

Local Outbreak Engagement Board Paper

1. Reference Information

Paper tracking information	
Title:	Local Outbreak Control Communications Plan Update
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Sponsors:	Tim Oliver, HWB Chairman and LOEB Chairman Joanna Killian, Chief Executive of Surrey County Council Ruth Hutchinson, Interim Director of Public Health (SCC)
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Related papers	Annex 1 - NHS Test and Trace Communications Plan for Surrey Annex 2 - Test and Trace Communications Messaging Grid

2. Executive summary

A communications and engagement strategy has been developed to support the Local Outbreak Control Plan from the 1 July (Annex 1) as well as the Messaging Grid (Annex 2). The primary objective of the plan is to communicate Test and Trace advice and guidance to maximise awareness and compliance and so help contain and reduce the spread of COVID-19.

The communications plan will explain how we will:

- Amplify the national Test & Trace campaign through local channels with tailored messages for key audiences
- Provide a clear understanding of Local Outbreak Plans among key stakeholders
- Establish a rapid response process in the event of Local Outbreaks

It encompasses both online and digital tactics as well as how traditional methods will be used to ensure the widest reach across Surrey.

Communications Activity to date:

The communications strategy focuses on two phases – the first phase concentrating on amplification of national NHS Test and Trace and Public Health messaging, the second consisting of rapid response alerts to specific settings and locations in the event of an outbreak.

Insight from the Good Practice Network, based on behavioural insights and pulse surveys, shows low awareness of testing, low symptom knowledge and low understanding of isolation. Consequently, while COVID-19 cases remain low in Surrey, communications tactics are focused on increasing awareness of Public Health and Test and Trace messaging, whilst preparing and planning for rapid response if required.

Behavioural insights work has also shown that the approach that tested best amongst target audiences builds on the concept of a social contract - People Protecting People (this shifts away from the Government directive/public announcement approach). To emphasise the message that we can all play our part we have developed specific branding and a suite of assets that encourage residents to “Keep Surrey Safe”. The hashtag #KeepSurreySafe will also support the digital campaign.

Awareness activity up to 8 July 2020 includes:

- A pre-briefing for local media editors to ensure their understanding of the Local Outbreak Control Plan and how it is supported by NHS Test and Trace.
- Broadcast interviews with Tim Oliver on BBC Radio Surrey and Eagle FM
- Further media interviews with Ruth Hutchinson on the ITV 10 o'clock news, BBC Radio Surrey and Surrey Live.
- A press release on the Local Outbreak Control Plan and reactive media relations
- The development of localised creative assets to support both online and offline communications
- Full page adverts from 22 June in the following local newspapers:
 - Surrey and Epsom Comet
 - Woking News and Mail
 - Surrey Advertiser
 - Surrey Mirror
 - Farnham Herald
 - Guildford Dragon
- The production of pop-up banners for the 13 libraries and 3 register offices now open to the public
- A geo-targeted social media campaign with potential to reach 70% of Surrey's population
- Geo-targeted Google display adverts
- Business focused messaging on LinkedIn
- Stakeholder mapping and the development and distribution of communications toolkits and FAQs to the Multi-agency Information Group, stakeholder networks and settings
- Ongoing participation of the Good Practice Network communications team, working with the Department of Health, Cabinet Office and other GPN Local Authorities to develop templates and protocols to help all local authorities in England prepare for Test and Trace.

Preparation for the rapid response phase is underway concurrently, and the communications team is working with Public Health colleagues to ensure a common understanding of the data surveillance and trigger points. Effective and rapid communication is recognised by the government's Joint Biosecurity Centre (JBC) as a primary intervention for controlling the spread of the virus.

In the event of an outbreak rapid response tools will include:

- Text messages via GP practices
- Text messages to the shielded and vulnerable lists collated by the Welfare Cell
- Geo-targeted social media alerts and Google display advertising
- Local media briefings and alerts
- Internal communications to SCC staff, via internal communications, internal cascades and potentially WhatsApp for frontline staff (currently being investigated)

3. Recommendations

The key recommendation to the Board is to note the communications strategy and the activity to date.