

## NHS Test and Trace Communications Plan for Surrey

### INTRODUCTION

The Government launched NHS Test and Trace in England on the 28<sup>th</sup> May. The purpose of the service is to:

- ensure that anyone with symptoms of COVID-19) can quickly be tested to find out if they have the virus
- carry out targeted asymptomatic testing of NHS and social care staff and care home residents
- trace close recent contacts of anyone who tests positive for coronavirus and, if necessary, notify them that they must self-isolate at home to help stop the spread of the virus

The service will allow us to trace the spread of the virus and isolate new infections. It will also play a vital role in giving us early warning if infection levels start to rise, locally or nationally.

Data on the virus's spread will be shared with local authorities through the **Joint Biosecurity Centre** to inform local outbreak planning, so teams understand how the virus is moving, working with national government where necessary to access the testing and tracing capabilities of the new service.

SCC has been chosen as one of 11 local authorities who will share best practice and lessons learned across the rest of the country. The Communications team is part of the Good Practice Network, a group of communicators from both local and central government who are working on putting together templates and protocols to help all 343 local authorities in England to prepare for Test and Trace.

Work is already underway on Surrey's Local Outbreak plan, which focuses on identifying and containing potential outbreaks in settings and communities. As part of this, a clear communications plan is vital to raise awareness and understanding of T&T, explain its role in preventing a second spike, and provide reassurance to residents and stakeholders.

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.

### AIMS AND OBJECTIVES

The aim of this communications plan is to:

- Tailor national messaging and communications to make them locally relevant
- Support the Local Outbreak Strategy and communicate key messages to our residents, making clear what action they need to take
- Explain the National Test and Trace campaign to encourage take up locally and motivate compliance

- Reassure people that test and trace helps safely ease lockdown and return to normal life.

We will do this by:

- Tailoring national messaging and communications to make them locally relevant
- Explaining the National Test and Trace campaign to encourage take up locally and motivate compliance
- Using established local channels and networks
- Building on existing SCC/LRF approaches to communications and emergency response
- Providing open and transparent data to give an indication of infection levels in residents' local areas
- Reinforcing good prevention behaviours learned during the response phase - hygiene and social distancing
- Motivating people with symptoms to participate in contact sharing and if contacted to isolate
- Alerting people in the event of a local outbreak

## **LOCAL STRATEGY FOR SURREY**

This strategy will focus on two phases – the first phase concentrating on amplification of national NHS Test and Trace and PH messaging, the second consisting of rapid response alerts to specific settings and locations.

### **1. Awareness/amplification (before a local outbreak):**

This is the default phase that applies to all areas where there is no specific outbreak or targeted restrictions. The specific aims of this phase are to:

- Raise awareness of the symptoms of COVID-19
- Use the idea of the 'social contract'- everyone has responsibility for keeping infections low
- Encourage those with symptoms to 'play their part' and get tested
- Explain how the tracing system works to individuals and employers and how it will help to reduce the spread of the virus
- Encourage people to 'play their part' by using the tracing system if testing positive and addressing any barriers to participation
- Raise awareness that individuals may be contacted by NHS Test and Trace and should self-isolate to 'play their part'
- Encourage individuals to prepare in advance for self-isolation by understanding what support is available and consider how they would get food, medicine, etc
- Encourage individuals to 'play their part' by supporting their friends, family and neighbours in isolation
- Encourage employers to 'play their part' by preparing in advance for employees self-isolating by clarifying policies, processes and support available

- Explain how COVID-19 is being monitored in Surrey, being open and transparent with the information we have, alerting people to potential outbreaks in their area and giving them the information you need to protect yourself and others
- Thank everyone participating in NHS Test and Trace for 'playing their part'.

During this phase we can use national messaging with our local 'look and feel' for this phase and signpost to national guidance on [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus).

## 2. **Rapid response (during a local outbreak):**

This phase will apply where there is a specific local outbreak in which additional restrictions will apply following national guidance. The specific aims of this phase are to:

- Raise awareness of any changes to the guidelines or restrictions - explain to whom or where they apply. Encourage those shielding to be extra cautious
- Educate about the potential consequences of not complying. Thank residents who are doing the right thing
- Explain why changes are being made and what conditions will need to be met for them to be eased
- Raise awareness of the local and national support available
- Explain how COVID-19 is being monitored in the specific area (and what this monitoring shows using data supplied by JBC and PHE)
- Encourage employers and community influencers to 'play their part' by sharing messaging with their own contacts. Thank employers who are doing the right thing

This phase will also include communicating to the communities and setting affected when a lockdown has been lifted and explaining why.

- Raise awareness of any changes to the guidelines or restrictions
- Explain the public health reasons behind why restrictions are being eased
- Explain how COVID-19 is being monitored across a specific Surrey area to protect our communities and settings

This phase of the messaging will be led locally and use the distinct local 'look and feel' that we've established.

## **AUDIENCES**

The key audiences identified for the national strategy by DHSC and the Cabinet Office are:

- BAME
- Single mothers with young children
- 65+
- 18-24 year olds
- 25-64 year old workers
- The vulnerable and those who shielded during lockdown

## CURRENT INSIGHT

The over-arching approach that tested best amongst target audiences takes an emotive approach, building on the concept of a social contract - People Protecting People (this shifts away from the Government directive/public announcement approach) and is backed by behavioural science.

- Increased need for personal responsibility
- Strong emotional connection
- The need to encourage the desired behaviours – protect others to protect yourselves

The key barriers for T&T compliance have been identified as:

- Low awareness of testing
- Low symptom knowledge
- Low understanding of isolation

## KEY MESSAGES

### Core public health messages:

- To stop the spread of coronavirus, everyone has to play their part by isolating if symptomatic, booking a test as soon as they experience symptoms. Find out more: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Got symptoms? Get tested. High temperature or new continuous cough or loss of taste or smell? Find out how to get a test and how long to isolate, at [nhs.uk/coronavirus](https://nhs.uk/coronavirus).
- If you have symptoms, you should stay away from other members of your household as possible to protect them. It is especially important to stay away from anyone who is clinically vulnerable or clinically extremely vulnerable with whom you continue to share a household. Play your part. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- If you feel you cannot cope with your symptoms at home, or your condition gets worse, or your symptoms do not get better after 7 days, use the NHS 111 online coronavirus (COVID-19) service. If you do not have internet access, call NHS 111. For a medical emergency dial 999. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Self-isolate when alerted. If you're told you have been exposed to an infected person you must self-isolate for 14 days. Play your part. Protect your friends and family. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Be prepared. If you're told you have been exposed to an infected person you must self-isolate for 14 days. Play your part. Protect your friends and family.
- If you need to self-isolate, you can get an isolation note to send to your employer as proof you need to be off work. You do not need to get a note from a GP. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Thank you to everyone helping to stop the spread by staying at home and booking a test if experiencing symptoms of coronavirus. Play your part. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Contact tracing is the most effective way of controlling the spread of the virus and is being used around the world alongside social distancing and hygiene measures. Find out more: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

- Further down the line we will need to encourage people to download the NHS contact tracing app. Messages will need to address data protection and privacy/security concerns.

#### **Awareness/amplification (phase 1):**

- Test and Trace is the best way we have to prevent a second spike in Covid-19 infection rates and to ensure a safe recovery for Surrey
- By working together in Surrey to support T&T we can ensure that lockdown measures will be eased, and life will start to get back to normal
- If everyone plays their part we can prevent a second lockdown, children can start to go back to school, the elderly can see their loved ones, businesses can start to thrive
- By keeping your distance, washing your hands and thinking of others, you can protect your friends and family from the virus
- Anyone can book a test – by getting tested residents are playing a vital part in helping us to track infection rates and identify potential outbreaks
- If T&T tell you that you've been in contact with someone who has tested positive, do the right thing and isolate.
- If you have tested positive for coronavirus, help us find the people you've been in contact with.
- We will be open and transparent with the information we have, alerting you to potential outbreaks in your area and giving you the information you need to protect yourself and others

#### **Rapid response (phase 2):**

- Keep Surrey safe. Testing shows an outbreak of coronavirus in [your area]. [Some businesses] should [close] temporarily to stop the spread and save lives. Find out more about coronavirus in your local area – SCC website
- Keep Surrey safe. Testing shows an outbreak of coronavirus in [your area]. You [should] [stay home] temporarily to stop the spread and save lives. Find out more about coronavirus in your local area – SCC website

When an outbreak eases additional messaging will need to be tailored on a case-by-case basis, but will need to cover the following:

- Raising awareness of any changes to the guidelines or restrictions
- Explaining the public health reasons behind why restrictions are being eased
- Encouraging residents to 'play their part' by supporting and engage with local businesses and neighbours that may have been affected by restrictions
- Explaining how COVID-19 is being monitored across a specific Surrey area to protect public health

#### **ADDITIONAL MESSAGING FOR EMPLOYERS AND BUSINESSES**

- Employers and businesses can play their part in the NHS Test and Trace programme to slow the spread of the virus and save lives by following the latest Government advice on working safely during coronavirus. Find out more: [www.gov.uk/workingsafely](http://www.gov.uk/workingsafely)

- By following the latest Government advice, employers can play their part and reduce the risk of employees having to self-isolate if a member of staff tests positive for COVID-19. Find out more: [www.gov.uk/workingsafely](http://www.gov.uk/workingsafely)
- Employers should play their part by encouraging workers to heed any notifications to self-isolate if they have coronavirus symptoms or have been contacted by NHS Test and Trace. Employees can find out more at: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)
- To stop the spread of coronavirus, employers should play their part by supporting workers who need to self-isolate. Employers must not ask those in isolation to attend the workplace. Staff can work from home if they feel able. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Employees in self-isolation are entitled to Statutory Sick Pay for every day they are in self-isolation, or can choose to use paid annual leave if they wish. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Employers should remind staff of their sickness policies and procedures in case employees ever need to self-isolate. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- If multiple cases of coronavirus appear in a workplace, employers should (Speak to their local authority contact). An outbreak control team will, if necessary, be assigned to help manage the outbreak
- Thank you to employers in Surrey who are playing their part to stop the spread of coronavirus by supporting employees who need to self-isolate. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Thank you to employers in Surrey who are playing their part to stop the spread of coronavirus by following the latest Government advice on working safely. Find out more: [gov.uk/workingsafely](http://gov.uk/workingsafely)

## CHANNELS

For detailed tactical planning on channels, marketing and paid advertising see the **communications grid**. This outlines all the traditional offline channels and networks available to us including leaflet drops, newsletters, outdoor advertising etc.

These core channels will be supported by proactive alerts in the case of outbreaks via media outlets, promoted social media posts and Google ads and collaboration across all the agencies in Surrey via the Multi-agency Information Group.

### Media relations:

The communications team will work closely with local and, where appropriate, national media outlets to ensure widespread amplification of core public health messaging whilst preparing for increased media interest in the event of a local outbreak. We will:

- Brief local editors in advance, explaining T&T, the Local Outbreak Plan, and the data we will have available to ensure their help with communicating outbreaks to local communities and settings and to get the message out far and wide and help Surrey residents to understand how the process will work and why their participation is so important.
- Engage with national broadcast news editors and reporters to give them the local perspective on the 'Local Lockdown' story – potential interviews with Ruth Hutchinson/behind the scenes perspectives
- Work with local radio to provide them with advance notification of alerts and messages

#### **Social media:**

We have engaged digital marketing company Air Social and we will work with them to:

- Provide instant geo-targeted alerts in the event of infection
- Use promoted social media posts and online advertising to reach as many Surrey residents as possible
- Raise awareness of Surrey County Council's social media presence and encourage people to follow them for alerts
- Reinforce messaging around safe behaviours – social distancing, hygiene and testing
- Raise awareness of testing for all

Social media can reach 70% of the population of Surrey. This will be supported by all the traditional offline channels and networks to ensure older, more vulnerable residents are reached.

#### **Multi-Agency Information Group (MIG):**

We will continue to chair the MIG to share messaging and assets with all our partners in the Local Resilience forum – this includes Districts and Boroughs, police, NHS, Public Health, Community pharmacy and other partners. The MIG will be a valuable tool for cascading alerts to local communities and settings.

#### **GP Surgeries:**

We are working closely with NHS communications colleagues to reach the patients of Surrey's GP surgeries.

- Text messages to all patients (or patients GPs have identified as exceptionally vulnerable or shielded) who have provided a mobile phone number
- Share printed assets

#### **Stakeholder management:**

- Stakeholder channel mapping – settings, businesses, GP surgeries etc
- Preparation of a T&T toolkit in the event of an outbreak is underway

#### **CENTRAL GOVERNMENT SUPPORT FOR LOCAL GOVERNMENT COMMUNICATIONS**

- National paid media plan will be shared on a weekly basis showing reach into each local area

- Central assets will be continually updated via <https://coronavirusresources.phe.gov.uk/> and will have facility for adding local information and branding
- Shared assets that will be editable to ensure a local 'look and feel'
- National stakeholder message and materials planning will be cascaded for local development
- National positioning of Local Outbreak Plans to build on locally
- Local to national press relations protocols are being rapidly developed to ensure best handling of local issues that have generated national interest

## **MEASUREMENT**

This will include:

- A summary of communications activity
- Traffic and referrals analytics for key webpages
- Air Social analytics on engagement and CTR
- Number of NHS app downloads in Surrey/specific local area
- Possibly data on uptick of testing in specific areas