

Comms Briefing

New national restrictions - November 2020

People's behaviour is central to the spread of coronavirus. Guidance and regulations set out by the government, including the new restrictions from 5th November, are designed to slow the rate of the spread.

There is a much higher likelihood of people engaging in any required behaviour if they understand why they are being asked to do it and can see the benefit of it. This briefing is designed to give more detail and context to the desired behaviours that are being promoted by the current campaign. This information will help those who are prominent in giving messages (e.g. via media interviews) or are influential within communities (e.g. group leaders, councillors, faith leaders) to talk around the messages to enhance the public's understanding.

The key messages of the campaign are:

- Stay home as much as possible
- Don't meet indoors
- Only meet with one other person from another household
- Follow the Hands, Face, Space guidance
- Only make essential journeys
- Just buy what you need (don't panic buy)
- Minimise contact with others (aimed at those considered to be vulnerable)

The campaign wording highlights that we have lived under lockdown before, so this time we know what to do and have better systems in place (ads shown at the end of this briefing).

1. Stay at home & Essential Travel

Even though more businesses are staying open than in the first lockdown, the key advice is to stay at home as much as possible.

Using online shopping and working from home where possible helps us to reduce the number of journeys being made which in turn reduces the number of face-to-face interactions and reduces exposure to shared touchpoints. Since we did full lockdown earlier in the year, many more people are now set up to function in remote ways. Many people learned how to use video calling to stay in touch with friends and family, and online community groups helped people to support each other.

More shops have remained open this time, but the main message is still to stay home as much as possible and only go out for essentials. Anything non-essential should be purchased online. It can be confusing that some shops remain open but the message is not to go; the reason for seemingly non-essential stores being open is because they may be linked to trades such as furnishing new buildings for the construction trade, and are intended for trade or essential purchases, not for general public browsing. There is a reliance on the public to determine whether their need is essential, e.g. shopping for a replacement kitchen or carpet because of a need following damage from a flood or fire vs shopping for these items because the current one is looking a bit tired.

Try not make journeys that you don't need to, because every trip out brings potential for increased contact between people. Staying local will reduce the need for refuelling the car or potentially calling for breakdown services.

2. No indoor mixing & Only 1 other person outside

The current lockdown has been referred to as a 'circuit-breaker', as it is designed to slow transmission of the virus by reducing contact between people. The only mixing with someone from another household (outside of the support bubble arrangement) is to meet one person and then only in a public outdoor space. Children under the age of 5 are not included for this regulation, so one person can meet with another person outdoors even if one of them has a small child with them. Having contact with other people and getting out and about are both good for mental wellbeing. These rules help us to continue to do these things in a way that keeps risk of infection lower. Keeping contact between different households in public spaces increases the likelihood of social distancing being maintained and lowers the risk of larger social gatherings happening.

Support bubbles (where a single-adult household links with another) are classed as just one household for the purposes of these new regulations. Also, childcare bubbles are now allowed, so a child under the age of 13 can be in a 'bubble' with one other household – so the child can go there for childcare purposes.

Children obviously mix indoors when at school (although the degree of mixing is controlled by sorting into smaller groups or bubbles). Minimising further disruption to education has been made a priority by the government. If the overall community risk is minimised by people following the guidance, then the risk posed by children attending school will remain manageable.

3. Hands, Face, Space

Coronaviruses are known to be spread by one person either being close to another infected person or picking up the virus from a surface that an infected person has contaminated. The main prevention actions of keeping hands clean, wearing face coverings in settings that require them and social distancing (Hands, Face, Space), will, when done properly, prevent virus spread. They will also help to prevent other common winter illnesses such as colds and flu, and sickness bugs like norovirus.

4. Just buy what you need

The past months have shown that when people shop 'normally', things are available for everyone. This means that there is no need for anyone to stock-up any more than usual.

5. Minimise contact / use support if vulnerable

With the first lockdown, not only was it a huge culture shock, but new support systems had to be designed and put in place. This time around, we've had months of living under some degree of restriction, we have the Furlough scheme and support systems for our most vulnerable residents to get essential food and medicines. These things will help our communities to cope with this next phase.

Social Media ads for the campaign:

TO SLOW THE SPREAD OF
CORONAVIRUS IN NORFOLK

**STAY HOME
AS MUCH
AS POSSIBLE**

WE'VE DONE IT BEFORE,
SO THIS TIME WE'RE BETTER PREPARED

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

A dark blue social media ad. At the top, it says 'TO SLOW THE SPREAD OF CORONAVIRUS IN NORFOLK'. The main message is 'STAY HOME AS MUCH AS POSSIBLE' in large, bold, pink letters. Below that, it says 'WE'VE DONE IT BEFORE, SO THIS TIME WE'RE BETTER PREPARED'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features a silhouette of a house on the left and several coronavirus icons on the right.

TO SLOW THE SPREAD OF
CORONAVIRUS IN NORFOLK

**DON'T MEET
FRIENDS OR
FAMILY INDOORS**

WE'VE DONE IT BEFORE,
SO WE'VE FOUND NEW WAYS
TO STAY IN TOUCH

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

A dark blue social media ad. At the top, it says 'TO SLOW THE SPREAD OF CORONAVIRUS IN NORFOLK'. The main message is 'DON'T MEET FRIENDS OR FAMILY INDOORS' in large, bold, yellow-green letters. Below that, it says 'WE'VE DONE IT BEFORE, SO WE'VE FOUND NEW WAYS TO STAY IN TOUCH'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features coronavirus icons on the left and a silhouette of a house with people inside on the right.

TO SLOW THE SPREAD OF
CORONAVIRUS IN NORFOLK

**ONLY MEET
OUTDOORS WITH
ONE PERSON FROM
ANOTHER HOUSEHOLD**

WE'VE DONE IT BEFORE,
SO WE KNOW IT HELPS

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

A light green social media ad. At the top, it says 'TO SLOW THE SPREAD OF CORONAVIRUS IN NORFOLK'. The main message is 'ONLY MEET OUTDOORS WITH ONE PERSON FROM ANOTHER HOUSEHOLD' in large, bold, dark blue letters. Below that, it says 'WE'VE DONE IT BEFORE, SO WE KNOW IT HELPS'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features coronavirus icons on the left and a silhouette of two people walking outdoors on the right.

TO SLOW THE SPREAD OF
CORONAVIRUS IN NORFOLK

**STAY SAFE
OUTDOORS**

- WASH YOUR HANDS OFTEN
- WEAR A FACE COVERING
- STAY 2M FROM OTHERS

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

A light blue social media ad. At the top, it says 'TO SLOW THE SPREAD OF CORONAVIRUS IN NORFOLK'. The main message is 'STAY SAFE OUTDOORS' in large, bold, dark blue letters. Below that, it lists three bullet points: 'WASH YOUR HANDS OFTEN', 'WEAR A FACE COVERING', and 'STAY 2M FROM OTHERS'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features coronavirus icons on the left and three circular icons on the right: hands being washed, a face mask, and two people with a 2m distance line between them.

MAKE SURE EVERYONE IN NORFOLK
HAS ACCESS TO FOOD AND SUPPLIES

**JUST
BUY WHAT
YOU NEED**

WE'VE DONE IT BEFORE,
SO THIS TIME WE
KNOW WHAT TO BUY

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

An orange social media ad. At the top, it says 'MAKE SURE EVERYONE IN NORFOLK HAS ACCESS TO FOOD AND SUPPLIES'. The main message is 'JUST BUY WHAT YOU NEED' in large, bold, dark red letters. Below that, it says 'WE'VE DONE IT BEFORE, SO THIS TIME WE KNOW WHAT TO BUY'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features coronavirus icons on the left and a silhouette of a person carrying shopping bags on the right.

TO SLOW THE SPREAD OF
CORONAVIRUS IN NORFOLK

**ONLY MAKE
ESSENTIAL
JOURNEYS**

WE'VE DONE IT BEFORE,
SO WE'RE USED TO DOING
THINGS REMOTELY

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

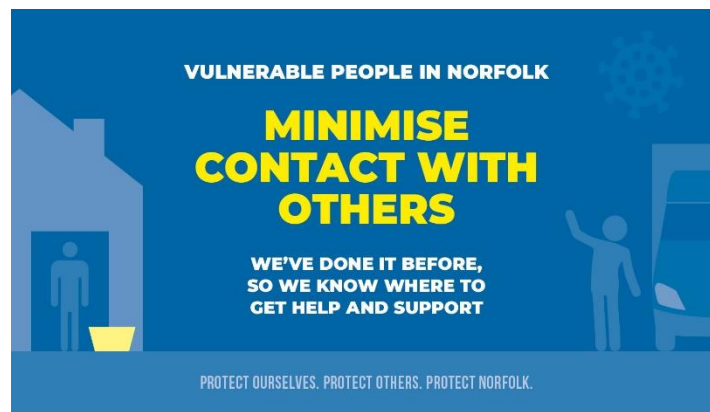
A pink social media ad. At the top, it says 'TO SLOW THE SPREAD OF CORONAVIRUS IN NORFOLK'. The main message is 'ONLY MAKE ESSENTIAL JOURNEYS' in large, bold, dark blue letters. Below that, it says 'WE'VE DONE IT BEFORE, SO WE'RE USED TO DOING THINGS REMOTELY'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features coronavirus icons on the left, a silhouette of a person sitting at a desk on the left, and a silhouette of a person riding a bicycle on the right.

VULNERABLE PEOPLE IN NORFOLK

**MINIMISE
CONTACT WITH
OTHERS**

WE'VE DONE IT BEFORE,
SO WE KNOW WHERE TO
GET HELP AND SUPPORT

PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.

A dark blue social media ad. At the top, it says 'VULNERABLE PEOPLE IN NORFOLK'. The main message is 'MINIMISE CONTACT WITH OTHERS' in large, bold, yellow letters. Below that, it says 'WE'VE DONE IT BEFORE, SO WE KNOW WHERE TO GET HELP AND SUPPORT'. At the bottom, it says 'PROTECT OURSELVES. PROTECT OTHERS. PROTECT NORFOLK.'. The background features a silhouette of a person standing in a doorway on the left and a silhouette of a person standing next to a van on the right.