

Message

From: Rubin, James [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=EMC.KCL.AC.UK-55149-STQA8239C17]
Sent: 10/05/2020 20:42:50
To: Lucy Yardley [Irrelevant & Sensitive]; Rogers, Brooke [Irrelevant & Sensitive]
Subject: RE: A proposal - RE: SPI-B tentative agenda and papers

That would be helpful, thanks. And thank you for that email too!

Yeah, comms will be comms. I had a third call just now from Cabinet Office to reinforce the fact that No10 have run the odd campaign before.

Talking points:

Publications

- 1) Academics have a way of doing things, and colleagues in government have a way of doing things. In any culture clash the best route is always to assume good faith. If something has gone wrong, the best option is just to ask. Nine times of ten, the secretariat can sort things out pretty quickly.
- 2) In this case, there is a principle around FoI that has been set out by information commissioner that allows policy makers space to develop policy and get advice on different options, without putting it in the public domain. As I understand it the redactions were actually there to allow the document to go out by withholding the bits that talked about ongoing policy. As we saw tonight, that wasn't bluster, they genuinely were still considering increasing fines. But we could have insisted that it be explained better in the document.
- 3) There are other documents beyond the redacted one that we need released and that haven't been discussed. And in future, we need to work out a procedure on this – should they automatically go out 2 weeks / 1 month after sign off? Can we release the supporting paperwork which is more detailed?

Communications

- 4) SPI-B has a pretty tight remit, which is to be the behavioural science group for SAGE. We can also help with comms if we are asked, but only if we are asked. We aren't the lead psychology group for government.
- 5) We are not going to agree with everything govt does. That's fine. As academics, you can express whatever view you want and put your name to it. But we all agreed not to discuss the conversations we have in SPI-B and that's important so that we feel safe to have a debate and policy colleagues can feel safe discussing quandaries with us. If we want to influence policy, that's the trade off – they need to trust us.
- 6) [NR] has offered to say a bit about how the slogan was developed (it was very locked down – she wasn't involved) and to discuss the reality of how to get policymakers to approach us about communication issues. Bringing in a group of 30 untamed professors is scary. But two or three who can be trusted to offer advice and then leave the decision to govt might work.

From: Lucy Yardley [Irrelevant & Sensitive]
Sent: 10 May 2020 19:52
To: Rubin, James [Irrelevant & Sensitive]; Rogers, Brooke [Irrelevant & Sensitive]
Subject: RE: A proposal - RE: SPI-B tentative agenda and papers

As you know, completely with you on this (which is why I tried to calm things down by indicating not everyone on SPI-B felt we needed to write a letter!) – when we did the principles for changing restrictions I gave an example slogan of

'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 [I&S]; 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

James

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

From: Stephen Reicher [REDACTED] I&S

Sent: 10 May 2020 13:56

[See recipients listed above]

Cc: [REDACTED] @beis.gov.uk; [REDACTED] @education.gov.uk; [REDACTED]
[REDACTED] @gov.scot; Charlotte Watts <c-watts@dfid.gov.uk>; [REDACTED]
[REDACTED] @dhsc.gov.uk; David Hughes <David.Hughes@communities.gov.uk>; [REDACTED]
[REDACTED] @cabinetoffice.gov.uk; [REDACTED] @dhsc.gov.uk; [REDACTED] @dhsc.gov.uk; [REDACTED]
[REDACTED] @dhsc.gov.uk; [REDACTED] @go-science.gov.uk; [REDACTED]
[REDACTED] @Go-Science.gov.uk; Payne, Heather (HSS-DPH-Population Healthcare)
<heather.payne@gov.wales>; Hugh Stickland <Hugh.Stickland@ons.gov.uk>; Janice Bailie <janice.bailie@hscni.net>;
[REDACTED] @health-ni.gov.uk; [REDACTED] @phe.gov.uk; [REDACTED]
[REDACTED] @hscni.net; [REDACTED] @cabinetoffice.gov.uk; [REDACTED] @dhsc.gov.uk;
[REDACTED] @cabinetoffice.gov.uk; [REDACTED] @go-science.gov.uk; [REDACTED]
[REDACTED] @go-science.gov.uk; PHE <COVID19.Cabinet@phe.gov.uk>; [REDACTED]
[REDACTED] @cabinetoffice.gov.uk; 'PSChiefScientificAdviser' <PSChiefScientificAdviser@communities.gov.uk>;
Richard Amlot <Richard.Amlot@phe.gov.uk>; [REDACTED] @phe.gov.uk; Newton S (Sarah)
<sarah.newton@gov.scot>; Scottish Gov modelling team <modellingcoronavirus@gov.scot>; Siobhan Campbell
<siobhan.campbell@dft.gov.uk>; [REDACTED] @Go-Science.gov.uk; Wainwright, Stuart
(Go Science) <Stuart.Wainwright@Go-Science.gov.uk>; [REDACTED] @dhsc.gov.uk; [REDACTED]
(Clean Heat Directorate) [REDACTED] @beis.gov.uk; Nick Gent <Nick.Gent@phe.gov.uk>; [REDACTED]
[REDACTED] @dhsc.gov.uk; [REDACTED] @DHSC.gov.uk; [REDACTED] @cabinetoffice.gov.uk;
[REDACTED] (Communications & Partnerships) [REDACTED] @beis.gov.uk; [REDACTED]
[REDACTED] environment-agency.gov.uk>

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

Thanks James (and, incidentally, congratulations on your excellent distancing paper - very timely!).

On the discussion, I wish this was purely about the comms. I am not convinced it is.

Steve

On 10/05/2020, 13:20, "Rubin, James" [REDACTED] Irrelevant & Sensitive wrote:

At the risk of sounding like a broken record, yes, let's discuss in our meeting - we will make time for it.

INQ000197166_0003

We aren't going to be put in charge of the comms machine. All we can do is work on making our advice as clear and compelling as possible, to draw govt colleagues to us.

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

From: Lucy Yardley [Irrelevant & Sensitive]

Sent: 10 May 2020 13:10

[See recipients listed above]

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

I don't think Stay Alert is a particularly good slogan but I don't think you can have a behaviourally specific slogan given how many behaviours there are - the tweet does specify several of them. There is lots of advice we have given that hasn't/probably won't be followed, not sure I would pick a fight on the messaging myself.

Best wishes,
Lucy

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

From: Stephen Reicher [Irrelevant & Sensitive]

Sent: 10 May 2020 13:04

[See recipients listed above]

[See recipients listed above]

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

We have learnt so much from Donald Trump... But seriously, I think it would still be helpful for James to write such a message now and I think it is all the more important we discuss the issue tomorrow - if nothing else to help us all learn from our mistakes. But also for the sake of posterity.

Steve

On 10/05/2020, 12:57, "Michie, Susan" [I&S] wrote:

Oh gosh, PM communication to the nation by Twitter now in the UK ...

Professor Susan Michie, FAcSS, FMedSci
Director of UCL Centre for Behaviour Change
Department of Clinical, Educational and Health Psychology
University College London
1-19 Torrington Place
London WC1E 7HB

Website: <https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftinyurl.com%2Fsusan-michie&data=01%7C01%2b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&data=Nfx070LTtoNJYUIX30Har8DdDeC5XANBKfDc64bFMfE%3D&reserved=0> [Irrelevant & Sensitive]

Email [I&S]
Twitter [Irrelevant & Sensitive]

Centre for Behaviour Change

Email: **I&S**

Website: <https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.ucl.ac.uk%2Fbehaviour-change&data=01%7C01%7ba7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&data=rK0wltPy%2Fa3QmTAZMT2MTVD9vMTJCDsEwKN%2FwXyOn3E%3D&reserved=0>

Twitter: **Irrelevant & Sensitive**

Join CBC mailing list

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ucl.ac.uk%2Fbehaviour-change%2Fonline-summer-school&data=01%7C01%7ba7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&data=q98G7tsXbWxX0jH51VY5E9fuFKam5KP5eHy3tVXbmK0%3D&reserved=0>

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

From: Rubin, James **I&S**

Sent: 10 May 2020 12:54

[See recipients listed above]

[See recipients listed above]

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

That ship has sailed Theresa:

<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FBorisJohnson&data=01%7C8181ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&data=CO3MiXaxbxFH5WusMq8aDXdLpaipy16ify1P6fQxZew%3D&reserved=0>

J

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

From: Theresa Marteau <Irrelevant & Sensitive>

Sent: 10 May 2020 12:48

[See recipients listed above]

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

To add to the points already made:

1. We advise, ministers decide
2. Our advice has not been sought on what we believe is a new message that will go live at 7pm ie before SPI-B

meeting tomorrow.

3. We have good reason to believe that this new message not only misses an opportunity to provide behaviourally specific and precise advice but also has the potential to do much damage thereby increasing RO with all the expected negative health and economic consequences.

My proposal: James - as Chair of SPI-B - writes now to the Chair of SAGE documenting our concerns in the hope that he may be able to intervene before 7pm.

Theresa

Professor Theresa M Marteau DBE FMedSci
Director
Behaviour and Health Research Unit
University of Cambridge
Institute of Public Health
Cambridge CB2 0SR

Irrelevant & Sensitive

<https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bhru.iph.cam.ac.uk%2F&data=01%7C8181ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&sdata=TAqrMa%2BBJQmreGTVMGt%2BGggY1lGhFMmw3m4ZfkDNq2w%3D&reserved=0>

Irrelevant & Sensitive

Fellow & Director of Studies in Psychological and Behavioural Sciences Christ's College Cambridge

<https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.christs.cam.ac.uk%2F&data=01%7C8181ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&sdata=o9PZnf40T6ySNMLmR42tQ3lqvqn6geoBggfmgMVsUO0%3D&reserved=0>

Irrelevant & Sensitive

From: Stephen Reicher: Irrelevant & Sensitive

Sent: 10 May 2020 12:26

[See recipients listed above]

Subject: Re: {Disarmed} RE: SPI-B tentative agenda and papers

You certainly are not a lone worrier, Susan.
I worry

1. that (if reports are accurate) this new advice is disastrous and will do damage in many ways - not least leading to different approaches in different parts of the UK and so creating a sense of inequity as well as confusion
2. that there is a danger that (as well as 'behavioural fatigue') this will be perceived as having a 'behavioural science' imprint and so undermine us both individually and at a disciplinary level.

Insofar as it raises issues about our general role and remit, and hence frames everything else, I also agree that it should be at the top of the agenda.

Steve

From: "Michie, Susan" <I&S>

Date: Sunday, 10 May 2020 at 12:19

[See recipients listed above]

Subject: {Disarmed} RE: SPI-B tentative agenda and papers

Dear NR, James and colleague,

Given recent developments, I would like to suggest that item 6. be brought higher up the agenda and that we consider adding an item about our role and impact. The reason for suggesting this is that I was sent a message yesterday informing me that new messaging had been centrally trailed and would be "stay alert, control the virus and save lives". I sincerely hope that this is incorrect as it goes against several principles we have rehearsed many times in our advice to SAGE/Government - e.g. being behaviourally specific and being precise about what we are asking people to do. If it turns out to be true, it would be helpful to understand why we were not consulted given we have a bespoke

Communications group and have been raising the problem of Government communications for several weeks, and offering to help and give advice directly.

I would be interested in others' views about this as I am worried about how things appear to be developing - and am not sure if I am a lone worrier - obviously we will have more information this evening.

With best wishes

Susan

From: SAGE Mailbox (Go-Science) <[SAGE@](#)**I&S**>
Sent: 09 May 2020 11:38

[See recipients listed above]

Subject: SPI-B tentative agenda and papers

Dear all

An updated tentative agenda for Monday is below. Please find a link for papers on SharePoint here<<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbeisgov.sharepoint.com%2F%3A%3A%2F%2Fsites%2Fbeis%2F357%2FGOScienceResilienceSecurityandInfrastructure%2F%255bEXTERNAL%255d%2520SPI-B%2520Collaboration%2FSPI-B%2520Meetings%2FSPI-B%2520%252310%3Fcsf%3D1%26web%3D1%26e%3DW7cDIA&am81ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&am;sdata=eElf1GpMRYCoCdGJvdFXMjFbQiJhqrObLKNlm7MdluQ%3D&am;reserved=0>> - a paper on bubbles is expected later today/early tomorrow, but for now the following papers are circulated for information (and not to be shared further please):

- * International Round-Up of Education Provision from DfE
- * Weekly polling timeseries from Government Communication Service
- * A weekly report from Covid-19 Communications Hub

Many thanks

NR

1. Introduction
2. Situation update
3. 'Bubbling'
4. Adherence amongst healthcare workers
5. Behavioural aspects within work environments (if time allows)
6. Release of documents and SPI-B support
7. AOB and next steps

[cid:image001.png@01D5D072.3E6456B0]

NR

SAGE Secretariat

Behavioural Science and X-Whitehall Engagement

NR

@beis.gov.uk<mailto:

NR

@beis.gov.uk> | sage@

Irrelevant & Sensitive

Irrelevant & Sensitive

-----Original Appointment-----

From: NR (Go Science) On Behalf Of SAGE Mailbox (Go-Science)

Sent: 06 May 2020 15:51

[See recipients listed above]

[See recipients listed above]

Subject: CALLING NOTICE: Behavioural Science Subgroup - SPI-B

When: 11 May 2020 13:00-14:30 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.

Where: Zoom teleconference; //eu01web.zoom.us/j/69155783292

[OFFICIAL-SENSITIVE: PLEASE CONSULT ORIGINATOR BEFORE SHARING FURTHER] Behavioural Science Subgroup - SPI-B PLEASE ACKNOWLEDGE RECEIPT

Dear all,

This is an invite for the Behavioural Science sub-group, SPI-B reporting to SAGE.

Timings:

The meeting will be held on Monday 11 May between 13:00 and 14:30. We are looking to establish a standing time for SPI-B meetings, so going forward, SPI-B will meet at this time every Monday until further notice.

Please do not forward this invitation without prior agreement from the SAGE Secretariat.

PLEASE NOTE: This meeting will take place over zoom

Irrelevant & Sensitive

Instructions:

1. 1 In order to join the call, you have two options:

- * Download the Zoom app and log in or join the meeting as a guest (joining via the app does not require a Zoom account).

- * Launch Zoom from your browser using the link above. You must click on the option 'launch from browser' or the call will fail. Zoom now requires all users joining via a browser to have a registered account. Please ensure you set this up prior to the meeting.

2. Enter the Meeting ID, password and name when prompted.

4. Please keep all microphones on mute unless you would like to come in and speak.

5. This is a video conference - SPI-B members expecting to speak should have their cameras on throughout.

6. If you are dialling-in, please email the SAGE secretariat with the last 3 digits of your phone number, so that we are aware of who is present on the call. For security reasons, unidentified and uninvited participants and observers will be removed from the meeting.

Upon logging in please use your full name.

Tentative Agenda:

1. Introduction
2. Situation update
3. 'Bubbling'
4. Adherence amongst healthcare workers

A more detailed agenda and papers will follow.

All participants must be agreed with the Secretariat in advance and if you wish to nominate other attendees, you must inform the SAGE secretariat in advance of the meeting.

If you have further questions or would like to circulate a comment to attendees, please do not reply on this chain, but contact the SAGE Secretariat directly.

Whilst open invitations are issued to all ongoing participants of SPI-B, participants are only expected to attend a given meeting if discussions on the agenda are in an area of their expertise.

Please note that through attending this meeting, you agree to treat the discussion as confidential and do not discuss the contents outside of that setting. You may continue to speak to the media as an independent expert but not as a SPI-B participant.

The Enhanced SAGE

Guidance<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fuploads%2Fsystem%2Fuploads%2Fattachment_data%2Ffile%2F80087%2Fsafe-guidance.pdf&data=01%7C01%7Cgideon.rubin%40kcl.ac.uk%7C8181ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&sdata=w6y7A%2BxFBIEJbWubdyYngBL9TCNxgNeoLF79htfOjw%3D&reserved=0> might also be of interest to you. For further information about Scientific Advisory Groups in general, please see the Code of Practice for Scientific Advisory Committees<https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gov.uk%2Fgovernment%2Fuploads%2Fsystem%2Fuploads%2Fattachment_data%2Ffile%2F278498%2F11-1382-code-of-practice-scientific-advisory-committees.pdf&data=01%7C01%7Cgideon.rubin%40kcl.ac.uk%7C8181ea7eb91e45692b3e08d7f4e19aef%7C8370cf1416f34c16b83c724071654356%7C0&sdata=oM66HVcpdma%2B9iM4LQ6LXb2Gm%2Bfdli1S4ld3oti5KAU%3D&reserved=0>. We would like to draw your attention to the list of members' rights and responsibilities (on pages 10 and 11), and the remarks about the responsibility of members to declare any conflicts of interest relevant to the remit of the group. If you have a conflict of interest relevant to the remit of the group, then you should declare it to the SAGE Secretariat before the meeting begins.

SAGE relies largely upon the good-will of many experts. However, some provision will be made to cover SPI-B participants' appropriate personal expenses. Please contact the SAGE secretariat for further information.

Best wishes,

SAGE secretariat

[cid:image001.png@01D5D072.3E6456B0]

SAGE Secretariat

sage@

Irrelevant & Sensitive

10 Victoria Street, London SW1H 0NN

PLEASE ACKNOWLEDGE RECEIPT

[OFFICIAL-SENSITIVE: PLEASE CONSULT ORIGINATOR BEFORE SHARING FURTHER]