



## Increasing the outreach to the general public in the context of the Covid-19 pandemic

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### **Abstract:**

The Bank of France constantly focuses on providing the public with the best information including explanations of economic developments and reliable data as well as on raising public awareness of current issues.

The Covid-19 crisis has led to exceptional health decisions being taken such as lockdowns that had never been seen before. These decisions have raised many questions among the general public that have to be addressed in particular and for many reasons by the Bank of France. Firstly, citizens deserve to be informed by the Bank of France, which acts as an independent public institution and is able to offer in-depth analysis of economic developments within a very short time scale. Secondly, these exceptional events have brought about the need to increase communication as people and the media have been asking further questions about what could happen and how to act accordingly. For instance, one basic question was about the risk of transmission when using cash as a means of payment.

In order to cater to these new needs, the Bank of France has decided to implement different solutions including the creation of a dedicated website for the general public, enhanced communication to the media and the publication of different materials intended for different members of the public.

### **Keywords:**

Communication; Data dissemination; economic developments