

**Surrey Local Outbreak Engagement Board**

**1. Reference Information**

Paper tracking information	
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<b>Related papers</b>	<ul style="list-style-type: none"> <li>• Surrey Local Outbreak Control Plan</li> <li>• NHS Test and Trace Communications Plan for Surrey</li> </ul>

**2. Executive summary**

**Roadmap Communications Plan**

A new campaign has been developed to support the national easing of restrictions as a result of the Government’s Spring Plan. The campaign aims to change the tone from strict lockdown messaging back to the idea of a social contract – ‘*Working Together To Get There*’. The campaign focuses on looking forward to the things we have missed and what we need to do to get there. This is supported by behavioural insights from the Cabinet Office as the best way to motivate people to stick to the guidelines as we reach each stage of the roadmap.

New outdoor assets have been developed for popular countryside spots to remind people to continue safe practices, such as social distancing, and litter prevention. The ad vans will be touring the busiest outdoor spaces over the four-day Easter weekend with graphics from the new campaign.

**Further Variants of Concern testing**

The communications team supported the LRF with a successful third surge testing operation in the Maybury area of Woking. The team continues to work closely with District and Borough communications teams, PHE and the Department for Health and Social Care on variants of concern.

## **Vaccine Confidence**

Working with community groups to understand vaccine hesitancy and dispelling vaccine myths. Using community voices such as faith leaders to communicate and dispel these mis-understandings using their preferred communications channels such as WhatsApp, to ensure effective and fast dispersal of information. Working in partnership with GRT community to produce Vaccine education video. New #ididitfor COVIDVaccine campaign now in development with community stakeholders, displaying a broad range of the Surrey demographic giving positive reasons for why they had the vaccine, to reduce complacency and increase vaccine confidence.

## **Youth Engagement Plan**

To address the challenges that all Local Authorities face with reaching young people through their own channels, the communications team has been working with a specialist youth marketing agency (Livity) to develop an engaging way of getting some of the crucial public health messages to a young audience. Following focus groups and insights gathered from young people in Surrey it was established that peer-to-peer communications is one of the best ways to engage with this group. In partnership with Livity, we will be launching an Instagram Magazine Channel called “*Soon Surrey*” on the 6 April.

Each month, six young people from Surrey will create content (using a variety of Instagram formats such as reels, stories, carousels) related to three themes:

- The Roadmap and changing restrictions
- Vaccine confidence
- Mental health and wellbeing – signposting local and national resources

## **Street Teams**

Surrey County Council Communications team has been working with Cabinet Office communications to deliver ‘Street teams’ in Woking and Staines (based on current prevalence and footfall). The Cabinet Office is deploying highly visible teams to hand out leaflets and talk to residents about changes to the guidelines, testing and vaccinations. Over the four-day Easter weekend. The high-vis teams will be accompanied by pop-up banners and ad vans using national assets. This will complement our local countryside messaging and ad vans to ensure we reach as many residents as possible over the Easter break.

## **Targeted Community Testing**

Eligibility for symptom-free testing has been widened to include households, families and bubbles of children attending school or college, and of staff working at schools and colleges. The communications campaign for symptom-free testing is ongoing and responding to regular changes to the testing streams with new assets and channels.

## **Global Social Media Award for Surrey County Council Communications and Air Social**

Surrey County Council's communications team along with Air Social, our social media agency, has been named one of the **top agencies in the world** for its use of social media.

The team were crowned winners of the Best Use of Facebook category at the **Global Social Media Awards 2021**, which took place virtually on 25 March 2021.

### **3. Recommendations**

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For Board members to take note of the activity outlined above.

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