

Cambridgeshire and Peterborough Covid-19 toolkit – January-February 2021

The third national lockdown was announced by the PM on Monday, January 4th - returning to the message 'stay home, save lives' – hand in hand with the announcement of increased vaccinations.

As a consequence we have further revised and refined Cambridgeshire and Peterborough's communications strategy.

The messaging covers these main themes:

- Using gratitude, the power of social norms, responsibility and reciprocity
- The use of data to show the impact of people's behaviours
- Practical advice with evidence
- Covid statistics

The main focus of the campaign will be to encourage people to follow the lockdown rules and prevent the spread of Covid-19.

Social media posts and assets

This toolkit includes social media posts and a WeTransfer link to download the assets. There will be Cambridgeshire and Peterborough versions of each image suitable for Facebook and Twitter. Images can be accessed here: <https://we.tl/t-TVHjVwFCV0>

Please find below our suggested content for social media posts and accompanying images. These can be copied and pasted as they are or adapted to reflect your own tone.

1. Gratitude, the power of social norms, responsibility and reciprocity

Image/video	Social media copy
	<p>PCC</p> <p>Peterborough – proud to stay home.</p> <p>Thank you and let's keep it up to stop Covid in its tracks.</p> <p>For more information, visit: https://www.gov.uk/coronavirus</p>



CCC

Cambridgeshire – proud to stay home.

Thank you and let's keep it up to stop Covid in its tracks.

For more information, visit:
<https://www.gov.uk/coronavirus>

PCC

Most people in Peterborough are staying home. Are you?

Stay home to keep yourself and the ones you love safe.

#StayHome

For more information, visit:
<https://www.gov.uk/coronavirus>

CCC

Most people in Cambridgeshire are staying home. Are you?

Stay home to keep yourself and the ones you love safe.



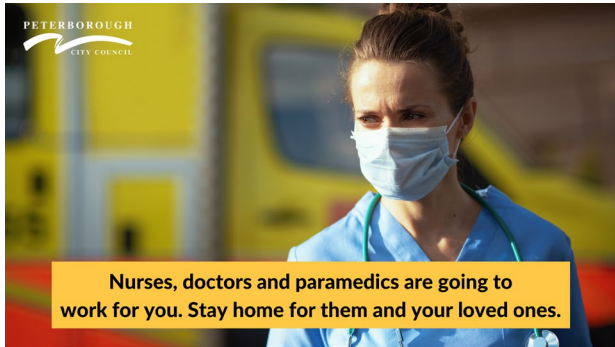
#StayHome

For more information, visit:
<https://www.gov.uk/coronavirus>


PCC and CCC



The overwhelming majority of people in your community are staying home to save lives. Are you?

Stay home to protect the NHS and save lives.





<p>The overwhelming majority of people in your community are staying home to save lives. Are you?</p> <p>Thank you and let's keep it up to stop Covid in its tracks.</p> 	<p>#StayHome</p> <p>For more information, visit: https://www.gov.uk/coronavirus</p>
 <p>Nurses, doctors and paramedics are going to work for you. Stay home for them and your loved ones.</p>  <p>Nurses, doctors and paramedics are going to work for you. Stay home for them and your loved ones.</p>	<p>PCC and CCC</p> <p>Nurses, doctors and paramedics are going to work for you.</p> <p>Stay home for them and your loved ones.</p> <p>For more information, visit: https://www.gov.uk/coronavirus</p>

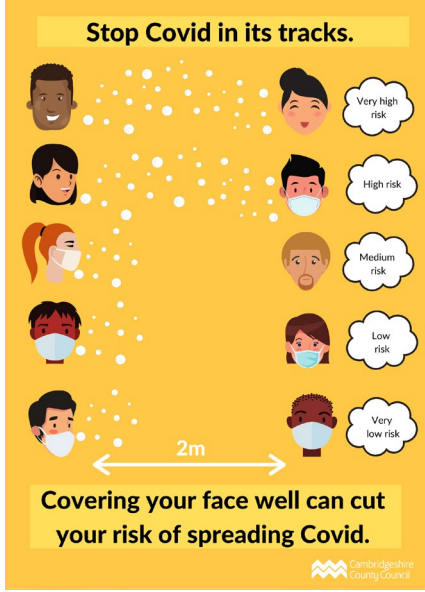
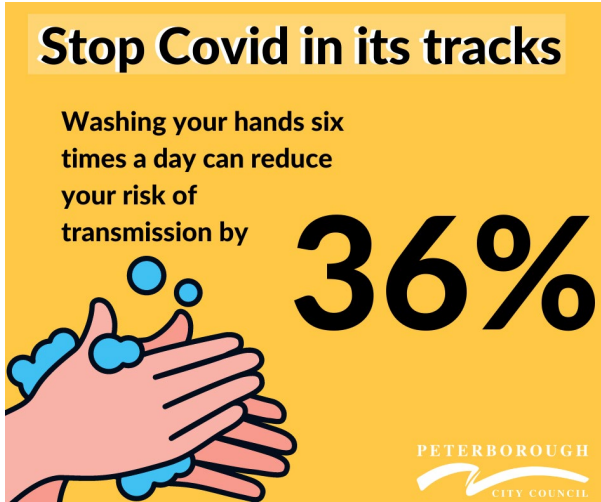

2. The use of data to show the impact of people's behaviours




Images	copy
	<p>PCC and CCC</p> <p>1 in 50 people in the UK have Covid-19.</p> <p>The new variant is over 50% more transmissible, so don't take the risk. Stay at home.</p> <p>For more information on the current Covid-19 guidance, visit: https://www.gov.uk/coronavirus</p>


 <p>If 1 in 50 of these were infected...</p> <p>would you reach in and take the risk?</p> 	<p>PCC and CCC</p> <p>1 in 50 people in the UK have Covid-19.</p> <p>The new variant is over 50% more transmissible, so don't take the risk. Stay at home.</p> <p>For more information on the current Covid-19 guidance, visit: https://www.gov.uk/coronavirus</p>
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3. Practical advice with evidence

Images	Copy
 <p>Stop Covid in its tracks.</p>  <p>Keeping 2 metres away from people you don't live with means you can reduce the risk of catching coronavirus.</p>	<p>PCC and CCC</p> <p>Stop Covid in its tracks – the new variant is more transmissible.</p> <p>Keeping 2 metres away from people you don't live with and wearing a mask reduces the risk of spreading coronavirus.</p>
 	<p>PCC and CCC</p> <p>Stop Covid in its tracks - wearing a face covering can reduce the risk of spreading coronavirus.</p>

 <p>Stop Covid in its tracks.</p> <p>Very high risk</p> <p>High risk</p> <p>Medium risk</p> <p>Low risk</p> <p>Very low risk</p> <p>2m</p> <p>Covering your face well can cut your risk of spreading Covid.</p> <p>Cambridge County Council</p>	
 <p>Stop Covid in its tracks</p> <p>Washing your hands six times a day can reduce your risk of transmission by 36%</p> <p>PETERBOROUGH CITY COUNCIL</p>	<p>PCC and CCC</p> <p>You could reduce your risk of catching Covid-19 by 36% by washing your hands six times today – for example each time you leave or enter the supermarket. For more information on the current Covid-19 guidance, visit: https://www.gov.uk/coronavirus</p>
 <p>Stop Covid in its tracks</p> <p>Hand sanitisers need to be at least 60% alcohol to destroy the virus</p> <p>Cambridge County Council</p>	<p>PCC and CCC</p> <p>You can reduce your risk of catching Covid-19 by keeping your hands clean. When using hand sanitisers, check the alcohol content as they need to be > 60% to kill the virus. Clean your hands more often to reduce the risk especially:</p> <ul style="list-style-type: none"> • when you get to work or arrive home • after you blow your nose, cough or sneeze

<p>Stop Covid in its tracks</p> <p>Hand sanitisers need to be at least</p> <p>60%</p> <p>alcohol to destroy the virus</p>  <p>PETERBOROUGH CITY COUNCIL</p>	<ul style="list-style-type: none"> • before you eat or handle food <p>For further information visit: https://www.gov.uk/coronavirus</p>
<p>Stop Covid in its tracks</p> <p>Washing your hands with soap and water for</p> <p>20 seconds</p> <p>kills the virus!</p>  <p>PETERBOROUGH CITY COUNCIL</p>	<p>PCC and CCC</p> <p>It is still vital to keep your hands clean to reduce you risks of catching Covid – 19. Washing your hands with soap and water for 20 seconds is enough to kill the virus. Wash your hands more often, especially:</p> <ul style="list-style-type: none"> • when you get to work or arrive home • after you blow your nose, cough or sneeze • before you eat or handle food
<p>Stop Covid in its tracks.</p>  <p>Being in a room well-ventilated room (open doors and windows) can reduce your risk of infection from particles by over 70%.</p> <p>PETERBOROUGH CITY COUNCIL</p>	<p>PCC and CCC</p> <p>Twitter Stop Covid in its tracks - being in a room with fresh air (open doors and windows) can reduce your risk of infection from particles by over 70%. If you have to be inside with someone outside of your bubble (e.g. for essential work) you should keep the room well ventilated.</p> <p>Facebook / Instagram Stop Covid in its tracks - being in a room with fresh air (open</p>

<p>Stop Covid in its tracks.</p>  <p>If you have to be inside with someone outside of your bubble (e.g. for essential work) you should keep the room well ventilated. You should either:</p> <ul style="list-style-type: none"> • Open windows for bursts of 10 to 15 minutes regularly. • Leave windows open a small amount continuously. 	<p>doors and windows) can reduce your risk of infection from particles by over 70%. You should stay home with the people you live with unless for essential reasons. If you have to be inside with someone outside of your household (e.g. for essential work) you should keep the room well ventilated. You should either:</p> <ul style="list-style-type: none"> ✓ Open windows for short, sharp bursts of 10 to 15 minutes regularly throughout the day, especially when you share a space with others or ✓ leave windows open a small amount continuously
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4. Covid statistics

We have produced infographics showing Covid statistics for each city/district across Cambridgeshire and Peterborough. All image versions are in the WeTransfer folder.

Example for Peterborough:

Latest coronavirus statistics in Peterborough for 3rd January to 9th January.

Please follow government guidance to protect the NHS and save lives.

- 1099 new cases [11.6% more than previous week]
- 543 cases per 100,000 population
- 59 deaths in the last month [within 28 days of a positive test for the 4 weeks 13th December - 9th January]

Correct at time of publishing.

Source: <https://coronavirus.data.gov.uk/details/cases?areaType=Itla&areaName=Peterborough>

Coronavirus in Peterborough

3rd January – 9th January

1099 New cases of people infected
[11.6% more than previous week]

543 Infections per 100,000 population

59 People have died in the past month
[Within 28 days of a positive test for the 4 weeks 13th December – 9th January]

Got symptoms? Book a test.

Support is available – visit peterborough.gov.uk

Correct at time of publication

Let's work together to stop Covid-19 in its tracks

