

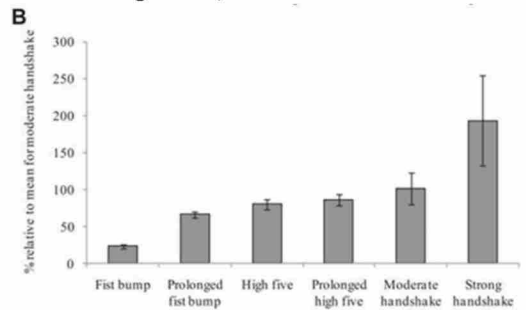
Message

From: David Halpern [david.halpern@bi.team]
Sent: 04/03/2020 18:12:35
To: Ben Warner [BWarner@no10.gov.uk]
Subject: PHE trial

PHE agreed to run some trials to run lab expts to test transmission rates subject to different combinations of handwashing, greeting etc. They seem to have got rattled by : 'Peter Heneghan (Deputy Director of Digital at No10/CO), via Peter Graham (PHE Marketing), not to pursue the 'fist-bump' work, as it may distract from the hand washing messaging.'

We need to separate out ability to do the science/run the numbers (from knee-jerk). Of course then perfectly acceptable if PM/MattH decide they want to override it.

Some background, this is 2014 result we want properly checked with closer match to current pathogen:



...and Fi, some feedback from last nights focus groups:

"the PM describing his hospital visit and shaking hands with people including some with CV (as interpreted by the group participants) was not well received, particularly by the younger group. It was thought to be directly at odds with the messaging around washing your hands, avoiding too much personal contact and was also not delivered in a similarly confidence inspiring manner as the scripted elements. This was felt to undermine the message that the government is taking it really seriously"

From: Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk>

Sent: 04 March 2020 15:14

To: Richard Amlot <Richard.Amlot@phe.gov.uk>; David Halpern <david.halpern@bi.team>; Hugo Harper <hugo.harper@bi.team>

Cc: Duncan Selbie <Duncan.Selbie@phe.gov.uk>; Sheila Mitchell <Sheila.Mitchell@phe.gov.uk>

NR

NR

phe.gov.uk>

NR

[@phe.gov.uk](mailto:phe.gov.uk)>

Subject: RE: OFFICIAL: RE: fist-bumping, etc - a request

Richard

Duncan and I spoke shortly after you and I did on this.

We thought that, subject to what David thinks, we should carry on with the planning for this experiment / trial and it would be helpful for David to speak to Number 10 as he thinks necessary on this.

Apols for brevity.

Best wishes

Alex

Director of Corporate Affairs &
PHE Porton Site Director

Public Health England
Protecting and improving the nation's health

From: Richard Amlot

Sent: 04 March 2020 14:56

To: Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk>; David Halpern <david.halpern@bi.team>; Hugo Harper <hugo.harper@bi.team>

Cc: Duncan Selbie <Duncan.Selbie@phe.gov.uk>; Sheila Mitchell <Sheila.Mitchell@phe.gov.uk>; NR
NR <NR@phe.gov.uk>

Subject: RE: OFFICIAL: RE: fist-bumping, etc - a request

OFFICIAL

Dear all,

We've all recently spoken and I thought I'd summarise where we are:

- We've had a steer from Peter Heneghan (Deputy Director of Digital at No10/CO), via Peter Graham (PHE Marketing), NOT to pursue the 'fist-bump' work, as it may distract from the hand washing messaging. There was concern that even carrying out the demo was a risk.
- I've tried to clear up any mis-understanding here that the work is not about recommending fist-bumping, rather it would be a demonstration/assessment of the risks associated with social greetings that involve touching. The goal would be to proactively develop communications assets / evidence that could inform our position, should we need to take one.
- David pointed out that one of the authors of the fist-bump study we identified yesterday has done a number of media interviews in the last 24hrs, so it is likely this issue won't go away.
- Our core message is hand-washing at the moment. It would be very straightforward to pivot this work to include a demonstration / assessment of the cumulative benefits of hand washing duration (5, 10, 15, 20secs) if that would be helpful. It would involve the same methodology.

We are guided by you on how to proceed, grateful for your views.

Best wishes,

Richard

From: Alex Sienkiewicz

Sent: 04 March 2020 13:17

To: Richard Amlot <Richard.Amlot@phe.gov.uk>

Cc: Duncan Selbie <Duncan.Selbie@phe.gov.uk>

Subject: Re: OFFICIAL: RE: fist-bumping, etc - a request

Thank you

We spoke just now

As you said not as straightforward as fist bumping and stopping all associates with this and you will check in with BIT.
Will chat again with you before 1600

Best wishes

Alex

Alex Sienkiewicz

Public Health England
Protecting and improving the nation's health

On 4 Mar 2020, at 13:05, Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk> wrote:

See my email just now suggesting that part of No 10 saying not to pursue

Need to triangulate this through you and BIT

Best wishes

Alex

Alex Sienkiewicz

Public Health England
Protecting and improving the nation's health

On 4 Mar 2020, at 13:04, Richard Amlot <Richard.Amlot@phe.gov.uk> wrote:

OFFICIAL

Hi Duncan,

We're doing some pilot work today at Chilton, and we have a call scheduled with NR (PHE Multimedia Content Officer) re. photography and filming this afternoon. We're planning a full run through on Friday, with photos/filming of the demo planned ideally for Monday – will be finalising based on everyone's availability on the call this afternoon. Is that ok for now? Will write another update at the end of the day.

Thanks all, for your feedback, we'll incorporate.

Best wishes,

Richard

From: Duncan Selbie
Sent: 04 March 2020 12:48

To: David Halpern <david.halpern@bi.team>
Cc: Richard Amlot <Richard.Amlot@phe.gov.uk>; Rubin, James <gideon.rubin@bi.team> I&S; Mark Egan <mark.egan@bi.team>; Matthew Walmsley <Matthew.Walmsley@phe.gov.uk>; jamie.njoku-goodwin@dhsc.gov.uk; Sharon Peacock <Sharon.Peacock@phe.gov.uk>; Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk>; Lee Bailey <Lee.Bailey@phe.gov.uk>; Yvonne Doyle <Yvonne.Doyle@phe.gov.uk>; Paul Sutton <Paul.Sutton@phe.gov.uk>; Hugo Harper <hugo.harper@bi.team> NR
NR @phe.gov.uk>
Subject: fist-bumping, etc - a request

Hi everyone

How are doing on this. Do we have a time-line.

Best wishes, Duncan

Duncan Selbie | Chief Executive
Public Health England I&S
Protecting and improving the nation's health

On 4 Mar 2020, at 11:30, David Halpern <david.halpern@bi.team> wrote:

Thx Richard.

Just a quick reminder that ideally we'd test a few different greetings (ie not just fist bump). It might seem obvious that just waving (or elbow bumping) would do better, but worth checking!

From: Richard Amlot <Richard.Amlot@phe.gov.uk>
Sent: 03 March 2020 21:46
To: Rubin, James <gideon.rubin@bi.team> I&S
Cc: Duncan Selbie <Duncan.Selbie@phe.gov.uk>; David Halpern <david.halpern@bi.team>; Mark Egan <mark.egan@bi.team>; Matthew Walmsley <Matthew.Walmsley@phe.gov.uk>; jamie.njoku-goodwin@dhsc.gov.uk; Sharon Peacock <Sharon.Peacock@phe.gov.uk>; Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk>; Lee Bailey <Lee.Bailey@phe.gov.uk>; Yvonne Doyle <Yvonne.Doyle@phe.gov.uk>; Paul Sutton <Paul.Sutton@phe.gov.uk>; Hugo Harper <hugo.harper@bi.team>; NR @phe.gov.uk>
NR
Subject: Re: OFFICIAL: RE: fist-bumping, etc - a request

Thanks James, yes - Dale compiled the review so let's connect him and Louise together. I do think that this warrants a more thorough and systematic review, so let's look into pursuing that too.

Richard

Sent from my iPhone

On 3 Mar 2020, at 21:31, Rubin, James
<gideon.rubin@bi.team> I&S wrote:

Dear Richard

This looks great – impressive speed!

Louise (my post-doc) has just written an opinion piece on “Waving goodbye to the handshake” – would you be interested in merging some of your review into it and co-authoring?

Bw

James

From: Richard Amlot <Richard.Amlot@phe.gov.uk>
Sent: 03 March 2020 21:08
To: Duncan Selbie <Duncan.Selbie@phe.gov.uk>; David Halpern <david.halpern@bi.team>
Cc: Mark Egan <mark.egan@bi.team>; Rubin, James <gideon.rubin@bi.team> I&S; Matthew Walmsley <Matthew.Walmsley@phe.gov.uk>; jamie.njoku-goodwin@dhsc.gov.uk; Sharon Peacock <Sharon.Peacock@phe.gov.uk>; Alex Sienkiewicz <Alex.Sienkiewicz@phe.gov.uk>; Lee Bailey <Lee.Bailey@phe.gov.uk>; Yvonne Doyle <Yvonne.Doyle@phe.gov.uk>; Paul Sutton <Paul.Sutton@phe.gov.uk>; Hugo Harper <hugo.harper@bi.team>; Dale Weston

NR

NR

Subject: OFFICIAL: RE: fist-bumping, etc - a request

OFFICIAL

Dear all,

I just wanted to update you on today’s discussions about the handshake/fist-bump work. We’ve had the chance to catch up with Sheila and team, Sam Collins and team at CRCE, and David, Hugo and Mark at BIT.

We think there are three bits of work here:

1. A rapid evidence review.
2. A ‘demonstration’ to support prospective public-facing comms.

3. A trial to systematically evaluate the risk/benefits associated with different social greetings.

I've described each in a bit more detail below:

1. As with many things under the sun, this is not a new avenue of enquiry - attached is a short, rapidly compiled summary of some of the related research in this area. In a nutshell, as you would expect: 1) there is some evidence for the effectiveness of eliminating hand shaking/ the use of alternative methods of greeting for transmission reduction, but that: 2) there may be opposition to the elimination of handshaking or its replacement with an alternative method (i.e., fist-bumping) for a number of socio-cultural reasons (it's worth noting that these reservations were particularly among the healthcare profession). However, the evidence for the risk/benefits associated with changes in social greetings, on the basis of this initial review, seems a little sparse, and further work is needed (see 3. below). Whilst there has been a lot of discussion in the media recently about alternative greetings, this is not currently in PHE guidance. Hopefully the summary attached is a useful starting point when considering this, but a more comprehensive and systematic review is warranted though, and this version should really just be taken as an indication that there's some evidence of efficacy, but also the potential for resistance. David, Hugo, Mark and I had some interesting discussions today about the beneficial effects of this recommendation beyond changing social greetings; this recommendation could be a strong signal that facilitates the maintenance of other protective behaviours and norms. However, we do need to be mindful how we communicate about this social distancing measure, as there is also a risk of a backfire effect where we could inadvertently reduce the incidence of other hand/respiratory hygiene behaviours by rather over-selling the benefits of this one. We need to work through the messaging that accompanies any of the output described in 2 and 3 below.
2. In our conversations today, we have confirmed we have the equipment and resources to do a rapid demonstration of the effects described in the literature, using the same simulant

methodology that we've used to evaluate emergency decontamination procedures in recent years. Sam and team at Chilton are scoping this out in detail, and for speed we think the best place to deliver this is at PHE-Chilton. In summary, we propose using the boardroom at Chilton and blacking out an associated area for UV-illuminated photography. We would 'contaminate' one person with a well-characterised fluorescent simulant, simulating a sneeze on a palm and a nose wipe on the back of the hand. We will image the contaminated hand prior to 'introducing' the person to five others in succession (in line with David's first suggestion). We will then image all 6 hands for residual contamination. We will repeat this a couple of times and with different greetings. We can also simulate the impact of poor adherence to other aspects of PHE's guidance, such as avoiding touching your face with your hands. Sheila's team have put me in touch with someone who can film and photograph these processes for us, so we could potentially use these in PHE communications. We will aim to do a full walk through of this demonstration on Friday this week, and photograph/film a demonstration on Mon/Tues next week, with outputs available shortly afterwards.

2. We are also working up a full proposal for a study with the aims to: 1) understand the relative efficacy of fist-bumping (and other strategies) vs. handshaking in reducing spread of virus, and hence reduce transmission, and 2) to understand public willingness to adopt alternatives to shaking hands. Tomorrow we'll provide more details on this plan including a proposed timeline, which will be mindful of the need to deliver rapidly to inform ongoing discussions about social distancing. For 2) it may be possible to add some questions into the polling and/or evaluation work that is currently underway, and we'll explore that option too. We'll stay in close contact with David's team as we move this forward.

I hope that's helpful, all comments welcome and more soon.

Best wishes,

Richard

Professor Richard Amlôt BA MSc PhD CPsychol CSci AFBPsS
Scientific Programme Leader, Behavioural Science
Emergency Response Department Science and Technology
(ERD S&T)
Health Protection Directorate, Porton Down, Salisbury, Wilts,
SP4 0JG.
Public Health England
richard.amlot@phe.gov.uk

Tel: I&S

www.gov.uk/phe Follow us on Twitter @PHE_uk
Visiting Professor of Practice in the Psychology of Health
Protection, Department of Psychological Medicine,
Institute of Psychiatry, Psychology and Neuroscience, King's
College London

<image001.png>

Protecting and improving the nation's health

From: Duncan Selbie
Sent: 03 March 2020 11:21
To: David Halpern <david.halpern@bi.team>
Cc: Mark Egan <mark.egan@bi.team>; Richard Amlot
<Richard.Amlot@phe.gov.uk>; Rubin, James
<gideon.rubin@phe.gov.uk> I&S; Matthew Walmsley
<Matthew.Walmsley@phe.gov.uk>; [jamie.njoku-
goodwin@dhsc.gov.uk](mailto:jamie.njoku-goodwin@dhsc.gov.uk); Sharon Peacock
<Sharon.Peacock@phe.gov.uk>; Alex Sienkiewicz
<Alex.Sienkiewicz@phe.gov.uk>; Lee Bailey
<Lee.Bailey@phe.gov.uk>; Yvonne Doyle
<Yvonne.Doyle@phe.gov.uk>; Paul Sutton
<Paul.Sutton@phe.gov.uk>; Hugo Harper
<hugo.harper@bi.team>
Subject: fist-bumping, etc - a request

Great. Let's sort a proposition and timeline we can agree by close of play today.

Best wishes, Duncan

Duncan Selbie | Chief Executive
Public Health England | T: I&S
Protecting and improving the nation's health

On 3 Mar 2020, at 11:19, David Halpern
<david.halpern@bi.team> wrote:

Mark is excellent on our side (and has been in the relevant No10 meetings).

Richard A is coming in at 1pm. V cool.
Might save some extra lives yet...

From: Duncan Selbie
<Duncan.Selbie@phe.gov.uk>
Sent: 03 March 2020 09:38
To: David Halpern
<david.halpern@bi.team>
Cc: Mark Egan <mark.egan@bi.team>;
Richard Amlot
<Richard.Amlot@phe.gov.uk>; Rubin,
James <gideon.rubin@i&s>
Matthew Walmsley
<Matthew.Walmsley@phe.gov.uk>;
jamie.njoku-goodwin@dhsc.gov.uk;
Sharon Peacock
<Sharon.Peacock@phe.gov.uk>; Alex
Sienkiewicz
<Alex.Sienkiewicz@phe.gov.uk>; Lee
Bailey <Lee.Bailey@phe.gov.uk>;
Yvonne Doyle
<Yvonne.Doyle@phe.gov.uk>; Paul
Sutton <Paul.Sutton@phe.gov.uk>
Subject: fist-bumping, etc - a request

Good morning David. Let's do the
experiment at Porton; who from your
team can we work with and I will
confirm our end when I get off the tube
in about 30 minutes.

Best wishes, Duncan

Duncan Selbie | Chief Executive
Public Health England | T:

I&S

**Protecting and improving the nation's
health**

On 3 Mar 2020, at
09:27, David Halpern
<david.halpern@bi.team>
<david.halpern@bi.team> wrote:

Thx Duncan. Matt's
response to the hand
washing question this
morning I thought
skilful but won't hold.
Evidence does seem in
favour (our reading), is

no regret, and has major benefit of being visible – ie it will prompt more of all the behaviours we are after...

From: Duncan Selbie
<Duncan.Selbie@phe.gov.uk>

Sent: 02 March 2020
18:43

To: Mark Egan
<mark.egan@bi.team>

Cc: David Halpern
<david.halpern@bi.team>; Richard Amlot
<Richard.Amlot@phe.gov.uk>; Rubin, James

NR

<Matthew.Walmsley@phe.gov.uk>; Matthew Walmsley
<Matthew.Walmsley@phe.gov.uk>

Subject: fist-bumping,
etc - a request

Brilliant. Yes please Mark to sharing your excellent work and I will come back soon on the fist bumping suggestion.

Best wishes, Duncan

Duncan Selbie | Chief
Executive
Public Health
England | T:

I&S

**Protecting and
improving the nation's
health**

On 2
Mar
2020,
at
18:39,
Mark
Egan

[<mark.egan@bi.team>](mailto:mark.egan@bi.team)

>
wrote:

Hello
Duncan

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to self-isolate - your colleague Matthew Walmsley (CCing as an FYI) will be involved in the design of this experiment (he has been providing invaluable input on all the experiments to date).

More broadly, Dom Cummings also asked us to conduct a range of tests on best practice coronavirus communications materials from

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happy
to do
this.

Many
thanks

On
Mon, 2
Mar
2020 at
18:12,
David
Halpern
<david.halpern@bi.tea.m>
wrote:

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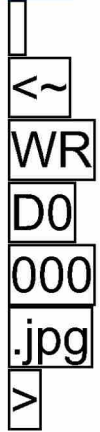
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David

--
Dr.
Mark
Egan
Senior
Research
Advisor



mark.egan@bi.team



2nd
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[https://
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team](https://www.bi.team)

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<Experiment 3 results.pdf.attachments>

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<http://www.gov.uk/PH>

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[Redacted]

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London, SW1H 9NP

<https://www.bi.team>

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