

bring prosecutions themselves. This would be consistent with the approach to enforcement in the general post-firebreak regulations.

Communications

Our response to the covid pandemic has been the priority focus of all Welsh Government communications since March. Through our televised live press conferences and hundreds of media interviews with Welsh, UK and international media we have set out the distinctive Welsh Government approach.

This has been accompanied by extensive social media activity and use of gov.wales as a reference point for the latest information, advice, guidance and FAQs.

This corporate communications activity has been accompanied by targeted, audience-led campaign work for schools, education sector, businesses, the shielded population and a range of other areas. This activity was supplemented by paid for communications such as TV adverts and digital advertising.

Throughout this communications drive we have used the 'Keep Wales Safe' branding as an overarching simple, inclusive message that represents the collective effort of the people of Wales.

We have continued this approach, and the used all of the channels available to us, to communicate the new regulations in force from 9th November. The introduction of new Wales-wide rules saw us move to a new focus that asked the public to consider not just what they can and can't do, but to ask themselves what they should be doing. This change in emphasis will be accompanied by a new behaviour change campaign to reinforce and strengthen the ongoing communications activity delivered in-house. A critical part of this campaign will be to continue to build on the support and understanding while promote a new set of normative behaviours among the population to reduce the spread of covid.

A more detailed overview of the new behaviour change campaign will be delivered to Ministers on the 17th November.