

Message

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Sent: 25/07/2020 12:46:07
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Subject: Fwd: Covid-19 Communications Hub: Insight & Evaluation weekly round-up. 5 things
Attachments: 20200724 OFF-SEN Weekly Report.pdf; ATT00001.htm

I am VERY concerned about what I read here. We are on the edge of this virus taking off again in this country - we are probably a week or two behind others in Europe, where numbers are starting to grow again. It will be catastrophic if we have to start taking large-scale national measures again.

We have to try absolutely everything now to make the public understand a) the risks to them if people take liberties; b) what they can do to manage this. I know the population is fatigued, trust is low etc, but we really do have to do everything we can immediately. No stones left unturned/empty the locker/nothing left in the toolkit - whatever takes your fancy. This is URGENT!

We instinctively know what is wrong:-

- 1) our guidance is complex and confusing;
- 2) our comms are confused (at least as far as media is considered - our advertising and social media still seems to be clear);
- 3) people don't understand how to calculate risks to them/those around them.

Therefore, where are we on the following:

- 1) simplification of the guidance to absolute basic "rules";
- 2) our new mnemonics and associated campaign (as with Scotland's FACTS etc);
- 3) our emotional stuff that helps connect people back to community, to the risks their grandparents face if they pass on the virus to them;
- 4) generating stories about people doing the right thing or the wrong thing that show up enforcement/compliance etc?

Beyond, what ideas have we got - and plans to implement them - that give people a strong sense of the risks locally? Signs on roads, advertising in local papers, adverts on local radio etc telling people what the virus looks like locally.

If we are sitting in a meeting with the PM in a couple of weeks time talking about reimposing elements of our national lockdown, without having tried everything now to get the right messages via the right channels to the right elements of the population, we will all regret it!

Ideas! Action! Grip!

Please!

This is on us to fix - others will help, but we have to drive it (even though everyone, I know, is shattered and battered already).