



## Background

Thank you for your support with the effort to tackle Covid-19. We want to continue to build on engagement with diverse audiences including ethnic minority and faith communities, LGBT, disabled and older people. We know that many of these communities, particularly in times of crisis and uncertainty, will often seek information and reassurance from trusted voices.

### Our Goal

- Ensure communities are aware of, understand and follow factual Government advice and support.
- Address and provide reassurance on specific issues that affect harder to reach communities.
- Communicate a sense of collective local responsibility to overcome the challenges that affect us all.

### Reporting

Please share your communications activities with [CV19-ExternalAffairs@Cabinetoffice.gov.uk](mailto:CV19-ExternalAffairs@Cabinetoffice.gov.uk). Let us know if you would prefer to provide feedback via another route.

## New National Guidance

**Call to action:** Direct your networks to the [new national guidance](#)

### Key messages

#### National alert guidance

- Stay at home with exemptions for work, education and exercise or to get essential supplies and medical help.
- Do not gather with people you do not live with.

#### NHS Test and Trace

- Download the [NHS Test and Trace App](#) and encourage your friends and family to as well

- The more rapidly we can identify people who may have been at risk of infection and, if necessary, tell them to self-isolate, the more effectively we can reduce the spread of the virus and maintain transmission at low levels.

### **Mental health advice**

- The Every Mind Matters campaign includes helpful advice on how to manage and maintain your mental health.
- Please share the guidance: <https://bit.ly/3afEz6m>
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## **Young People**

### **Why we need to speak to young people**

- We know that influencers like you have strong relationships with your audiences and almost-daily conversations. Even when young people do read and listen to the news, they also want to hear information from people they trust.
- Younger people seem to feel less concerned and there is a belief that they are less likely to be affected if they contract Covid.
- Cases amongst young people are the highest of any age group.

### **Key Messages**

The rules are there to protect us, encourage your audience to follow them to protect themselves and others.

- **National guidance for England** – [bit.ly/2Jx7Bqt](https://bit.ly/2Jx7Bqt)
- Test and Trace – Download the [NHS COVID-19 App](#) today, the simplest way to protect those we love
- **Hands, face, space** – Wash your hands regularly, wear face coverings and stay 2 m apart from others, where possible.
- **A support bubble** – Where a household with one adult joins with another household. Households in that support bubble can still visit each other, stay overnight and visit outdoor public places together.

### **Suggested activity**

- Please use your voice within your networks to emphasise how important it is to follow the new rules.
- Create content and share via your own network's channels including those closed groups such as Whatsapp.
- Share [infographics](#) and resources from the [PHE Covid 19 Campaign Resource Centre](#)

## Assets

### Download campaign assets

- The campaign assets are available via the [PHE Covid-19 Campaign Resource Centre](#). There are also helpful [infographics](#) available in multiple languages.

## National Covid Guidance

Please share the National COVID guidance via <https://bit.ly/2Jx7Bqt>

From Thursday 5 November until Wednesday 2 December, the Government has issued new rules:

- **Stay at home** – Except for specific purposes including: work, where it cannot be done at home, attending school and other reasons including:
  - to exercise outdoors or visit an outdoor public place – with the people you live with, with your own support bubble or when on your own, with 1 person from another household
  - for any medical reasons, appointments and emergencies, or to avoid risk of injury or harm – such as domestic abuse
  - shopping for basic necessities, for example food and medicine, which should be as infrequent as possible
  - to visit members of your support bubble or provide care for vulnerable people, or as a volunteer.
- **Do not gather with people you do not live with**, except for specific purposes.
  - You should minimise time spent outside your home and when around other people ensure that you are two metres apart from anyone not in your household or support bubble.
  - You must not meet socially indoors with family or friends unless they are part of your household – meaning the people you live with – or support bubble.
- **Businesses to close:**
  - All non-essential retail will close including leisure centres and gyms, entertainment venues such as theatres, hair, beauty and nail salons.
  - Food shops, supermarkets, garden centres and certain other retailers providing essential goods and services can remain open.

## Hands, Face, Space

### Wash your hands

Washing your hands with soap and water for at least 20 seconds, or using hand sanitizer, regularly throughout the day will reduce the risk of catching or passing on the virus.

### Cover your face

Face coverings reduce the dispersion of droplets that carry the virus.

### Make space

Transmissions of the virus is most likely to happen within 2 metres. While keeping this exact distance isn't always possible, remaining mindful of surroundings and continuing to make space has a powerful impact when it comes to containing the spread.

You can find a range of campaign assets at the [PHE Covid-19 Campaign Resource Centre](#).

## Face coverings

**Call to action:** Direct your network to advice on face coverings via the trackable URL: <https://bit.ly/32qLHwe> using **#GotitCovered** where possible on social media

### Key messages

- It is mandatory that face coverings are worn [with some exemptions](#), in more indoor settings where you are likely to come into contact with people you do not normally meet.
- Children under the age of 11, those with respiratory conditions or who are living with a disability do not need to wear a face covering.
- Buying face coverings online or elsewhere? Make sure they are safe to use. Check out [the guide](#) from the Office for Product and Safety Standards

**Share the campaign assets, including** videos of exemptions, and [infographics](#) in multiple languages

## Test and Trace

### Call to action:

- Download the [NHS COVID-19 App](#) and encourage your network to do the same.
- Encourage your network to [respond to the NHS Test and Trace Service](#) if they are contacted

### Key messages

- Download the [NHS COVID-19 App](#) today, the simplest way to protect those we love.
- The app has a number of tools to protect people, including contact tracing, checking into venues through an in-built QR code scanner, risk alerts by postcode, a symptom checker and test booking.
- The app is part of the NHS Test and Trace service. It alerts people at risk of Coronavirus, asking them to isolate before they potentially pass the virus on to others.
- The more people that do the right thing – by using the app, and self-isolating when alerted – the more we keep each other safe and stop infection rates rising.

## Places of Worship

### Call to action:

- Direct your faith networks to Government advice: <https://bit.ly/2CXKNwu>

### Key messages

**Places of Worship will be closed**, unless they are being used for:

- **Funerals**
  - with a maximum of 30 people attending.
  - linked ceremonial events such as stone settings and ash scatterings can also continue with up to 15 people in attendance.
- To broadcast acts of worship.
- Individual prayer.
- Formal childcare or where part of a school
- Essential voluntary and public services, such as blood donation or food banks.
- Other exempted activities such as some support groups.

**Weddings and civil partnerships ceremonies will not be permitted** except in exceptional circumstances such as where one of those getting married is seriously ill and not expected to recover. These weddings are limited to 6 people.

## Business Support

### Call to action:

- Direct your networks to information on business support. Coronavirus (COVID-19) support is available to businesses <https://bit.ly/2T4nczE>

### Key messages

- Businesses and people across the UK given certainty over winter months with further support.
- The furlough scheme will now be extended until the end of March protecting millions of jobs across all nations.
- The next self-employed income support grant will also increase from 55% to 80% of average profits-up to £7,5000.
- Additionally there is an extension to mortgage payment holidays and up to £3000 cash grants for businesses forced to close.
- Please share the details: <https://bit.ly/2Jvuhr1>