

Covid-19 communications

20 September – 20 October

Social media campaigns

Key themes covered

- NHS Test and Trace app
- Rule of six
- Hands-face-space
- Car sharing and safer travel advice
- Covid-19 data dashboards
- When to get tested
- Social distancing
- When to self-isolate

97
Social media posts

954,838
People reached

227,512
Video views

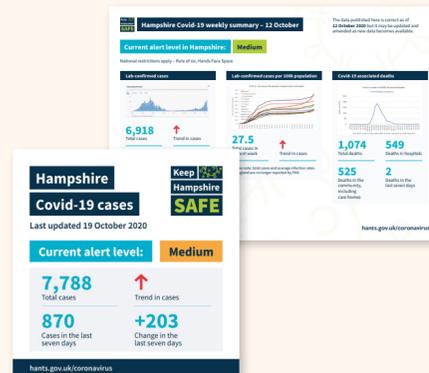
Examples

When to self isolate video



Most successful posts

- Redesigned data dashboards to reflect new Government alert levels



Covid-19 Data Dashboards

98,000
Combined people reached

When to self isolate video



Public and stakeholder engagement

Key areas of enquiry

- Requests for information on Covid-19 cases in Hampshire schools and care homes
- Impact of Covid-19 on seasonal events (including directions issued) – i.e. funfairs (various), Halloween, Winchester Christmas market
- Hampshire status following Government's introduction of new Covid-19 alert tiers
- Financial impact of Covid-19 on Hampshire County Council
- Availability of County Council customer phone lines during pandemic
- Enforcement of Covid-19 restrictions (i.e. Covid-19 marshals and fines)

Dedicated webpages

63,228

Views of dedicated Covid-19 webpages

Top three pages (other than homepage):

- Positive cases in schools
- Advice for going back to school
- Weekly data dashboards

80
Media enquiries handled

141
News items

97%
Positive/neutral coverage

Key stakeholder engagement

- Covid-19 tailored e-briefings circulated to Hampshire MPs, County Councillors and district councils' Chief Executives – also to County Council key partners, all town and parish councils, and related updates sent via regular e-bulletin for local councils

Partnership working

- Ongoing sharing of key messages with Hampshire and Isle of Wight partners
- Created tailored versions of the Rule of Six animation for Hampshire districts
- Parish council newsletters with tailored Covid content

Autumn/winter events

Collaboration with district partners to ensure consistent and clear messaging to the public and event organisers:

- Media and social media
- Event checklist for environmental health officers
- Responses to a wide range of stakeholder and public enquiries



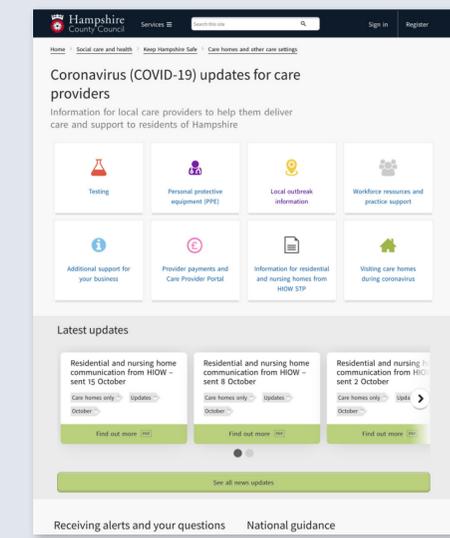
Support for high-risk settings

Supporting schools with local outbreaks

- Communications guidance and support provided to Hampshire primary and secondary schools to aid parent engagement
- Letters and advice to schools on suggested conversations with parents and community stakeholders
- Statements to local media in relation to Covid positive cases in school communities – media signposted to newly created webpage with details of schools with positive cases

Adult social care providers

- Outbreak flowcharts to support with response for wide range of care settings
- New fortnightly COVID-alert newsletter sent to more than 2,000 care providers in Hampshire
- 'One stop shop' web pages created for county's care providers with latest advice, guidance and updates



Working with Hampshire Schools

Examples include:

- Press releases and social media – key messages in preparation for half-term:
- Thank you for continued support during a challenging start to the academic year
- Cascade of key public health messages to parents and carers – Rule of Six and Hands, Face, Space
- Joint letter from Directors of Public Health and Children's Services to Hampshire head teachers and early years settings
- Creation of digital asset for educational settings for use in own communications to parents and carers



- "When should I send my child to school?" flowcharts for parents and teachers

- Ongoing promotion of social distancing requirements on school grounds

