Keep London Safe

Pan London Comms and Engagement

Polly Cziok
Director, Communications, Culture and Engagement, LB Hackney
Campaign insight

➔ 47% of Londoners wouldn’t know how to get a Covid test

➔ BAME and over 65s least likely to know how to get a test (GLA You Gov poll)

➔ Most people have heard of Test and Trace but very low level of understanding of how it works (Hackney/Camden focus groups). Low recognition of 119.
Campaign insight

- Low levels of trust in sharing data with Government, especially amongst young people, but concern shared across demographics (Hackney/Camden/Barnet focus groups/ K&C insight report)

- Strong concerns about practical impacts of self isolation - employment, income, childcare, access to food and medicines (Hackney in-depth interviews with people accessing hardship support)
Campaign insight

➔ Keep London safe messaging generally well received (GLA You Gov poll/all focus groups)

➔ Hyperlocal/neighbourhood messaging landed well with younger people/BAME participants

➔ ‘Protect Your Friends and Family’ was very well received

➔ Lots of very detailed feedback on campaign visuals to help us develop the campaign further
Primary tier logo

Option 1
Concept: just showing network connections in the logo and introducing the characters in the materials.

Option 2
Concept: simply showing the idea of people as nodes in a network. In order to tackle the virus, we need to trace the connections in our lives.
Second and third tier logos

The strapline can be adapted from London-wide, to local and finally to hyper-local in order to better speak to communities.

Second tier – borough name

- KEEP HACKNEY SAFE
- KEEP HAVERING SAFE
- KEEP CAMDEN SAFE

Third tier – place name

- KEEP STAMFORD HILL SAFE
- KEEP HORNCHURCH SAFE
- KEEP KENTISH TOWN SAFE

Test and Trace
Colours

The primary appearance of the campaign will use a black background to boost both recognition and impact.

The colour palette uses the colours of the rainbow – the symbol of the COVID-19 crisis.

A rich black is the background colour for many materials.
Character designs

Characters are very simple and use the colours of the rainbow, the brand colours. This combined with the limitless uses of a single width lines represents human diversity in all its forms and cultures.
How the characters work visually

The use of circles and lines throughout the campaign signifies human networks and communities, with people as nodes on a network.
How the characters work - messaging

The characters are simple and easily adaptable enough to work with other graphic elements. Messaging from national to regional right the way down to borough and hyper-local areas can easily be introduced and targeted.

Play your part.
Protect your friends and family.

Do not leave home, except to get a test.
Bringing it all together

Working in partnership with the national brand messaging, whilst adapting the visual style to work with London’s diverse population and communities.
Phase 1 material

Hackney leaderboard

COL FB post/advert

NHS only poster

Hackney Local press
Diversity workstream

→ Look in depth at London’s diverse communities, bringing together community knowledge and engagement expertise from the boroughs to map out harder to reach communities, cultural considerations, and areas of need/vulnerability.

→ Explore the voluntary and community sector, and faith groups, as key comms and engagement channels.
What we have done so far?

→ Workstream meetings held with officer reps from various councils

→ Created a **mapping template** shared across the 32 boroughs to collate the information, ensuring consistency

→ **Mapped out those communities and/or groups** that might not engage with the national communications campaign around NHS Test & Trace.
What we have done so far?

- Looked at cultural and community sensitivities/ barriers, that we need to take into account as part of the regional pan London campaign?

- What comms assets do we need to produce to increase engagement with these groups/ communities?
What we have done so far?

➔ Language and literacy barriers

➔ Concerns around data integrity and distrust
  ■ Lack of trust in Govt in how the data will be used, how long held for etc (e.g. Young Black Men, Orthodox Jewish Community)

➔ Digital divide issues - Lack of digital awareness/ exclusion/ and poverty - credit/data, internet access, or digital literacy required for access. (Hackney Council - mapping to address digital divide issue)
Barsriers

➔ Language and literacy barriers

➔ Concerns around data integrity and distrust

◆ Lack of trust in Govt in how the data will be used, how long held for etc (e.g. Young Black Men, OJ Community)

➔ Digital divide issues - Lack of digital awareness/ exclusion/ and poverty - credit/data, internet access, or digital literacy required for access. (Hackney Council - mapping to address digital divide issue)
Barriers

→ Poor living conditions: overcrowding conditions/ multi-generational households - makes adherence to the messaging around isolating difficult

→ Less well-established new communities - with limited integration into civic society means public health messages may not get to them. E.g. Romanian community in Harrow.
   ◆ Risk factors: living in **overcrowded accommodation**
   ◆ **In high-risk occupations**, such as construction, on an informal cash-in-hand basis.
Pan-London Languages

➔ 3 of the top 5 non-English languages spoken in London (Polish, Bengali and Gujarati) are also in the 5 languages spoken by those who don’t speak English or don’t speak English well at home.

◆ Caveat - census data is 9 years out of date and doesn’t capture recent migration data - e.g. Romanians/ Bulgarians.

➔ Recent data shows that Romansians are now the largest non-Uk nationality in London - likely impact at next census 2021.
For those aged 16+: **What is your first language at home?**

- This more recent survey captures more recent migration data.

Examples of note are percentages that don’t speak English at home, compared to the **UK average of 8%:**

- **Brent** - 46%
- **Tower Hamlets** - 44%
- **Newham** - 37%
Top 34 Languages - Translations

→ Combining Census Data/ Labour Force Data and Insight from Council Engagement Leads (34 languages)

- Afghani, Akan, Albanian, Arabic, Amharic, Bengali, Bulgarian, Cantonese Chinese, French, Gujarati, Hindi, Hungarian, Italian, Korean, Kurdish, Latvian, Lithuanian, Malayalam, Nepalese, Panjabi, Pashto, Persian/Farsi, Polish, Portuguese, Romanian, Somali, Spanish, Tagalog/Filipino, Tamil, Telugu, Tigrinya, Turkish, Urdu, Vietnamese
Partner with pan London umbrella organisations with links to key communities

→ Faith forums for London, a multi-faiths forum than can be helpful in signposting the campaign.
→ Pan London **Community Radio stations** - e.g. Nomad Radio (Somali community)
→ **Ubele**: main umbrella organisation for African diaspora community organisations
→ The Women’s Resource Centre  - main umbrella organisation for women's organisations in London: [https://www.wrc.org.uk/](https://www.wrc.org.uk/)
Partner with pan London umbrella organisations with links to key communities

- **Engaging with the Deaf community** - Royal Society for the Deaf as they run a BSL information service and daily BSL chat service for deaf.

- **Age UK London** - work with over 300 older people's organisations in London to ensure that the voices of older Londoners are heard.

- **Pan London Traveller movement** - a means of engaging with the London Gypsy and Roma Traveller Community
Hyper-local community insight

➔ Harrow’s Romanian Community -
  ◆ Poorly integrated with wider civic society
  ◆ Few community groups that Council has a working relationship with
  ◆ Often in insecure overcrowded accommodation
  ◆ Work in informal cash-in-hand basis

➔ Successful engagement via the Romanian embassy - to deliver polling facilities for the EU elections.

➔ Engagement with Romanian tenants through regular visits to HMO hot spots, as part of an active programme of enforcement action against unscrupulous landlords
Hyper-local community insight

- **Hackney Engagement with OJ community** - guidance on engaging with insular communities with no access to mainstream or electronic methods of communication. *(Haringey/ Canvey Island)*

- **Haringey** - engagement with **Cypriot communities** through Orthodox Greek Cypriot churches and Zoroastrian Temples (Barnet, Enfield & Hackney)

- **Havering Council - Baltic groups** (Lithuanian, Latvian and Latgalian)
  - Council working on an EU settlement project targeting these groups, which could incorporate Track & Trace messaging.
Hyper-local community insight

➔ **Newham Covid Health Champions Programme** - local volunteers helping to ensure key information reaches communities.

➔ **Community leaders video toolkit** - developed by Camden to support community and faith leaders to share public health guidance with their communities
  - Simple powerpoint slides explaining what they should do.
  - Key messages to mention in the video and filming guidance
  - Instructions on sharing the video - e.g. Twitter, WhatsApp, IG

➔ **Can be replicated for TT campaign** to support community leaders to cascade the information
  - Officers in the diversity workstream - suggesting using their community contacts to record the short video snippets - which can be a shared resource in a variety of languages for all boroughs to use.
Identifying ‘owned’ channels of communications across the boroughs, including borough newsletters, social media channels, door to door distribution runs, e-newsletters, and providing a gaps analysis.

Identifying Pan London channels for messaging via the GLA and other partners.

Bringing together knowledge of community/ethnic media across London.
What we have done so far?

- Workstream meetings held with officer reps from various councils and the NHS

- Created a **channel audit** shared across the 32 boroughs to collate the information, ensuring consistency and identifying gaps and opportunities for cross borough channel sharing/media buying

- Mapped out those channels against diversity workstream findings and identifying gaps and opportunities for cross borough channel sharing/media buying
Emerging findings

→ Overall, Councils have strong representation of the expected channels - social media, website, internal, print and door to door.

→ Few Councils have access to on street infrastructure for OOH advertising, majority do not.

→ Only a handful do a door to door newsletter/paper as a staple in the comms mix and frequency of this varies

→ All are able to to door to door direct mail however budget would be welcome

→ Use of Community/ethnic media varies wildly, massive opportunity here to develop a pan london ethnic media plan
Emerging findings

→ Digitally, all boroughs have strong social media presence and access to hyper local groups.

→ Ability to communicate via email/enews was a yes from all however reach varied from 10,000 to 180,000 on databases.

→ Vulnerable groups, those with language barriers, over 65’s, and young people identified as the groups they find channels don’t have the strongest direct routes in.

→ When asked about support, the top three things boroughs indicated were needed were 1. Budget, 2. Translations, 3. Pre-written copy (social and newsletter specifically).
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<tr>
<th>Gap</th>
<th>Opportunity</th>
<th>Action</th>
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<tr>
<td>Consistent, translated materials</td>
<td>Create a suite of translated materials and assets that can be shared across boroughs, in the identified languages.</td>
<td>Diversity workstream identified top languages. Working with partners to translate core script. Channel workstream have identified a need for translated digital assets under KLD identity with top line messaging. Got symptoms? Get a test. nhs.uk/coronavirus.</td>
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<td>Use of community/ethnic media varies by borough. It also appears to blur borough boundaries.</td>
<td>Create a pan London approach to ethnic media that boroughs can share use to disseminate messaging. E.g Turkish community in north/NE London - can share assets and costs to target ads on ethnic media sites and print.</td>
<td>Channel workstream (using diversity findings) identifying top community media channels (print/ broadcast/ online) and what boroughs can use.</td>
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<td>Availability of OOH shows major gaps across London</td>
<td>Work with pan-London groups to identify key sites and infrastructure that can be shared</td>
<td>TfL, GLA and NHS approached to share sites to increase awareness of T&amp;T as well as general public health messaging. Media buyers (JCDecaux, Global) engaged to contribute at a discounted rate, sites in boroughs that don’t own infrastructure.</td>
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Community Cluster Case Study - Hackney Council

Comms response to emerging community cluster of Covid cases

→ A small but potentially significant number of household clusters in the 30,000 strong Orthodox Jewish community in Stamford Hill

→ Strong identification between community and place

→ Rapid, focused communications and engagement response - letter drop to 20,000 homes, ethnic media engagement, community newsheet advertisements, voluntary sector, faith school and Rabbinate engagement
Dear Stamford Hill resident,

There have been recent groups of positive coronavirus cases in Stamford Hill. Coronavirus can kill, you must follow the guidelines to protect your health, prevent the spread of the virus and keep your community safe.

The Council’s public health team are working with Public Health England to monitor and address the situation; however, you can help by following government guidelines. If you have tested positive for coronavirus you will be asked by the NHS to let your recent contacts know they may be at risk. This includes your family or other people you live with, as well as anyone you have been in direct contact with, or within 2 metres of, for more than 15 minutes.

NHS Test and Trace is key to combating the spread of coronavirus. If you’re told you’ve been in contact with a person who has coronavirus you will need to self-isolate (stay at home) for 14 days from the day you were last in contact with the person. People you live with do not need to self-isolate if you do not have symptoms. If you do have symptoms they will need to self-isolate.

If you have symptoms of coronavirus you must get tested, self-isolate and if your test is positive tell your close contacts they will need to self-isolate via the NHS Test and Trace programme. The next step in keeping people safe from coronavirus is contact tracing, which limits the spread of the virus through the community. It is imperative that we all take part in this process, from contacting the NHS Test and Trace service if you have a positive test result, to self-isolating if you are contacted yourself. We must do this to keep Hackney safe.

Dr Sandra Husbands, Director of Public Health
Philip Glanville, Mayor of Hackney

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**Protect yourself with the 3 Ws:**

1. Wash your hands for at least 20 seconds (or use hand sanitiser)
2. Wear a mask on public transport and indoors in crowded places
3. Watch your distance – keep 2m apart, if you can, and at least 1m apart, if there’s not room for 2m

**Prevent the spread of the virus:**

- Get symptoms of coronavirus like a cough or high temperature?
  - Book a test straight away by calling 119 or going to nhs.uk/coronavirus
- Self isolate for 7 days
- Keep your community safe
KEEP STAMFORD HILL SAFE

Protect your friends and family

There have been recent clusters of positive coronavirus cases in the Stamford Hill area. Coronavirus can kill, you must follow the guidelines to protect your health, prevent the spread of the virus and keep your community safe.

Dr. Sandra Husband said: “If you have symptoms of coronavirus you must get tested. Self isolate and if your test is positive tell your close contacts they will need to self isolate via the NHS test and trace programme. The next step in keeping people safe from coronavirus is contact tracing, which limits the spread of the virus through the community. It is imperative that we all play our part in this process, from contacting the NHS Test and Trace service if you have a positive test result, to self isolating if you are contacted yourself. We must do this to keep Hackney safe.”

Protect yourself with the 3Ws:

1. Wash your hands for at least 20 seconds (or use hand sanitiser)
2. Wear a mask on public transport (and indoors in crowded places)
3. Watch your distance – keep 2m apart. If you can, and at least 1m apart, if you can’t.

Prevent the spread of the virus:

1. God symptoms of coronavirus like a cough or high temperature?
2. Book a test straight away by calling 119 or going to the.nhs.uk/coronavirus
3. Self isolate for 7 days
4. Keep your community safe

Test and trace programme:

If you have tested positive for coronavirus you will be asked by the NHS to let your recent contacts know they may be at risk. This includes your family or other people you live with, as well as people you have been in direct contact with, or within 2 metres of, for more than 15 minutes.

Testing and tracing is key to combating the spread of COVID-19. If you have been in contact with a person who has coronavirus you will need to self isolate (stay at home) for 14 days from the day you were last in contact with the person. People you live with do not need to self isolate unless you have symptoms.
Community Leader’s Video Toolkit: NHS Test and Trace

KEY MESSAGES: Test and Trace

Short video message 1 [1 min 30 seconds]

On feeling unwell/having symptoms

Narrator: Hello, my name is [NAME] and I am [INSERT ROLE OR DESCRIPTION]. I have been asked to share some important messages with you about what we can all do to help protect our friends and family - and stop the spread of coronavirus in [INSERT NAME OF LOCAL AREA].

This week, the main symptoms are:

- a high temperature - this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- a new, continuous cough – this means coughing a lot for more than an hour, or three or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
- a loss or change to your sense of smell or taste – this means you’ve noticed you cannot smell or taste anything, or things smell or taste different to normal.

Most people with coronavirus have at least one of these symptoms. If you feel unwell and you think it might be coronavirus ([NAME] [AREA]), it is very important that you get yourself tested as soon as possible. Don’t wait. The test will confirm whether or not you have coronavirus and what you need to do next.

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Short video message 2 [2 mins]

Content from Test and Trace Team

Narrator: Hello, my name is [NAME] and I am [INSERT ROLE OR DESCRIPTION]. I have been asked to share some important messages with you about what we can all do to help protect our friends and family - and stop the spread of coronavirus in [INSERT NAME OF LOCAL AREA].

If you have tested positive for coronavirus, you will be contacted by the Test and Trace Team. This will be by either a text, email or a phone call. All information you provide to the NHS Test and Trace service is confidential. No one will know who you have spoken to.

The Test and Trace team will need to know who you have been in contact with recently, so that they can check whether or not they have coronavirus. Testing will occur if you have been in direct contact with a virus in the past 14 days from your test contact with that person. The team won’t tell you who you may have been in contact with, because that information is confidential, but it’s very important that you self-isolate and prevent the risk of spreading the virus.

If you have been in contact with the Test and Trace Team because you may have been in contact with someone who has coronavirus, you will be told to stay at home for 14 days from your test contact with that person. The team won’t tell you who you may have been in contact with, because that information is confidential, but it’s very important that you self-isolate and prevent the risk of spreading the virus.

This means that you should not leave your home for any reason - or if you need food or medicine, please try to order it online, by phone, or ask a friend or family member to drop it off at your home. And if you need medication with food, medicine or anything else, help is available, please contact [CONTACT DETAILS TO BE PROVIDED WITH VIDEO GUIDANCE] to find out more.

If you don’t have any symptoms of coronavirus yourself, other people in your household won’t need to self-isolate with you, but they must take extra care to follow the guidance on social distancing and handwashing and avoid contact with you at home as much as possible.

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A test will confirm whether or not you have coronavirus and what you need to do next.
Recent campaign development