

Message

From: Lucy Yardley <Irrelevant & Sensitive>

Sent: 26/04/2023 10:32:49

To: NR I&S

Subject: FW: Horizon scanning

LPP/LAP

From: Rubin, James <Irrelevant & Sensitive>

Sent: 24 March 2020 13:27

To: Lucy Yardley <Irrelevant & Sensitive>; SAGE Mailbox <I&S>

Subject: RE: Horizon scanning

SAGE, this is an extremely good point (as ever) from Lucy.

I know Patrick has said that we should do something about an app next (which I will wait for your instructions about), but we finally have a predictable next step in this crisis – in three weeks PM has promised to make a decision as to whether restrictions can be eased. Could we advise you to ask us for advice on that?

From: Lucy Yardley <Irrelevant & Sensitive>

Sent: 24 March 2020 12:50

To: Rubin, James <Irrelevant & Sensitive>; SAGE Mailbox <I&S>

Subject: Horizon scanning

Dear James,

I know SPI-B tends to be reactive but in terms of horizon scanning I would just like to suggest that now is the time to prepare very actively the measures and messages to be employed when the aim is to slightly relax controls – or we could end up in an undesirable situation of having a bounce back of risky behaviour as soon as the extreme lockdown measures are eased, and having to re-impose them unnecessarily.

In the short term keeping the behaviour and message simple is necessary and hopefully effective, but since extreme lockdown will have serious consequences if sustained for a long time it is urgent to produce more detailed guidance and educate the public better about what aspects of their lives can be safely resumed when controls can be eased a little. Obviously these messages could be kept on hold until it was appropriate to share them.

Best wishes,
Lucy