

**C 19 STRATEGY MEETING
CABINET ROOM, No10 DOWNING ST**

Sunday 22 March 2020 1500-1530

ACTIONS

1. **No.10 press office** to consider options to transmit a stern message on compliance with social distancing to the public at the press conference today. The press conference should also include the point that children of key workers should only go to school if they cannot stay at home safely, ahead of a further announcement by the Education Secretary tomorrow.
2. **The Deputy Chief Medical Officer** to reinforce at the press conference today that an appropriate distance for individuals and families should be maintained when outside and also that distance in queues must be maintained as a core part of social distancing measures.
3. **No.10 press office / Alex Aiken** to work up a script for the press conference on Monday 24 March on interdicting people's behaviour, which includes further detail related to open spaces, queues and social distancing. This should include an emphasis that people should not leave their homes unless absolutely necessary.
4. **No.10 / Alex Aiken** to consider what more could be done to communicate more effectively the message about social distancing to BAME groups, including by using individuals from within those communities to transmit the message.
5. **No.10 / Alex Aiken** to consider whether celebrities (such as footballers) could also be used to promote the message about social distancing, particularly to young men.
6. **The Secretariat** to liaise with DHSC on the production of further advice for consideration on further potential interventions, including reference to the effectiveness of interventions taken forward in other countries. This is subject to further consideration in the next C-19 strategy meeting of the day.
7. **No.10 Press Office** to ensure that the PM's statement at the press conference today reflects the contents of the letter that will issue to the group identified as highly vulnerable.