

RESTRICTED HANDLING

ANNEX B5

The Future of the FACTS Communications Device



The following options are currently being considered by the Communications Division if the decision is taken to move to a 1m+ position on physical distancing:

1. FACTS is removed from circulation and phased out of all messaging and collateral. For channels such as TV advertising, where it's possible to cover a range of actions, the behaviours could simply be listed with an introduction such as '*remember your 5 methods of protection*' in the context of the new '*risk*' and *enjoy new freedoms safely*' approach currently being researched. A similar execution was used successfully before FACTS was created. In most other channels the focus would be on individual behaviours in single executions. The example below uses the current campaign and is intended for illustrative purposes only. If this approach is selected a brand new campaign would be developed and could include additional behaviours such as 'ventilation' or any others required. This approach would be flexible. Please note that FACTS could be swiftly eliminated from SG controlled advertising but it would take time to remove it from the many 'no cost' partner channels and this would have to be a phased approach.



2. FACTS remains as is and in use on the basis of the clinician view which is 'Two Metres should still be the goal' and could be accompanied by a narrative

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to provide more clarity – however this carries a high risk of confusion among the public who are already struggling to keep track of and understand the intricacies of the restrictions when it comes to numbers as evidenced in our weekly polling. In addition, retaining FACTS on this basis could risk undermining the remaining behaviours and does not contain the now essential behaviour of 'ventilation' and also carries 'Avoid Crowds' which also could be viewed as contrary as stadia open up.



3. FACTS is adapted by changing the T from 'Two Metres' to 'Testing' to signify that regular asymptomatic testing is now a behaviour required to be undertaken a few times a week, further supporting the norming strategy – an adaptation of FACTS runs a high risk of confusion, especially because it has been distributed so widely so there is also a high chance that a new version would be running along-side the old version on partner channels. It also does not address the absence of 'ventilation'. This approach is not recommended.
4. Replace FACTS with a new SG specific approach that includes ventilation as well as all current protection behaviours – this would ensure the continuation of an 'ownable' protection communications device for Scotland. However being able to create something workable, and indeed credible, with a number of new behaviours may not be achievable. It is worth noting that from a behavioural insights perspective the optimum number of behaviours that should be included in such a communications device or acronym should, ideally, be three. FACTS was originally designed to be three and then no more than four but was adapted due to additional requests to include 'self-

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isolation' and 'book a test' ahead of launch. Something new would take longer to create and test robustly in research to ensure it could be effective. It would also take time and significant budget to increase awareness of and bed-in a new approach. Creating something new instead of moving to UKGs Hands Face Space and Fresh Air is likely to attract media attention and scrutiny as we have seen with FACTS following the launch of HFS&FA. This approach carries significant risk.

5. Adopt UKGs Hands Face Space and Fresh Air – it doesn't have self-isolation or testing, but this is accounted for in Scotland's Test & Protect, which are arguably less 'everyday' protection behaviours. It is assumed that UKG will still wish to run HFS&FA campaign activity in Scotland and duplication of messaging would need to be avoided.



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