

December 14th – updated Coronavirus Control Plan covering four Alert Levels. Health Minister press conference.

December 16th – Wales to move to Alert Level 4 from Christmas Day - FM press conference.

December 18th-21st - Pilot multicultural street team established for face-to-face contact in Cardiff.

December 19th – rules around Christmas mixing tightened across the UK. FM statement.

December 21st – FM and DCMO press conference.

2021

January: KWS focus: CMO film ("New strain of virus is in Wales", reinforcing the message for people to stay at home). Stay Home with protective behaviours, explaining why people shouldn't bend the rules.

Jan-April 2021 – Keep Wales Learning campaign – phase 3

January 8th – FM press conference confirming current rules to remain in place.

January 11th - KWS New Stay Home campaign live along with TTP (weighting of messages - 35% TTP, 65% Stay Home)

January 15th – FM press conference announcing changes to outdoor activities and exit plan to return Wales back to Alert Level 0.

January 11th - Update on Black, Asian and Minority Ethnic Engagement for the Keep Wales Safe (Covid-19) Campaign to Wales Race Forum

February: TTP ('Coronavirus is spreading in Wales, know the symptoms, self-isolate, test')

February 9th - Online engagement session, 'Ask the Expert' -virtual Q&A session on vaccination chaired by Vaughan Gething with an expert panel answering questions and directly addressing concerns of the Ethnic Minority community.

February 14th – Establishment of partnerships with three community radio stations with strong reach into multicultural communities

March 4th – Covid Transition Plan published – long term transition from pandemic to endemic.

March 9th – publication of Communications guidance for Welsh Government staff during the Senedd pre-election period.

March 19th - Social media content (films and quote cards) from community leaders and influential figures, such as Muslim Doctors Cymru reassuring people about the vaccine

March 29th - 'Hands Face Space Air' campaign launched in Wales

Autumn 2021 - an all-Wales door drop leaflet with key public health advice for the winter was issued in Autumn 2021 to 1,468,400 households (and produced in 35 minority languages).

Oct 21 – Jan 2022 - Working Wales Encourage target audiences to contact Working Wales, particularly individuals who are worried about and / or likely to be impacted by the end of furlough.

October 8th – Publication of updated Coronavirus Control Plan covering winter planning scenarios. FM press conference.

October 12th – Updated vaccination strategy – Health Minister press conference.

October 28th – Communications messaging discussed at Cabinet.

October 29th – changes to self-isolation and extension of the Covid pass to cinemas and concert halls. FM press conference.

November 2021 – Agreement that UK Government “Stop Covid Hanging Around” campaign demonstrating the importance of simple ventilation techniques to reduce the risks of catching COVID-19 this winter should run in Wales. allowed Keep Wales Safe to focus on other behaviours such as social distancing and self-isolation.

December - all-Wales door drop “Keep Wales Safe this winter” / “Vaccines are our best defence against Covid”. KWS focus: Disrupt the transmission (‘Wear a mask, get vaccinated, get tested and self-isolate to disrupt the transmission’)

December (to March 22) - Specialist agency, Multicultural Marketing Consultancy (MMC) subcontracted to support work by the agency engaged to deliver the Keep Wales Safe Public Information Campaign, Golley Slater

Dec 2021– April 2022 - #Diolch Campaign (Keep Wales Learning sub campaign) - To thank Education workforce for their commitment and hard work during difficult time

December 3rd – first identified case of Omicron variant in Wales – WG statement.

December 6th - Statement by the Minister for Health Eluned Morgan issues setting out the “disrupt the transmission phase

December 10th – revised advice around lateral flow tests and face coverings due to Omicron – FM press conference.

December 16th – revised strong guidance around Christmas mixing. FM statement.

December 20th – restrictions on crowds at sporting events. Economy Minister statement.

December 22nd – Announcement that Wales will move to Alert Level 2 on Boxing Day. FM press conference.

2022

January: CMO Film (Omicron variant present - encouraging the public to get their booster vaccine). KWS focus - Lateral Flow Reporting Reminder.