certified psychiatrist in New ...
<input checked="" type="checkbox"/>	10 Crisis Fatigue 10 : Aug 20, 2020 — A crisis fatigue develops in response to the "constant fear associated with repeated warnings about crisis, disaster or catastrophe," and results in ...
<input checked="" type="checkbox"/>	Are you experiencing 10 : Jun 11, 2020 — The pandemic is exacerbating what was already a crisis of burnout for health-care providers, say researchers and medical professionals at Texas A&M University ...
<input checked="" type="checkbox"/>	7 Self-Care Tips 10 : Aug 20, 2020 — Prioritize self-care during crisis fatigue! Discover 7 essential tips to nurture your well-being and resilience. Read our insightful blog now!
<input checked="" type="checkbox"/>	Managing Fatigue 10 : Apr 2, 2020 — Use strategically timed naps to decrease fatigue. Short naps (15-30 minutes) can help to decrease fatigue during work hours. Longer naps (1.5 hours) can help ...
<input checked="" type="checkbox"/>	2020: The Year 10 : Nov 20, 2020 — Many people have been impacted by the 2020 COVID-19 pandemic and crisis fatigue to some degree. Learn more about crisis fatigue.
<input checked="" type="checkbox"/>	Emotional exhaustion 10 : Jul 30, 2020 — 2020 has been a year of change. You may feel irritable or stuck. You're emotionally exhausted. Learn what it is and what to do.
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Aug 10, 2020 — In a recent article by Brad Russell, scientists have identified crisis fatigue as a "human response to unremitting stress that can cause a person to feel ...
<input checked="" type="checkbox"/>	Symptoms of Crisis 10 : Aug 5, 2020 — Similarly, physical fatigue or chronic stress can also result in mental exhaustion. ... During a crisis, people who are hard of hearing, ... burnout, fatigue, or ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Jul 28, 2020 — What is Crisis Fatigue? Crisis Fatigue is a result of about experiencing intense emotions of stress, depression, and anxiety over a long period of time during a ...
<input checked="" type="checkbox"/>	Podcast - How to 10 : Jan 1, 2021 — Eileen McQuinn, CEO of The Resiliency Group, and award-winning author of Burnout to Breakthrough, wonders, what is the point of control?
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Sep 16, 2020 — Crisis fatigue is something which many of us have faced as we tackle the challenges created by coronavirus. We illustrated advice on managing crisis fatigue ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Dec 8, 2020 — Compassion fatigue is the cost of caring for others or their emotional pain ... fatigue and what can be done to mitigate it ... Crisis response - Workforce planning ...
<input checked="" type="checkbox"/>	Managing Crisis 10 : Aug 10, 2020 — Listen as Family Medicine Nurse Practitioner Michelle ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : Jul 28, 2020 — What is Crisis Fatigue? Crisis Fatigue is a result of about experiencing intense emotions of stress, depression, and anxiety over a long period of time during a ...
<input checked="" type="checkbox"/>	Fighting COVID 10 : Aug 13, 2020 — As public health expands collaboration across sectors to implement new strategies to address the opioid crisis and support linkages to care, awareness of ...
<input checked="" type="checkbox"/>	Overcoming pain 10 : Nov 25, 2020 — Pandemic fatigue: it's plaguing organizations and employees right now. In 2020, we've endured a global pandemic, a massive economic crisis, and widespread ...
<input checked="" type="checkbox"/>	Compassion fatigue 10 : Nov 25, 2020 — Cited by 571 — Despite the health crisis situation and its implications for healthcare professionals, the levels of CF and BO have remained moderate/high.
<input checked="" type="checkbox"/>	How to Manage 10 : Listen as Nurse Practitioner Michelle Civello talks about how stress impacts your body. Learn how you can find small moments of peace each day to focus ...
<input checked="" type="checkbox"/>	What is crisis 10 : Listen as Nurse Practitioner Michelle Civello talks about how stress impacts your body. Learn how you can find small moments of peace each day to focus ...
<input checked="" type="checkbox"/>	One Year into 10 : Mar 16, 2021 — ... crisis and how long it has dragged on. Hospital staff developed mental, emotional and physical exhaustion as they treated a barrage of patients in the one ...
<input checked="" type="checkbox"/>	Are You Dealing 10 : Nurse Practitioner Michelle Civello discusses crisis fatigue with a local professional organization. Listen as she covers how stress affects your body and ...
<input checked="" type="checkbox"/>	WHO/Europe 10 : Oct 7, 2020 — Finding effective ways to tackle the health crisis and reinvigorate public vigilance is a growing challenge as the crisis continues. Pandemic fatigue evolves ...
<input checked="" type="checkbox"/>	7 Ways to Fight 10 : What is Quarantine Fatigue? "Quarantine Fatigue is being and absolutely done with the isolation, the lack of connection, lack of routine, and loss of the sense of ...
<input checked="" type="checkbox"/>	Can Having 10 : Jun 12, 2021 — Crisis Support. Can Having Anxiety Make You Feel ... Fatigue is a persistent feeling of being either mentally or physically tired. ... Adrenal fatigue does not ...
<input checked="" type="checkbox"/>	Supporting 10 : Oct 27, 2020 — Annette Oswald is the founder/executive director of From The Root: Educational Consulting Firm, and serves the community of Monterey as an instructor in ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : During a crisis, fatigue among healthcare workers may be difficult, if not impossible, to avoid. A shared responsibility between managers and workers can ...
<input checked="" type="checkbox"/>	Could You Be 10 : Here's what you can do if you're facing crisis fatigue. Buzz60's Elisa Bizoz reports.
<input checked="" type="checkbox"/>	Coping With 10 : Oct 14, 2020 — By any measure, the COVID-19 pandemic is a crisis, and it is shaping up to be more chronic than acute. People cope with crises in stages, much like grieving the ...
<input checked="" type="checkbox"/>	Psychological 10 : Cited by 86 — The National Health Commission of China released a notification of basic principles for emergency psychological crisis interventions for the COVID-19 on ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : This video is about Crisis Fatigue, the experience of various emotions as a result of being overwhelmed with circumstances seemingly out of your control.
<input checked="" type="checkbox"/>	Health Matters 10 : Have you heard of Crisis Fatigue? What is it and what's its link to Cushing's Syndrome? "Time in for the full interview, after the 3pm news!" LISTEN ...
<input checked="" type="checkbox"/>	Mental Fatigue 10 : This weariness and decision fatigue causes us to struggle more with the process of critical thinking as we get more tired. Cyber criminals know this, and they ...
<input checked="" type="checkbox"/>	Compassion 10 : Aug 28, 2020 — Spain has been one of the countries hardest hit by the health crisis caused by the COVID-19 pandemic. Healthcare professionals have had to deal with traumatic ...
<input checked="" type="checkbox"/>	Addressing 10 : Dr. Christine Caulfield, a licensed clinical psychologist and CEO of LSF Health Systems joins us now to discuss the symptoms of crisis fatigue and steps you ...
<input checked="" type="checkbox"/>	Laura Rock 10 : Play COVID Chronicle #012 Laura Rock & Rebecca Minohart: Navigating Crisis Fatigue by Center for Medical Simulation on desktop and mobile.
<input checked="" type="checkbox"/>	4 steps to teach 10 : Jun 14, 2021 — One fallout from the lack of support is that teachers are at risk of burnout, but the conditions for this precede the pandemic and speak to a much wider crisis ...
<input checked="" type="checkbox"/>	Guidance for 10 : Oct 16, 2020 — There are many challenges we are facing in terms of fatigue management during, and as a result of, this unprecedented COVID-19 crisis. This includes a shift in ...
<input checked="" type="checkbox"/>	Quarantine 10 : Crisis Fatigue is a form of burnout, which is the term for experiencing a state of physical, emotional and mental exhaustion. Feelings of disillusionment ...
<input checked="" type="checkbox"/>	Jeremy DeWet 10 : We are dealing with the virus AND the emotions it is creating. This week Pastor Jeremy DeWet spoke a powerful message on pursuing a life of purpose to ...
<input checked="" type="checkbox"/>	How to Overcome 10 : Aug 3, 2020 — Researchers at Harvard Medical School and the OSU Stress, Trauma and Resilience (STAR) Program identify four stages of crisis response: heroic, honeymoon, ...
<input checked="" type="checkbox"/>	Europe in the 10 : Mar 11, 2021 — ... permacrisis. Crisis fatigue. One year after the World Health Organization declared COVID-19 a pandemic, the most widespread sentiment in the EU is crisis ...
<input checked="" type="checkbox"/>	CRISIS FATIGUE 10 : Nov 6, 2020 — Some strategies that may help someone cope with the symptoms of crisis fatigue include the following: "Take a break: Taking time off of work to rest and recover ...
<input checked="" type="checkbox"/>	Crisis Fatigue 10 : This weekend Pastor Jeremy DeWet wraps up our Crisis Fatigue series with a message titled, "Scattered but not Separated." Although this crisis wasn't ...
<input checked="" type="checkbox"/>	Exhausted and 10 : Apr 16, 2020 — Exhausted and Grieving: Teaching During the Coronavirus Crisis. Educators' stress is skyrocketing during pandemic. By Catherine Gewertz — April 16, 2020 8 min ...
<input checked="" type="checkbox"/>	Compassion 10 : May 7, 2020 — Too many people try to stuff their own feelings away and try to keep working in a "business as usual" approach. This reaction can easily lead to crisis.
<input checked="" type="checkbox"/>	Burned Out 10 : Dec 1, 2020 — ... crisis. Grieving. Many of us entered the instructional design profession because we care deeply about the student learning experience and want to support ...
<input checked="" type="checkbox"/>	Supporting Your 10 : Nov 1, 2020 — With pandemic-related hiring freezes, financial pressures, pandemic fatigue and constant stress, many jobs now feel simply untenable for workers. This is a ...

Appendix E.

Web content analysis, April 2022 – March 2023

Chart of posts to analyze between April 1, 2022 to March 31, 2023. The selected (checked) posts are those analyzed after filtering out non-relevant subject matter.

1	<input type="checkbox"/>	When Tragedy Hit
2	<input checked="" type="checkbox"/>	Do You Have Cr
3	<input checked="" type="checkbox"/>	Why tragic news
4	<input checked="" type="checkbox"/>	Crisis fatigue
5	<input checked="" type="checkbox"/>	Epidemic fatigue
6	<input checked="" type="checkbox"/>	How to Deal With
7	<input checked="" type="checkbox"/>	Crisis fatigue no
8	<input type="checkbox"/>	Emotional Exhaustion
9	<input type="checkbox"/>	Compassion Fat
10	<input checked="" type="checkbox"/>	How to Thrive W
11	<input type="checkbox"/>	Chronic fatigue
12	<input type="checkbox"/>	Pandemic fatigue
13	<input type="checkbox"/>	Science with Fat
14	<input checked="" type="checkbox"/>	Montepox Jam
15	<input checked="" type="checkbox"/>	Ok Doctor
16	<input checked="" type="checkbox"/>	Fatigue Mayo Cl
17	<input type="checkbox"/>	Why Am I So Tir
18	<input type="checkbox"/>	Does COVID-19
19	<input type="checkbox"/>	Trauma - resiste
20	<input type="checkbox"/>	Covid Era Crisis
21	<input checked="" type="checkbox"/>	Adrenal Crisis
22	<input type="checkbox"/>	Chronic fatigue
23	<input type="checkbox"/>	Combat stress
24	<input type="checkbox"/>	Research Gen 2
25	<input type="checkbox"/>	Why Clearing Cl
26	<input checked="" type="checkbox"/>	Fringe The Clim
27	<input type="checkbox"/>	How to feel bett
28	<input type="checkbox"/>	Is It Chronic Fat
29	<input type="checkbox"/>	One year of Myr
30	<input type="checkbox"/>	Critical manifest
31	<input checked="" type="checkbox"/>	Research Gen 2
32	<input type="checkbox"/>	Why Clearing Cl
33	<input type="checkbox"/>	Nursing Through
34	<input checked="" type="checkbox"/>	The Goat Asses
35	<input type="checkbox"/>	A Qualitative Ex
36	<input type="checkbox"/>	Predictions of Bu
37	<input type="checkbox"/>	Fatigue I Write
38	<input type="checkbox"/>	Vicarious Trau
39	<input type="checkbox"/>	The Medialine B
40	<input type="checkbox"/>	Donor fatigue de
41	<input type="checkbox"/>	"Crisis Fatigue"
42	<input checked="" type="checkbox"/>	Why Somalia is
43	<input type="checkbox"/>	Democracy Fall
44	<input checked="" type="checkbox"/>	Communicating
45	<input type="checkbox"/>	The worlds most
46	<input checked="" type="checkbox"/>	COVID-19 UUT
47	<input checked="" type="checkbox"/>	Rebecca Rowell
48	<input checked="" type="checkbox"/>	What Is crisis fa
49	<input checked="" type="checkbox"/>	3 Ways Helples
50	<input type="checkbox"/>	User characters
51	<input type="checkbox"/>	Complications of
52	<input checked="" type="checkbox"/>	Inviting the com
53	<input checked="" type="checkbox"/>	Adverse staffing
54	<input type="checkbox"/>	The Cost of Care
55	<input type="checkbox"/>	Adrenal Crisis -
56	<input type="checkbox"/>	How 3 leaches
57	<input type="checkbox"/>	Stress in Anxiet
58	<input type="checkbox"/>	A perfect storm
59	<input type="checkbox"/>	Compassion Fat

Appendix F.

Web content analysis, April 2023 – March 2024

Chart of posts to analyze between April 1, 2023 to March 15, 2024. The selected (checked) posts are those analyzed after filtering out non-relevant subject matter.

Crisis fatigue		
1	<input checked="" type="checkbox"/>	9.Tips For Coping Oct 20, 2023 — Crisis fatigue is marked by mental detachment and exhaustion in the wake of a prolonged crisis. Learn more about how to cope with crisis fatigue.
2	<input checked="" type="checkbox"/>	Exhausting year May 19, 2023 — Cost of living crisis, mental health issues and long Covid all thought to be factors, but we still know too little about fatigue.
3	<input type="checkbox"/>	A Recent Trend May 25, 2023 — According to a new report from a market research firm, 2023 is the year of 'hyper fatigue'. "Moving from crisis to crisis, consumers are ... fatigue-induced self-...
4	<input type="checkbox"/>	Compassion felt Feb 14, 2024 — Due to the exposure to student crises and traumatic events, student affairs professionals, as front line workers, are at risk for developing compassion fatigue ...
5	<input checked="" type="checkbox"/>	Beyond Blue Me Jan 15, 2024 — Concerns regarding crisis fatigue and burnout among the global workforce are also prompting organisations to re-evaluate their mental health support strategies ...
6	<input checked="" type="checkbox"/>	We're having a Feb 29, 2024 — "This hour, we talk about the overuse of the term 'crisis', and crisis fatigue. Plus, we'll talk with a crisis communicator about how to manage a crisis. And, ...
7	<input checked="" type="checkbox"/>	Africa's hunger Dec 7, 2023 — This humanitarian crisis, intensified by recurring droughts, El Niño-induced floods, conflicts and economic downturns, demands an immediate response to prevent ...
8	<input checked="" type="checkbox"/>	Caregiver Burnout Aug 16, 2023 — Both caregiver burnout and compassion fatigue impact a caregiver. Caregiver burnout is a feeling of deep exhaustion and stress after caring for another person.
9	<input checked="" type="checkbox"/>	Warning Signs Jun 9, 2023 — Crying spells or bursts of anger; Difficulty falling; Losing interest in daily activities; Increasing physical distress symptoms such as headaches or stomach ...
10	<input checked="" type="checkbox"/>	Advice on advice Jan 18, 2024 — In recent years the world has been in a constant state of crisis, termed 'permacrisis' by some. This prolonged exposure to crises, economic uncertainties ...
11	<input checked="" type="checkbox"/>	Tips for Disaster Feb 13, 2024 — Compassion Fatigue and Self-care for Crisis Counselors - Evaluate Your CCP - CCP Data Forms and Training - Mobile and Online Data Collection - CCP Reporting ...
12	<input checked="" type="checkbox"/>	The Different Us Sep 23, 2023 — Practice good self-care, each a healthy diet, and try to get plenty of sleep each night. Coping With Crisis Fatigue - Helping Someone Through a Crisis. If a ...
13	<input checked="" type="checkbox"/>	Troops face crisis Mar 4, 2024 — Military families say they feel caught in the middle from the constant threat of federal government shutdown, which could leave them without paychecks.
14	<input checked="" type="checkbox"/>	Dre D'Mura -Citi Written, produced, and performed by Dre D'Mura Directed by Josh Deguzman Stylist: Nora Healy Executive Producer: Maria Boyd ...
15	<input checked="" type="checkbox"/>	Aviva Romm MC 13 likes, 0 comments - dr.avivaromm on March 10, 2024: "Crisis fatigue is the body's response to prolonged stress and nervous system dysregulation. Cr..."
16	<input checked="" type="checkbox"/>	Beyond Blue Me Jan 18, 2024 — 1. Create an emotionally open culture and encourage open communication; provide a safe space for employees to talk about their mental health and wellbeing.
17	<input checked="" type="checkbox"/>	crisis fatigue job 261 likes, 6 comments - dredmura on July 31, 2023: "crisis fatigue" playthrough video out now! Get your TABs on my website and play along on my channel!
18	<input type="checkbox"/>	Aid Fatigue Story Oct 9, 2023 — "It is mainly conflict that has driven forced displacement to unprecedented numbers — 110 million refugees and displaced people, the highest in decades," said ...
19	<input type="checkbox"/>	How to Self-Aid Nov 21, 2023 — Crisis Resources - Crisis Resources. If you are in an emergency, in crisis or need someone to talk to, there is a list of resources available for areas in and ...
20	<input checked="" type="checkbox"/>	The sickiest long Feb 8, 2024 — ... Crisis - Science & Tech - Health ... fatigue syndrome, according to a team of U of A ... fatigue syndrome, now referred to as myalgic ...
21	<input checked="" type="checkbox"/>	Addressing Burn Jan 19, 2024 — Beyond Blue Monday: Addressing Burnout And Crisis Fatigue in The Workplace! ... Employee demands for strengthened mental health and wellbeing support within the ...
22	<input checked="" type="checkbox"/>	Juwan Chappell Crisis fatigue is not an option. As the food insecurity crisis across sub-Saharan Africa continues to devastate people's lives & livelihoods, @IFRC revealed ...
23	<input checked="" type="checkbox"/>	Caregiver Stress Feb 5, 2024 — Are you or someone you know in crisis? ... When you exercise regularly, you'll also find it boosts your energy level and helps you fight fatigue. ... Are you or ...
24	<input checked="" type="checkbox"/>	Health Workers Oct 24, 2023 — Health workers are reporting feeling fatigue, loss, and grief at levels higher than before the pandemic. Study finds health worker mental health is ...
25	<input checked="" type="checkbox"/>	Crisis Fatigue Get free TABs: https://www.dredmura.com/shop/crisis-fatigue-tabs Watch the music video: https://youtu.be/r7VND4J3k4 Get my 30 guitar licks e-book ...
26	<input checked="" type="checkbox"/>	The sickiest long Feb 8, 2024 — ... Crisis - Science & Tech - Health ... fatigue syndrome, according to a team of U of A ... fatigue syndrome, now referred to as myalgic ...
27	<input checked="" type="checkbox"/>	Adrenal Crisis - by G Elshamy - 2023 - Cited by 19 — History and Physical. The most prevalent clinical manifestations of adrenal crises include weakness, severe fatigue, unintentional weight loss, nausea ...
28	<input checked="" type="checkbox"/>	Adrenal Crisis Feb 3, 2024 — Severe fatigue. Weight loss that doesn't happen on ... Addisonian crisis. If you have untreated ... With adrenal insufficiency, not being able to increase the ...
29	<input checked="" type="checkbox"/>	Gen Z workers May 26, 2023 — My generation, Generation Z, is apparently experiencing an early-life crisis. Researchers say younger generations deal with an ongoing wealth inequality ...
30	<input checked="" type="checkbox"/>	As Congress May 5, 2024 — As Congress repeatedly flirts with government shutdowns, military families face crisis fatigue. American Homefront Project By Steve Walsh, Published March 5 ...
31	<input checked="" type="checkbox"/>	As debt default May 25, 2023 — Whether it's crisis fatigue or a belief that things will work out at the last minute, Americans have not been pressuring their leaders to solve the debt ceiling ...
32	<input checked="" type="checkbox"/>	Health systems Sep 20, 2023 — This Eurohealth special issue provides a pre-reader for the 2023 European Health Forum Gastein, a key platform for health policy exchange, bringing together ...
33	<input checked="" type="checkbox"/>	10 Inspiring Eco Apr 14, 2023 — Intersectional Environmentalist. Founded by Leah Thomas, a Black author, environmental leader, and social justice advocate, this environmental nonprofit has ...
34	<input checked="" type="checkbox"/>	Juwan Chappell Crisis fatigue is not an option. Around 157 million people in 35 countries across sub-Saharan Africa face acute food insecurity and require urgent ...
35	<input checked="" type="checkbox"/>	Chronic Fatigue Aug 30, 2023 — The authors concluded that the risks of adrenal crisis outweighed any perceived benefit of treatment and therefore that systemic corticosteroids should not be ...
36	<input checked="" type="checkbox"/>	crisis fatigue job 259 likes, 6 comments - dredmura on July 31, 2023: "crisis fatigue" playthrough video out now! Get your TABs on my website and play along on my ...
37	<input checked="" type="checkbox"/>	Managing social Nov 21, 2023 — Need help now? We don't provide mental health advice, counselling, or treatment. If you or someone you know is in crisis, contact your local community crisis ...
38	<input checked="" type="checkbox"/>	Educators Strug Dec 8, 2023 — ... fatigue. It made sense. Her trigger was listening to students who were in crisis. And, as a counselor, Mangano routinely heard from teenagers about self ...
39	<input checked="" type="checkbox"/>	warning up crisis 271 likes, 5 comments - dredmura on July 20, 2023: "warning up crisis fatigue + video drops at midnight 🎸 who's ready? #guitar #guitarist ...
40	<input checked="" type="checkbox"/>	Anti-Trump Burn Feb 19, 2024 — Bracing for yet another election against Donald Trump, America's liberals are feeling the fatigue. "We're kind of, like, crises-ed out," one Democrat said.
41	<input checked="" type="checkbox"/>	Public Health Co by MK Musa — Crisis in the Face of Global Donor Fatigue, crisisglobal donor fatiguepublic healthsudan. -4. Muhammad Kabir Musa ; Abulhasan'Abdullaham ; Usman Abubakar ...
42	<input type="checkbox"/>	Scared, exhausted Jan 19, 2024 — Scared, exhausted, and expecting the worst — Women in Gaza describe humanitarian crisis ... More than 24,620 Palestinians have been killed in the Gaza Strip and ...
43	<input type="checkbox"/>	Fog and Fatigue Fog and Fatigue. Question, is fog what stops you from using attacks with the red notches filled in gauge of the attack and is fatigue your loss of max hp in ...
44	<input type="checkbox"/>	Micro-breaks.co Feb 12, 2024 — It may seem like common sense, but there is now hard evidence that short rest breaks prevent muscle fatigue ... Crisis - Science & Tech - Health ...
45	<input type="checkbox"/>	Disaster Fatigue May 25, 2023 — Fresno County Department of Behavioral Health Offers Resources To Those Struggling with Mental Health in Times of Crisis. The Creek Fire, coupled with COVID-19 ...
46	<input type="checkbox"/>	We called it sh*t Oct 31, 2023 — "We called it sh*t Oct 31, 2023 — Fatigue is a natural reaction when desired ... It is clear that political change will not automatically bring the end of a humanitarian crisis ... In other words, ...
47	<input type="checkbox"/>	Fatigue should be by B Dalton, 2024 — ... crisis makes it more important than ever to fill the void of collective action on fatigue, with a focus on structural causes. The Healthcare Safety ...
48	<input type="checkbox"/>	Addison's disease Dec 1, 2023 — People with Addison's disease must be aware of the risk of a sudden worsening of symptoms, called an adrenal crisis. This can happen when the levels of cortisol ...
49	<input type="checkbox"/>	NCSBN Research Apr 13, 2023 — NCSBN Research Projects Significant Nursing Workforce Shortages and Crisis. Posted 04/13/2023. The data reveals that 100,000 nurses left the workforce during ...
50	<input type="checkbox"/>	Before the next May 24, 2023 — ... crisis, and the ongoing misinformation crisis ... crisis and the ongoing misinformation crisis ... In the third phase, we saw fatigue. Canadians ...
51	<input type="checkbox"/>	Adrenal Fatigue Jan 19, 2024 — An Addisonian crisis occurs when levels of cortisol suddenly drop. Learn more about an Addisonian crisis, including symptoms, risk factors, and ... READ MORE
52	<input type="checkbox"/>	The International Jun 23, 2023 — Fatigue is a natural reaction when desired ... It is clear that political change will not automatically bring the end of a humanitarian crisis ... In other words, ...
53	<input type="checkbox"/>	Effect of position 7 days ago — Effect of pastoral crisis intervention training on resilience and compassion fatigue in clergy. A pilot study. Claitton, Noulet, C. J., Lating, J. M., ...
54	<input type="checkbox"/>	Apocalyptic Fall Aug 3, 2023 — For that to happen, brands need to help make eco narratives less apocalyptic, especially with inflation and other crises burning on in our minds. Disaster ...
55	<input type="checkbox"/>	They've been a Feb 10, 2023 — ... fatigue or complacency? Is there the risk that we just let wildfires, and worse storms as the "new normal" and the climate crisis becomes easier to ...
56	<input type="checkbox"/>	Session 4 Ever Jan 18, 2023 — National Public Health Institutes (NPHIs) can keep improving in a context of continued crisis and rising fatigue, moderated by Prof. Theoklis Zoulati ...
57	<input type="checkbox"/>	History of PTSD Apr 11, 2023 — In World War II, the shell shock diagnosis was replaced by Combat Stress Reaction (CSR), also known as "battle fatigue." With long surges common in World War II ...
58	<input type="checkbox"/>	Acute adrenal cr May 12, 2023 — Dizziness or lightheadedness; Fatigue, severe weakness; Headache; High fever; Loss of appetite; Low blood pressure; Low blood sugar; Nausea, vomiting; Rapid ...

Appendix G.

WHO ERC Recommended Framework

Structured recommendations from the World Health Organization's Emergency Risk Communication framework (2017, p. iii), providing evidence-based guidelines for health organizations to use when communicating during health emergencies.

7. Recommendations

A Building trust and engaging with affected populations

- A.1.** Trust
- A.2.** Communicating uncertainty
- A.3.** Community engagement

B Integrating Emergency risk communication into health and emergency response systems

- B.1.** Governance and leadership
- B.2.** Information systems and coordination
- B.3.** Capacity building
- B.4.** Finance

C Emergency risk communication practice

- C.1.** Strategic communication planning
- C.2.** Monitoring and evaluation tools
- C.3.** Social media
- C.4.** Messaging

Appendix H.

B.C. Influenza Pandemic Response Framework

This table outlines the British Columbia's Pandemic Response communication and education framework (Government of British Columbia, 2012). The phases are based on previous World Health Organization pandemic phase structure.

Key Communication Elements of Inter-Pandemic Period Activities (Phases 1, 2)	
	Assessing and monitoring readiness to meet communications needs in preparation for an influenza pandemic, including development and routine update of communications plans.
	Participating in provincial and health authority emergency communication activities with the Ministry of Health, BCCDC, other response agencies, private industry, education, and nonprofit partners
	Identifying and training lead subjectspecific spokespersons.
	Making available public health communications staff with training on risk communications during an influenza pandemic.
	Developing and maintaining up-to-date communications contacts.
	Participating in tabletop exercises and other collaborative preparations to assess readiness.
	Confirming any contingency contracts needed for communications resources during a pandemic.
Key Communication Elements of Pandemic Alert Period Activities (phases 3, 4, and 5)	
	Disseminating messages and materials to increase the knowledge and understanding of the public, HCWs/professionals, policy-makers, media, and others about unique aspects of pandemic influenza that distinguish it from seasonal influenza, and generally what to expect during different phases of an influenza pandemic.
	Educating the public and HCWs/ professionals about rumors and false reports regarding pandemic influenza threats.
Key Communication Elements of Pandemic Period Activities (Phase 6)	
	Communicating new recommendations or changes in guidelines that may occur.
	Continuing ongoing education of HCWs (e.g. promoting education and information through posters and brochures available within clinics, hospitals and emergency rooms).
	Contacting key partners and implementing frequent update briefings.
	As appropriate, implementing and maintaining community resources, such as hotlines and websites to respond to local questions from the public and professional groups.
	Tailoring communication services and key messages to specific audiences; utilizing special populations study information to target specific hard to reach populations.
	In coordination with epidemiologic and local medical personnel, obtaining and tracking information daily on the numbers and location of newly hospitalized cases, newly quarantined persons, and hospitals with pandemic influenza cases. It is then important that the governments use these reports to determine priorities among community outreach and education efforts, and to prepare for updates to media organizations in coordination with federal partners.
	Coordinating all pandemic influenza media messages with the Government Communications and Public Engagement staff and the Provincial Health Officer to ensure consistency with provincial and national messages.
	Promptly responding to rumors and inaccurate information to minimize concern, social disruption, and stigmatization.

Appendix I.

Web content analysis - categories

Aggregated Google results on verbatim searches for the term “crisis fatigue,” colour-coded to categorize results based on publishing date, and categorized based on the function of the website pages are hosted on.

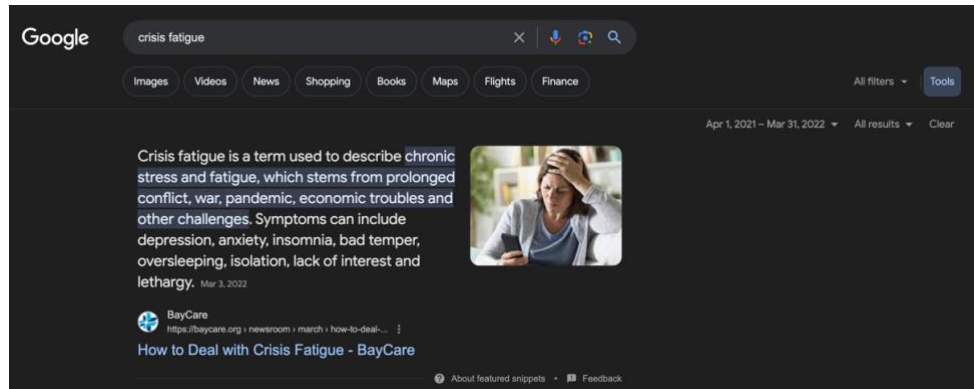
Webpage	Timeframe	Health	Education	Business	News	Other (incl SNS)
Medical News Today https://www.medicalnewstoday.com/articles/crisis-fa...	Apr 2020-Mar 2021	✓				
How to cope with crisis fatigue The Ohio State University Wexner Medical Center https://wexnermedical.osu.edu/blog/how-to-cope-wit...	Apr 2020-Mar 2021	✓				
All The Crises Might Be Giving You Crisis Fatigue https://www.wired.com/story/coronavirus-crisis-fatigue/	Apr 2020-Mar 2021	✓				
Crisis Fatigue Mood Disorders Society of Canada https://mdsc.ca/MDSR-Resources-Crisis-Fatigue	Apr 2020-Mar 2021	✓				
7 self-care tips for coping with COVID-19 crisis fatigue TODAY https://www.today.com/health/7-self-care-tips-ocopin...	Apr 2020-Mar 2021	✓				
Managing crisis fatigue Expert mental health advice... Forensicare https://www.forensicare.vic.gov.au/news	Apr 2020-Mar 2021	✓				
Could Stress Be Causing You Crisis Fatigue? - Health Beat Jamaica Hospital Medical Center https://jamaicahospital.org/newsletter/could-stress-be-...	Apr 2020-Mar 2021	✓				
Overwhelmed and Stressed? Why You May Be Feeling... The American Institute of Stress https://www.stress.org/blog	Apr 2020-Mar 2021	✓				
Feeling Overwhelmed to the Point of Numbness? It Could... Vitacost https://www.vitacost.com/blog/what-is-crisis-fatigue	Apr 2020-Mar 2021	✓				
Is Crisis Fatigue Leading Us to Avoid the News? The Swaddle https://www.theswaddle.com/is-crisis-fatigue-leading-...	Apr 2020-Mar 2021	✓				
7 Self-Care Tips for Coping with Crisis Fatigue https://pinnacle-treatment.com/blog/7-self-care-tips-to-...	Apr 2020-Mar 2021	✓				
2020: The Year of Crisis Fatigue https://elementalmentalhealth.com/articles/2020-the-...	Apr 2020-Mar 2021	✓				
Crisis Fatigue and the COVID-19 Pandemic https://www.psychologytoday.com/intl/blog/crisis-...	Apr 2020-Mar 2021	✓				
Crisis Fatigue By Mood Disorders Society of Canada https://www.facebook.com/mooddisordersocietyofcanada	Apr 2020-Mar 2021	✓				
Podcast - How to Overcome Crisis Fatigue https://www.management30.com/podcast	Apr 2020-Mar 2021	✓				
Crisis Fatigue advice by Ben Ramalingam and Peter Wells https://www.wearcognitive.com/project/ben-ramal...	Apr 2020-Mar 2021	✓				
Crisis Fatigue - Mood Disorders Society of Canada https://www.facebook.com/mooddisordersocietyofcanada	Apr 2020-Mar 2021	✓				
Managing Crisis Fatigue - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Crisis Fatigue Central Valley Medical Providers https://www.cvmcdpro.com/blog/reasons-for-you-to-...	Apr 2020-Mar 2021	✓				
How to Manage Crisis Fatigue Listen as Nurse Practitioner... Facebook - North Oaks Health System https://www.facebook.com/northoakshealthsystem	Apr 2020-Mar 2021	✓				
What is crisis fatigue? and how can you overcome it? Facebook - UPMC https://www.facebook.com/upmc	Apr 2020-Mar 2021	✓				
Are You Dealing with Crisis Fatigue? - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Supporting Families: Combating Crisis Fatigue NewsMonteary Peninsula College https://www.mpc.edu/home/components/news	Apr 2020-Mar 2021	✓				
Crisis Fatigue: Are We Emotionally Overwhelmed? - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Could You Be Dealing with Crisis Fatigue? - Kenosha News https://www.kenosha.com/news	Apr 2020-Mar 2021	✓				
Crisis Fatigue YouTube - Dr. K's Psychobabble https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Health Matters - Crisis Fatigue By CNA938 Facebook https://www.facebook.com/cna938	Apr 2020-Mar 2021	✓				
Addressing crisis fatigue during COVID-19 - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Laura Rock & Rebecca Minehart: Navigating Crisis Fatigue https://www.soundcloud.com/center-for-medical-simulation	Apr 2020-Mar 2021	✓				
Crisis Fatigue YouTube - Valley Sleep Center https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Jeremy DeWeerd - Crisis Fatigue (Pt1) - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
How to Overcome Crisis Fatigue: The Complete Guide https://www.kyaniteamgenesis.com.au/how-to-overco-...	Apr 2020-Mar 2021	✓				
Europe in the age of permacrisis https://www.epc.eu/publications/europe-in-the-age-...	Apr 2020-Mar 2021	✓				
CRISIS FATIGUE russell-setright https://www.russellsetright.com/crisis-fatigue	Apr 2020-Mar 2021	✓				
Crisis Fatigue (Pt3) - Scatted But Not Separated - YouTube https://www.youtube.com/watch?v=...	Apr 2020-Mar 2021	✓				
Coping with crisis fatigue: 7 tips to keep calm and carry on... Utswmed https://www.utswmed.org/medblog/crisis-fatigue-tips	Apr 2021-Mar 2022	✓				
Dealing with crisis fatigue Empathy https://www.empathy.com/grief/dealing-with-crisis-...	Apr 2021-Mar 2022	✓				
Are you suffering from crisis fatigue? https://www.happiful.com/are-you-suffering-from-crisis-fatig-...	Apr 2021-Mar 2022	✓				
Stress Fatigue Might Be Why We Feel Exhausted https://www.headspace.com/stress/stress-fatigue	Apr 2021-Mar 2022	✓				
How much do you know about crisis fatigue? Watch this video... Facebook - Rhodes Wellness College https://www.facebook.com/rhodswellnesscollege	Apr 2021-Mar 2022	✓				
A Cure for Crisis Fatigue? https://www.adishealth.com/talks/cure-fatigue	Apr 2021-Mar 2022	✓				
How to Beat Crisis Fatigue And Build Resilience With... BC Training https://www.b-c-training.com/bulletin/how-to-beat-c-...	Apr 2021-Mar 2022	✓				
Ep 149 Dealing With Crisis Fatigue with Suzanne... YouTube - Kiddipedia https://www.youtube.com/watch?v=...	Apr 2021-Mar 2022	✓				
A Conversation with Dr. Christine Cauffield - YouTube https://www.youtube.com/watch?v=...	Apr 2021-Mar 2022	✓				
Battling crisis fatigue By Allina Health https://www.facebook.com/allinahealth	Apr 2021-Mar 2022	✓				
Gen Z in 2023 https://www.gwi.com/reports/generation-z	Apr 2021-Mar 2022	✓				
Do You Have Crisis Fatigue? THE WELL New York https://www.the-well.com/editorial/do-you-have-crisi-...	Apr 2022-Mar 2023	✓				
Why tragic news gives us crisis fatigue https://www.fastcompany.com/why-tragic-news-gives-...	Apr 2022-Mar 2023	✓				
Crisis fatigue: How to manage mental exhaustion https://www.healthanddiscovery.com/health/mental-health/crisis-fat-...	Apr 2022-Mar 2023	✓				
Pandemic fatigue https://en.wikipedia.org/wiki/Pandemic_fatigue	Apr 2022-Mar 2023	✓				
How to Deal With Crisis Fatigue https://www.verywellmind.com/how-to-deal-with-crisi-...	Apr 2022-Mar 2023	✓				
Crisis fatigue not an option as global hunger... IFR https://www.ifrc.org/press-release/crisis-fatigue-not-...	Apr 2022-Mar 2023	✓				
Crisis fatigue not an option as global hunger... International Committee of the Red Cross https://www.icrc.org/document/crisis-fatigue-not-op-...	Apr 2022-Mar 2023	✓				
How to Thrive When All You Feel is Turnout https://www.avivaromm.com/beyond-crisis-fatigue	Apr 2022-Mar 2023	✓				
Monkeypox symptoms: Why your brain feels it doesn't have... USA Today https://www.usatoday.com/health-wellness/2022/08/26-ok-doomer-how-consumers-get-fatigued-with-climate-...	Apr 2022-Mar 2023	✓				
Ok Doomer - How Consumers Get Fatigued With Climate... GWI https://www.gwi.com/connecting-the-dots-ok-doomer	Apr 2022-Mar 2023	✓				
Covid Fog, Crisis Fatigue and Other Blahness https://www.linkedin.com/company/leeanne-zamagias2	Apr 2022-Mar 2023	✓				
Finite: The Climate of Change review - powerful case... The Guardian https://www.theguardian.com/film/finite-the-cl-...	Apr 2022-Mar 2023	✓				
Research: Gen Z Brits fatigued by news, social media https://www.advancedtelevision.com/2023/02/16/research-...	Apr 2022-Mar 2023	✓				
The Goat Agency X: The Goat Agency like	Apr 2022-Mar 2023	✓				
"Crisis Fatigue" is not a clinical diagnosis, but it surely... Instagram - strides_with_dd440 likes	Apr 2022-Mar 2023	✓				
Why Somalia is a victim of the Gulf Crisis https://medium.com/why-somalia-is-a-victim-of-the-g-...	Apr 2022-Mar 2023	✓				
Communicating on Climate Change Welcome to the United Nations https://www.un.org/climatechange/communicating-cl-...	Apr 2022-Mar 2023	✓				
COVID UT Southwestern Medical Center https://www.utswmed.org/medblog/topic/covid	Apr 2022-Mar 2023	✓				
Rebecca Rozelle-Stone, University of North Dakota https://academicminute.org/2022/10/rebecca-rozelle-...	Apr 2022-Mar 2023	✓				
What is crisis fatigue? How to deal with it? - How2Research https://www.how2research.com/Health	Apr 2022-Mar 2023	✓				
Inviting the community to make the news, Paragayam... International Journalism Festival https://www.journalismfestival.com/news/inviting-h-...	Apr 2022-Mar 2023	✓				
9 Tips For Coping With Crisis Fatigue https://www.verywellmind.com/coping-with-crisis-fat-...	Apr 2023-Mar 2024	✓				
Beyond Blue Monday: International SOS Shares Advice on... Yahoo Finance https://finance.yahoo.com/news/beyond-blue-mond-...	Apr 2023-Mar 2024	✓				
We're having crisis fatigue https://www.ctpublic.org/the-colin-mc-enroe-show/w-...	Apr 2023-Mar 2024	✓				
Advice on addressing burnout and crisis fatigue in the... Resilience Forward https://www.resilienceforward.com/advice-on-addressing-b-...	Apr 2023-Mar 2024	✓				
The Different Types of Crisis https://www.verywellmind.com/psychology/theories	Apr 2023-Mar 2024	✓				
Troops face crisis fatigue as Congress tries to avoid... WHRO https://www.whro.com/news/local-news/45411-troops-fa-...	Apr 2023-Mar 2024	✓				
Dre DiMura - Crisis Fatigue (Official Music Video) https://www.youtube.com/watch?v=...	Apr 2023-Mar 2024	✓				
Aviva Romm MD + Midwife on Instagram: "Crisis fatigue is... Instagram - dr.avivaromm10+ likes	Apr 2023-Mar 2024	✓				
crisis fatigue' playthrough video out now! Get your TABs on... Instagram - dredimura260+ likes : 7 months ago	Apr 2023-Mar 2024	✓				
DRE DIRMURA on Instagram: "crisis fatigue song... Instagram - dredimura200+ likes	Apr 2023-Mar 2024	✓				
Addressing Burnout And Crisis Fatigue In The Workplace... greyHR https://www.greyhr.com/community/news/beyond-blue-mond-...	Apr 2023-Mar 2024	✓				
Jagan ChapagainX: jagan_chapagain30+ likes	Apr 2023-Mar 2024	✓				
Crisis fatigue guitar playthrough - YouTube https://www.youtube.com/watch?v=...	Apr 2023-Mar 2024	✓				
As Congress repeatedly flirts with government shutdowns... The American Homefront Project https://www.americanhomefront.wunc.org/news/as-congr-...	Apr 2023-Mar 2024	✓				
As debt default looms, America yawns https://www.nbcnews.com/politics/economics/debt-...	Apr 2023-Mar 2024	✓				
Jagan ChapagainX: jagan_chapagain10+ likes	Apr 2023-Mar 2024	✓				
crisis fatigue' playthrough video out now! Get your TABs on... Instagram - dredimura250+ likes : 7 months ago	Apr 2023-Mar 2024	✓				
warming up crisis fatigue + video drops at midnight who's... Instagram - dredimura270+ likes : 8 months ago	Apr 2023-Mar 2024	✓				

Appendix J.

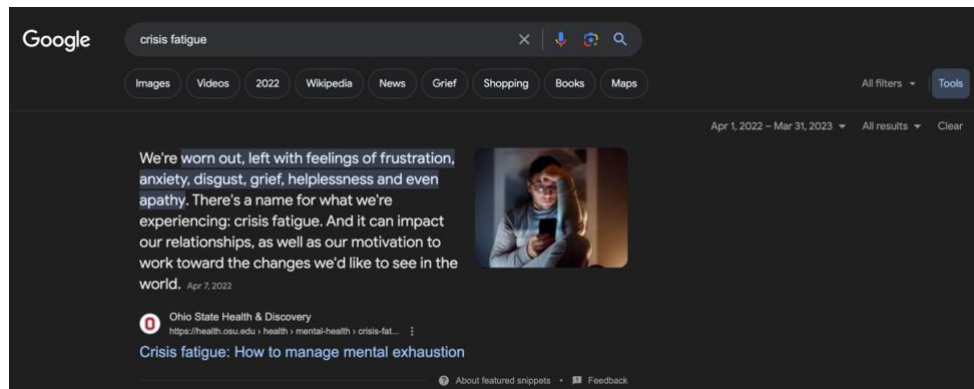
Evolution of Google definition of “crisis fatigue”

The evolution of Google’s definition of “crisis fatigue,” from 2021-2024.

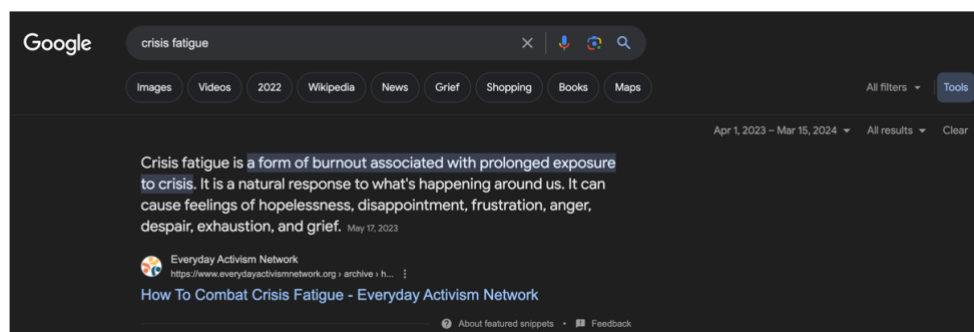
April 1, 2021- March 31, 2022



April 1, 2022- March 31, 2023



April 1, 2023- March 15, 2024



Appendix K.

Gen Z weekly concerns

Charting survey answers to the question: “On an average week, which of the following do you think about?”

Response ID	Academic and/or career success	Employment security	Environmental issues/climate change	Financial stability/rising cost of living	Food security	Health concerns	Housing security	Political events	Relationship issues (family, friendships, romantic, etc)	Yes count
1	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	5
2	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	7
3	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	7
4	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	7
5	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	7
6	Yes	Yes	No	Yes	No	Yes	No	No	No	3
7	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	7
8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
9	Yes	No	Yes	No	No	No	No	Yes	Yes	3
10	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes	5
11	No	Yes	No	Yes	No	Yes	No	Yes	Yes	5
12	Yes	No	No	No	No	No	No	No	Yes	1
13	Yes	No	No	Yes	No	No	Yes	No	No	2
14	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	7
15	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	7
16	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
17	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
18	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
19	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
20	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes	5
21	Yes	No	Yes	Yes	No	No	Yes	Yes	Yes	5
22	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	6
23	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
24	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
25	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
26	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
27	Yes	Yes	No	Yes	No	No	Yes	No	Yes	4
28	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	7
29	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	7
30	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	5
31	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
32	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	6
33	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	6
34	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	6
35	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	8
36	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	6

Appendix L.

World events during Gen Z's lifetime

Charting survey answers to: “In your lifetime, which world events do you remember living through?” Analysis was then conducted to understand approximate ages of respondents during these events.

Survey Data				Average ages at tail end of events		
World Events	Date(s)	Responses	% of respondents	1997-1999	2000-2002	2003-2005
Boston Marathon	April 15, 2013	30	83.33%	14-16	11-13	8-10
Paris Attacks	November 2015	29	80.56%	16-18	13-15	10-12
Brexit	2016-2020	27	75.00%	21-23	18-20	15-17
Sandy Hook	December 14, 2012	25	69.44%	13-15	10-12	7-9
Swine Flu Pandemic	2009-2010	22	61.11%	11-13	8-10	5-7
Hurricane Katrina	Aug 23, 2005 – Aug 31, 2005	19	52.78%	8-6	3-5	0-2
Global (2008) financial crisis	2007-2008	18	50.00%	9-11	6-8	3-5
Avian Flu Outbreak	2020-2024	18	50.00%	25-27	22-24	19-21
BP Oil Spill	April 20, 2010 - September 19, 2010	16	44.44%	13-11	8-10	5-7
9/11	September 11, 2001	9	25.00%	4-2	0-1	N/A
SARS outbreak	2002-2004	9	25.00%	7-5	2-4	1-0
Occupy Wall Street	September 17 - November 15, 2011	8	22.22%	12-14	9-11	6-8
Arab Spring	2010-2012	3	8.33%	13-15	10-12	7-9

Appendix M.

Social media habits vs. perceived mental health

Charting out changes in social media habits of survey respondents based on perceived good days and bad days, to be compared to baseline reported mental health state.

Response ID	On average, how would you rate your mental health? 1 = poor, 10 = great	When you're having a good day, how much time do you spend on social media?	When you're having a bad day, how much time do you spend on social media?	Changes in social media use
1	6	5-8 hours	9-12 hours	Increase
2	3	1-4 hours	9-12 hours	Increase
3	6	5-8 hours	12+ hours	Increase
4	6	1-4 hours	5-8 hours	Increase
5	4	5-8 hours	9-12 hours	Increase
6	5	1-4 hours	5-8 hours	Increase
7	4	1-4 hours	9-12 hours	Increase
8	3	1-4 hours	5-8 hours	Increase
9	9	1-4 hours	5-8 hours	Increase
10	6	1-4 hours	5-8 hours	Increase
11	6	1-4 hours	5-8 hours	Increase
12	7	1-4 hours	5-8 hours	Increase
13	6	1-4 hours	1-4 hours	Same
14	5	9-12 hours	1-4 hours	Decrease
15	3	1-4 hours	0 hours	Decrease
16	4	1-4 hours	5-8 hours	Increase
17	3	1-4 hours	5-8 hours	Increase
18	5	1-4 hours	9-12 hours	Increase
19	5	1-4 hours	5-8 hours	Increase
20	6	5-8 hours	9-12 hours	Increase
21	7	1-4 hours	5-8 hours	Increase
22	6	1-4 hours	1-4 hours	Same
23	6	1-4 hours	5-8 hours	Increase
24	7	1-4 hours	9-12 hours	Increase
25	6	1-4 hours	5-8 hours	Increase
26	3	1-4 hours	5-8 hours	Increase
27	6	5-8 hours	9-12 hours	Increase
28	3	1-4 hours	9-12 hours	Increase
29	5	1-4 hours	1-4 hours	Same
30	3	5-8 hours	12+ hours	Increase
31	4	1-4 hours	1-4 hours	Same
32	7	1-4 hours	5-8 hours	Increase
33	3	1-4 hours	5-8 hours	Increase
34	3	1-4 hours	12+ hours	Increase
35	6	1-4 hours	5-8 hours	Increase
36	8	1-4 hours	5-8 hours	Increase

Appendix N.

Number of social media platforms used

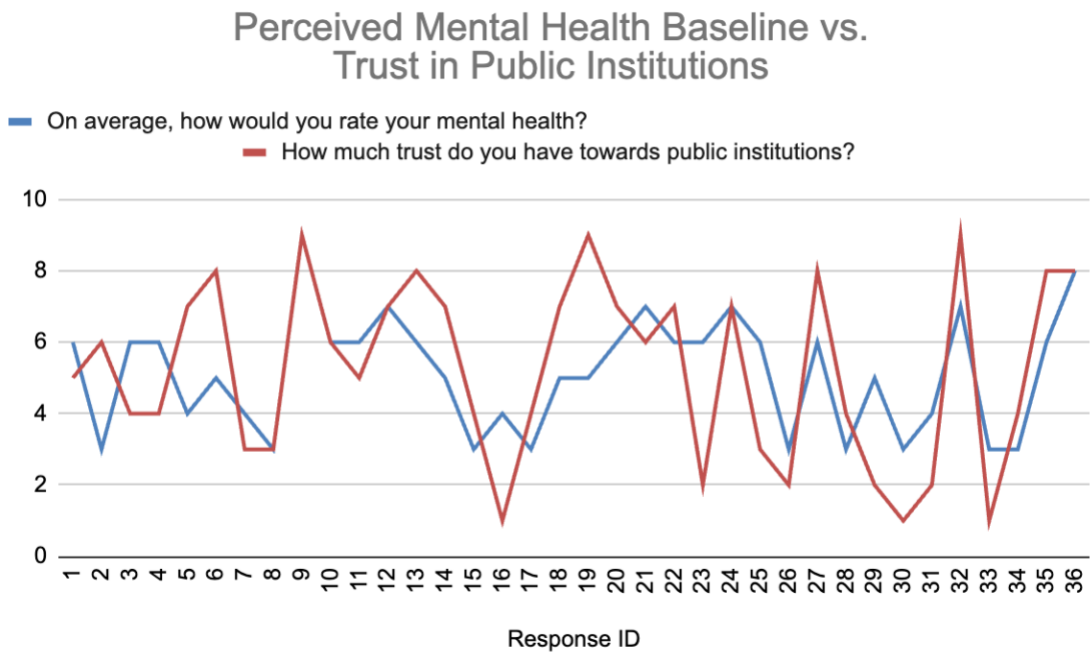
Charting out social media platforms respondents report being on, compared to approximate ages.

Response ID	Between what years were you born?	Facebook	Instagram	LinkedIn	Snapchat	Twitter/X	YouTube	Other	Other	Yes Count
1	1997-1999	Yes	Yes	Yes	No	No	Yes	Yes	Tik Tok; Discord	5
2	1997-1999	Yes	Yes	No	No	No	No	Yes	Reddit	3
3	1997-1999	Yes	Yes	No	Yes	No	No			3
4	1997-1999	No	Yes	Yes	No	Yes	No			3
5	1997-1999	No	Yes	Yes	No	No	Yes			3
6	1997-1999	Yes	Yes	Yes	Yes	Yes	No	Yes	TikTok	6
7	1997-1999	Yes	Yes	No	Yes	Yes	No			4
8	1997-1999	Yes	Yes	Yes	No	Yes	No			4
9	1997-1999	Yes	Yes	Yes	Yes	Yes	Yes			6
10	2003-2005	Yes	Yes	No	No	Yes	Yes			4
11	2000-2002	Yes	Yes	Yes	No	Yes	No			4
12	2000-2002	No	No	No	Yes	No	No			1
13	2000-2002	No	No	No	No	No	Yes	Yes	Discord, reddit	2
14	2000-2002	No	Yes	Yes	No	Yes	Yes			4
15	1997-1999	Yes	Yes	No	No	No	No			2
16	1997-1999	Yes	Yes	No	No	No	No			2
17	2003-2005	No	Yes	No	No	Yes	Yes			3
18	2000-2002	Yes	Yes	No	No	No	Yes	Yes	Tumblr	4
19	2000-2002	Yes	Yes	No	Yes	No	Yes			4
20	2003-2005	Yes	Yes	No	Yes	No	Yes			4
21	1997-1999	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Reddit, TikTok	6
22	2000-2002	Yes	Yes	No	Yes	Yes	Yes	Yes	tiktok	6
23	1997-1999	No	Yes	No	No	No	No			1
24	2000-2002	Yes	Yes	No	No	No	No			2
25	2003-2005	No	Yes	No	No	Yes	Yes	Yes	tumblr	4
26	1997-1999	Yes	Yes	Yes	Yes	No	No			4
27	2003-2005	Yes	Yes	No	Yes	No	Yes	Yes	TikTok	5
28	2000-2002	Yes	Yes	No	No	No	No			2
29	1997-1999	Yes	Yes	Yes	Yes	No	No	Yes	tumblr	5
30	2003-2005	No	Yes	No	No	No	Yes			2
31	1997-1999	Yes	Yes	No	No	No	Yes	Yes	tumblr	4
32	1997-1999	Yes	Yes	Yes	No	Yes	Yes	Yes	Reddit	6
33	2000-2002	No	Yes	No	No	Yes	Yes			3
34	2000-2002	No	Yes	No	No	Yes	Yes			3
35	1997-1999	Yes	Yes	Yes	Yes	Yes	Yes			6
36	2000-2002	No	Yes	No	No	No	Yes			2

Appendix O.

Trust in institutions vs. perceived mental health

Charting out reported trust levels in institutions, between 1-10 (1 = poor; 10 = great), alongside reported baseline mental health levels per respondent.



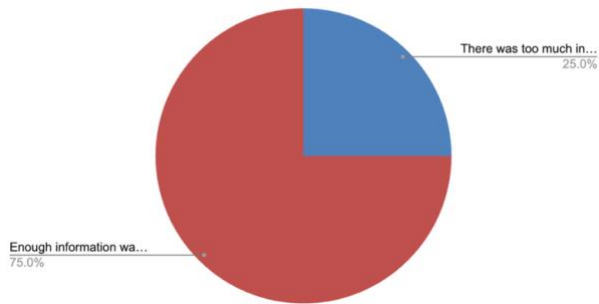
Appendix P.

Sentiment of COVID-19 messaging in B.C.

Sentiment over availability of COVID-19 messaging during the pandemic, for participants who were living in British Columbia between 2020-2021. Answers were categorized based on how often each participant sought out health-related news.

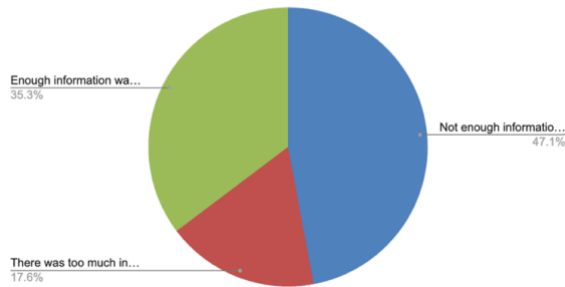
Rarely/Never & 1-2 times a week

What did you think about the amount of official COVID-19 information that was published at the time?



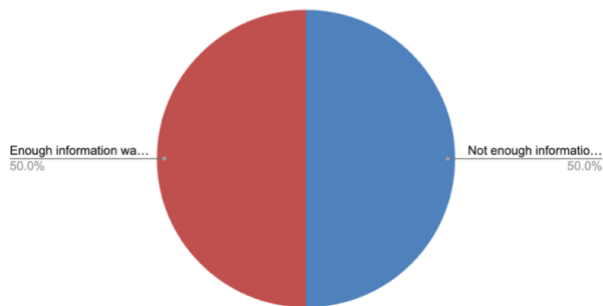
3-4 times a week

What did you think about the amount of official COVID-19 information that was published at the time?



Daily & More than once a day

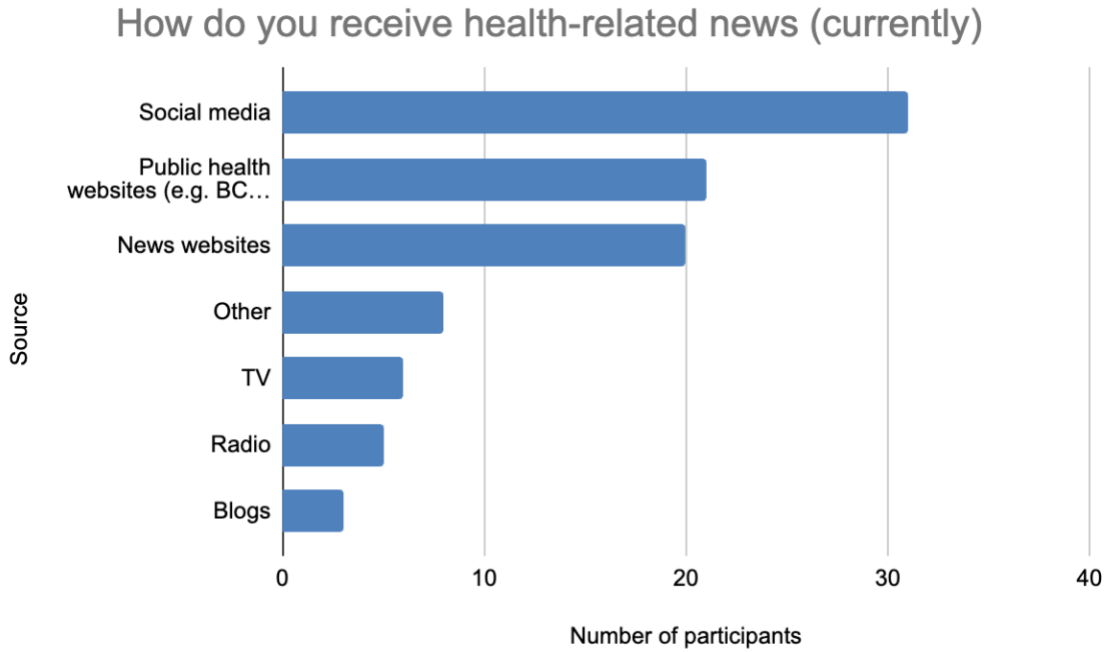
What did you think about the amount of official COVID-19 information that was published at the time?



Appendix Q.

How do you receive health-related news (currently)?

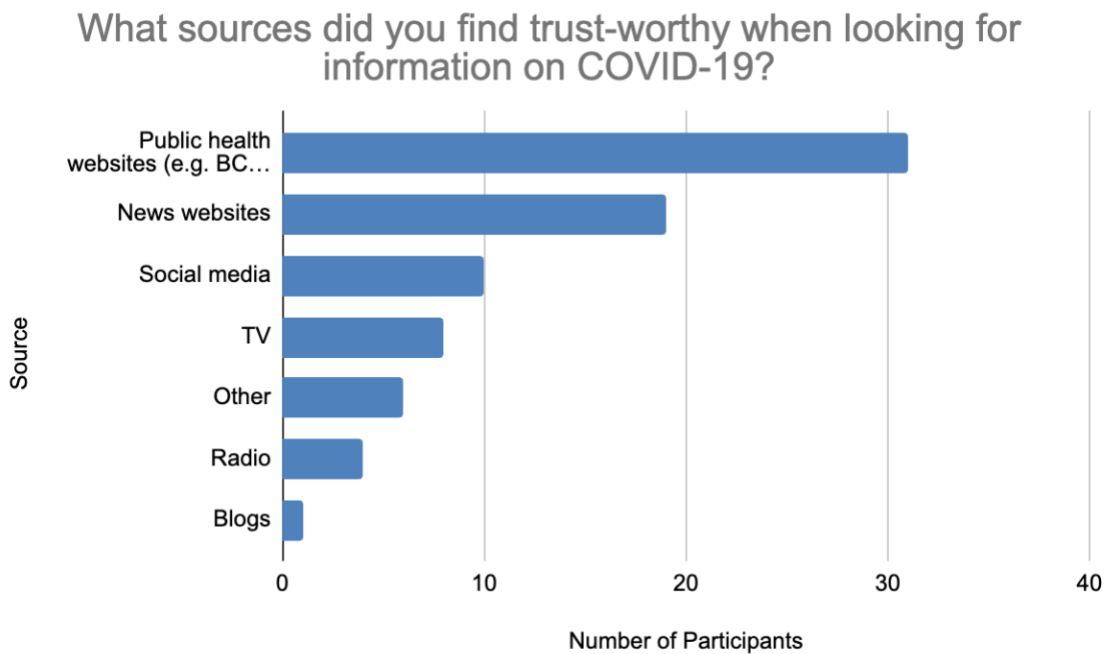
Charting out where survey participants currently receive health-related news.



Appendix R.

What sources did you find trust-worthy when looking for information on COVID-19?

Charting out where survey participants received health-related news during the COVID-19 pandemic.



Appendix S.

Health characteristics, annual estimates.

Table of health characteristics from Statistics Canada (2023) data, filtered to show percentage of population per province (excluding territories) engaging in regular physical activity.

Geography	Newfoundland and Labrador (map)	Prince Edward Island (map)	Nova Scotia (map)	New Brunswick (map)	Quebec (map)	Ontario (map)	Manitoba (map)	Saskatchewan (map)	Alberta (map)	British Columbia (map)
Age group	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over	Total, 12 years and over
Sex	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes	Both sexes
Characteristics ⁵ , <small>6, 7, 8, 9, 10, 11, 12, 13</small>	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Indicators	2021	2021	2021	2021	2021	2021	2021	2021	2021	2021
Self-reported physical activity, 150 minutes per week, adult (18 years and over) ^{14, 15}	50.3	51.3	55.4	50.6	51.7	51.5	52.8	52.2	58.0	62.4
Self-reported physical activity, average 60 minutes per day, youth (12 to 17 years old) ^{15, 16}	50.3	55.7	53.5	34.0 ^E	46.8	38.7	48.6	50.6	51.2	53.6