



## Participants

 James Bethell

 Owner of the cell phone

 System Message

 **System Message** 06 Jun 2020 7:51 AM +00:00  
Missed Voice Call



Marketing and comms.

1. Rockpools (generally). epidemiologists say when the tide goes out it leaves rockpools of infection. Homeless. BAME. Sex workers etc. Tom Riordan is a local tsar. We need a rockpools tsar? And targeted marketing (not sure DH or PHE has the skills, we need new expertise). And recruitment of stakeholders to help sell in the message
2. BAME (specifically). I got duffed up again on race in lords. Lots of #BLM stuff from the digital red benches. I did a meeting afterwards with a couple of peers. I guided them away from a broad brush attack and towards a focus on health disparities. But my political danger radar is pinging. it means we really need a upgrade our health inequalities agenda. The stuff from NHS/DH seemed pretty thin. Kemi great, but who's holding this in dept, Jamie? – we are very white? I can nudge but cannot "own".
3. Testing comms. Still operationally struggling on the basic stuff like messages and ringing journalists back. Was there a meeting with PermSec, did I miss it? If not, we should make that happen. John Newton feels a little lost, do we need to recharge/redirect him.

Covid and test/trace

4. Testing data. You asked me to give it some umph. I've leant in a bit and urged "quicker, better, slicker", but it's really with Dido who is focused on accuracy and long-term solutions. I think we're in as good a place as we can be, but let me know if I could/should do more.
5. A summary of the "lessons of covid" for the core team so we're all sighted on our objectives and can get our messaging aligned.

Getting stuff done.

6. Reform of clinical trials. After the dreadful therapeutics trials experience I really want to focus on this. And we're rebooting the laws next year anyway. Want your guidance and support.
7. Talent and appointments. We need to grab ahold of the good people from the testing programme before theres an irreversible diaspora and they go elsewhere. And we've got some big appointments coming up, particularly NHSE NEDs. **NR** **NR** s. **NR** (NED?) **NR**  
**NR**

8. Shame about JCB going to **NR** Thank you for your efforts. Should I read anything into it? Do I need to work my #10 contacts a bit – I've been keeping a low profile? What's my "government brand" ... "The Wolf", "Comms guy", "Matt's Theo"? All of the above?