CMO - 11/3

SK - priority unified messaging based on expert advice

CMO - is going to be a global pandemic

- N. Italy; bad place: tourist/industry hub
- Great maj of UK cases are Italian in origin
- On ways of picking up: GP
 - Surveillance on ICU
 - GP network
 - All pneumonia; all hospitals just started
- Think actual UK number 5-10k; London lead as transport hub and density; no more than 2-3 weeks
- Doubling time 3-5 days
- If did nothing peak in 10 weeks, but trying to delay into summer
- Expect to peak 10-14 weeks; London and other dense areas
- Commuter belt say 5 days behind London
- Expect 50% of cases in 3 week period
- Priorities next week: 2-3 weeks
- Too much circulating to identify people and contain from mid next week
- Next week: even if minor symptoms to stay at home [beyond shopping] wait try to test 7 days
- Will try to test quickly in hospitals
- In 2-3 weeks, out of winter season, most people with cough/fever will be COVID-19
- Vulnerability;
 - extreme, underlying conditions "cocooned"
 - moderate, fit but old; mild asthmatic; some degree of separation
 - 10-14 days after symptoms
- Whole family switch on afterwards based on situation
- Get timing right for London; too early for others but regional approach is too confusing
- Danger is London switched on too long may be able to switch off earlier
- Italy has seeded widely across country; so no point isolating [in one country?]
- Also want to be consistent across 4 nations (ideally +RoI)
- Stopping major events v small benefit; political judgment
- When switched on, 13+ weeks stay stopped challenging
- Mass outside gatherings, low impact but public confidence
- More likely to switch off indoor things / where meet lots of people
- Election: healthy people no substantial increase in risk
- For those self isolating, critical to take PV seriously; cocoon but don't imperil democratic right

TfL RESTRICTED