

COVID-19 communications highlights

7 January – 2 February 2021

Social media and key campaigns

Key themes covered

- Coronavirus vaccine rollout
- Vaccinations FAQs
- Hampshire Coronavirus Support and Helpline
- Connect4communities support to feed vulnerable children during February half-term
- Help for unpaid carers during the national lockdown
- Mental health and wellbeing advice
- Help for those experiencing domestic violence during lockdown
- Start time for bus passes changed to support essential, safe travel
- Weekly data dashboards

Bespoke animations and digital assets created

Design and delivery of bespoke digital content for use across all channels to promote:

- Essential post-vaccine behaviours
- Vaccine scams warning
- New COVID-19 variants
- National lockdown – Stay at Home
- Stay safe while essential shopping
- 'Act like you've got it' – campaign targeted at young people
- Support bubbles
- Get tested

59
Social media posts

685,613
People reached

198,533
Video views

Most successful post – National lockdown (stay at home) animation

79,683
People reached

32,238
Video plays

2,815
Link clicks

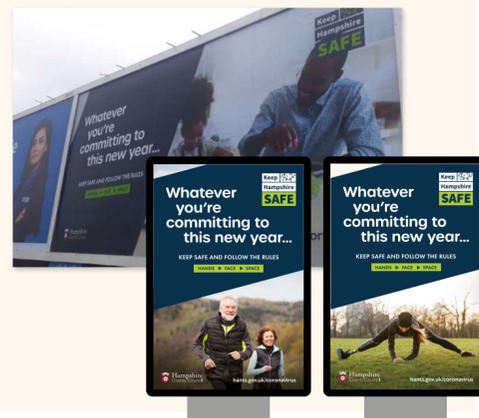
1,610
Interactions



Key outdoor media campaign – New year commitments

Creation and delivery of large-scale outdoor media campaign featured across the County, including:

- Billboards
- Large outdoor poster sites
- Indoor digital poster sites
- Radio messaging on local stations and Spotify
- Local press advertising



Public and stakeholder engagement

Key areas of enquiry

- Vaccination scams
- Pemberley House, Basingstoke private care home outbreak
- Hospital admissions
- Temporary mortuary in Winklebury
- Community testing
- Infection rates – including on IOW
- Nursery closures
- Homelessness during lockdown

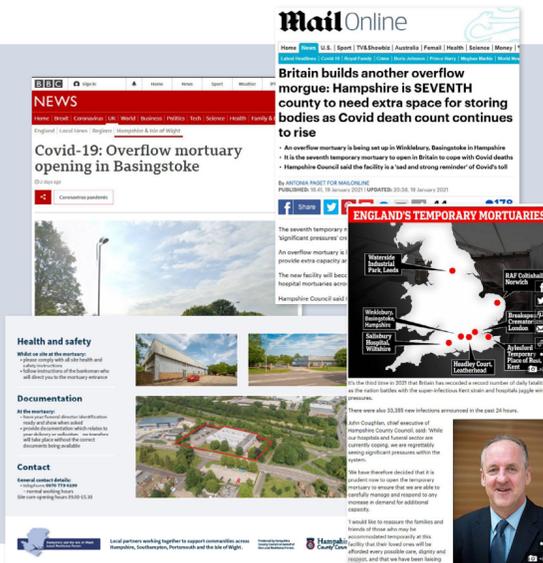
97
Media enquiries handled

134
News items

98%
Positive/neutral coverage

Temporary mortuary

- Targeted proactive communication to public and stakeholders on the activation of Hampshire's temporary mortuary site in Winklebury, Basingstoke. Channels included:
 - National and regional online, press and broadcast news (TV and radio) achieved
 - Notification to local community stakeholder group, key Basingstoke influencers and HIOW partners
 - Production of information leaflets and guidance for families and funeral directors



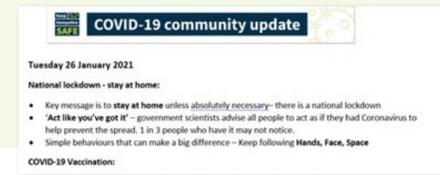
Dedicated webpages

79,802
Views of dedicated COVID-19 webpages

Engaging with 'hard to reach' audiences

BAME communications and engagement plan. Key deliverables include:

- Translation advice
- A network of community champions
- A weekly key-message menu shared with district councils and local community leaders
- Targeted video for Traveller community with key messages on self-isolation, elderly care, vaccination and going out safely



Vaccination messaging

Comprehensive messaging amplifying NHS key lines in relation to the rollout of the national vaccination programme – with themes including:

- Importance of following the rules post-vaccination – design and delivery of bespoke animation and digital assets; press release; social media messaging; stakeholder engagement materials and tailored communications materials for district councils
- Vaccine fraud/scams – including design and delivery of bespoke digital assets; partnership press release with the NHS; social media messaging; stakeholder engagement materials; BBC broadcast feature with Cllr Grajewski
- Promotion of key NHS/HCC vaccination messages – including guidance for Nepalese community; local programme rollout; information and reassurance to BAME communities
- Creation of dedicated HCC webpages with information on the national vaccination strategy, signposting to FAQs and latest updates on NHS information hub

Upcoming priorities

Activity in relation to:

- Preparation in the event of surge testing
- Ongoing vaccination programme and reinforcing key post-vaccination behaviours
- Identifying vaccination hesitancy in communities, particularly BAME, to inform communications strategy
- Rollout of community testing programme (asymptomatic testing)
- New variant – emphasising importance of Hands Face Space

Bespoke digital content



Additional key messaging

