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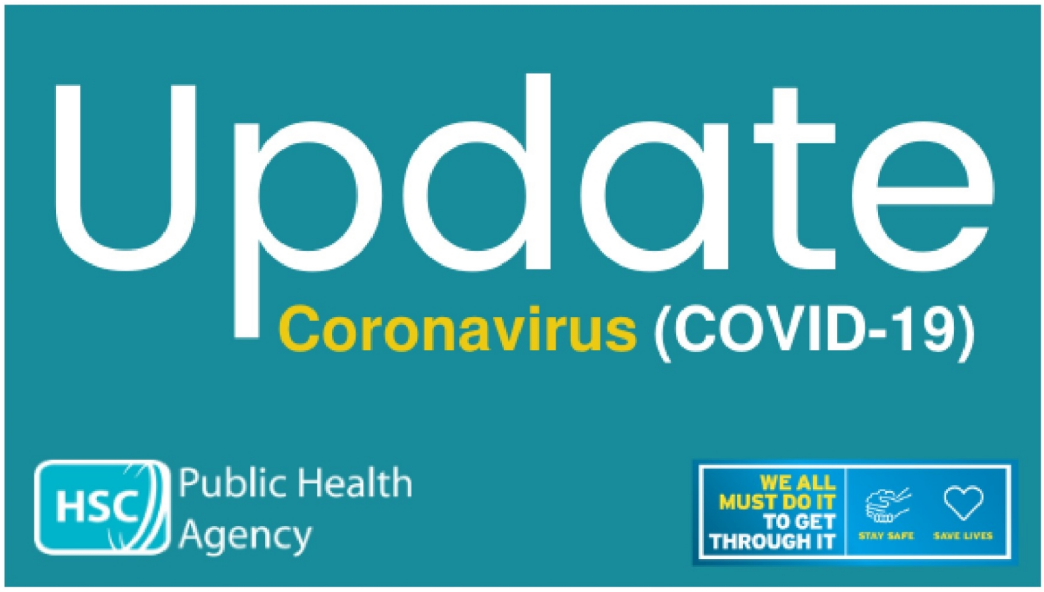

PHA Special Update – Public Information Campaign

Monday 6 July 2020

‘Test, trace, protect’ campaign to support fight against coronavirus

We are launching a new mass media campaign today to raise awareness of the symptoms of COVID-19, the importance of testing, and the role contact tracing can play in limiting the spread of infection.

This comes as Northern Ireland progresses through the coronavirus recovery plan, with the aim of reminding the public of the important role everyone has to play in minimising the risk of a second wave of infection.

The campaign will include TV and radio ads, social and digital activity, and outdoor advertising.

to friends and family and on social media. Test, Trace and Protect is an essential part of the battle against COVID-19. It will help keep people safe and protect our health service.

“Everyone has a role to play. That includes getting tested early if you have symptoms, helping contact tracing by providing details of contacts, and self-isolating when required in order to protect others.”

Find out more about the mass media campaign below:

- Test, Trace, Protect needs everyone's support
- Test, Trace, Protect: a step-by-step guide

To read full news release click here.

For more information on contact tracing, who is a close contact, how to download the Northern Ireland symptom checker app, and how to book a test, visit www.nidirect.gov.uk/coronavirus

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update, and occasionally we also send special issues for major announcements.

The aim of the PHA Update is to help maintain a source of regular communication with our stakeholders on key areas of work, with particular focus at present on COVID-19.
To subscribe to the PHA Update click here: www.pha.site/subscribeupdate

You can get in touch through pha.cpa@hscni.net

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