

'Keep Safe' but specifically took it our because you said the comms people would want to do their own so better not to even suggest an example one.

I think we should probably all say something tomorrow just to make sure you don't feel that it is you on your own? I know when I was Head of School and had to make hard decisions I was always very disappointed that people who I knew privately supported me wouldn't do so publicly. I am happy to make the point about it really not being the best way to do behaviour change!

Best wishes,
Lucy

From: Rubin, James **Irrelevant & Sensitive**
Sent: 10 May 2020 16:45
To: Lucy Yardley **Irrelevant & Sensitive** >; Rogers, Brooke **Irrelevant & Sensitive** >
Subject: FW: A proposal - RE: SPI-B tentative agenda and papers

Lucy – I spoke to Brooke before sending this, but just FYI that call from Patrick was about the email chain to express concern about SAGE getting drawn into a govt operational move and losing reputation as a result. Hence that email.

I have also separately had another call from a person in the know to say that No10 is concerned about our correspondence on this (presumably because we cc'd half of govt into it).

-----Original Message-----

From: Rubin, James

Sent: 10 May 2020 15:22

To: Stephen Reicher **Irrelevant & Sensitive** >; Lucy Yardley **Irrelevant & Sensitive** >; Michie, Susan **Irrelevant & Sensitive** >; Theresa Marteau **Irrelevant & Sensitive** >; Chris Bonell **Irrelevant & Sensitive** >; Clifford Stott **Irrelevant & Sensitive** >; Leightley, Daniel **Irrelevant & Sensitive** >; Ellen Brooks Pollock **I&S** >; Morgan, Gavin **Irrelevant & Sensitive** >; Melendez-Torres, G.J. **I&S** >; Potts, Henry **I&S** >; Hugo Harper <hugo.harper@bi.team>; Imran Awan **Irrelevant & Sensitive** >; Iyiola Solanke **I&S** >; Waller, Jo **I&S** >; John Drury **I&S** >; Kathryn Scott <kathryn.scott@bps.org.uk>; Laura Bear **I&S** >; Smith, Louise **Irrelevant & Sensitive** >; Mark Harrison **Irrelevant & Sensitive** >; Fear, Nicola **Irrelevant & Sensitive** >; Richard Pemberton **Irrelevant & Sensitive** >; West, Robert **Irrelevant & Sensitive** >; Rogers, Brooke **Irrelevant & Sensitive** >; Viner, Russell **I&S** >; Val Curtis **I&S** >; michael.parker **I&S** >

Subject: RE: A proposal - RE: SPI-B tentative agenda and papers

Thanks - though to be honest I just proof read the excellent work from the LSHTM team on that paper!

On this slogan business, I do think we need to be careful about where our remit lies. There is a difference between what 'SPI-B' does (which is solely to respond to requests from SAGE for behavioural science), and what we as independent academics are interested in.

So while I agree that the slogan is pretty banal, SPI-B is not responsible (and does not want to be responsible) for all behavioural science across government. We have put an offer out there to help on comms if depts are interested, but it is just an offer, not a requirement.

So, and this is the point of me going against my own 'leave it till tomorrow' request, can I ask that if anyone is tempted to make a comment on the slogan tonight, please do so in your own right, but not as a SPI-B member.

bw