



But Why? Hoarding Toilet Paper as a Response to COVID-19

We are in unprecedented territory in dealing with the COVID-19 outbreak. There have been many avenues of response to this crisis, but one of the “head-scratchers” is the hoarding of toilet paper. This virus is a respiratory disease, yet toilet paper, which can in no way help with the disease, is unable to be found on store shelves.

While we are continuing to learn about the virus itself and the global need to get the pandemic under control, a look at the causes behind the hoarding can give us some sense of understanding of the response. To do that, we can start with a Cause Map™ diagram and analyze the cause-and-effect relationships that occurred.

As we add detail to the Cause Map diagram, three topical areas begin to emerge: the human side, disaster preparation and supply chain impacts.