

Thank you Somerset campaign Toolkit

In partnership with Visit Somerset and Visit Exmoor, Somerset County Council's Public Health department is launching a new campaign thanking Somerset residents and visitors for adhering to the Covid-19 guidance and encouraging them to keep doing so.



Even with the latest government announcement to the delay in the roadmap, people are continuing to travel around and into the county and it is of utmost importance to communicate safety messages to people in a way they will respond and resonate with – especially in light of rising cases of the delta variant.

We know some people are experiencing fatigue with current messaging having lived with Covid-19 for so long; so by taking a fresh approach seen to be led locally by Public Health at Somerset County Council, we hope to engage on a different level, encouraging people to enjoy the summer and new freedoms but remembering the all-important actions we all must take to truly combat Covid-19, avoiding further pressures on the system and future lockdowns.

Along with vaccinations, there are many things we can all do to keep ourselves and others safe in the coming weeks. This includes regular coronavirus testing, isolating when required and keeping up with all of the 'non pharmaceutical interventions': hands, face, space and Fresh air. NB: these interventions are under review and may change as we move through different stages of the 'roadmap'.

The messaging will initially focus on thanking everybody for getting us this far, and then move to encouraging safety whilst enjoying new freedoms in our beautiful county as well as providing key information on preparing for travel, and how to access support needed if becoming symptomatic. Evidence suggests that thanking people for undertaking an action rather than instructing them to do so, builds a cycle of reciprocity, helping them to stay positive, encouraging responsible behaviour

This campaign aims to:

- Remind residents and visitors the all-important actions we must continue to take to keep ourselves and others safe
- Reassure our residents that we are doing all we can to ensure people act responsibly, remembering that Covid-19 will not be taking a holiday
- Through branded resources, provide information and guidance to hospitality settings on staying covid secure and steps to take in event of an outbreak or visitors becoming

The campaign will run from Monday 21 June 2021 for 12 weeks, focussing on steps to take to stay safe as society reopens following the ongoing fight against Covid-19. This particular

toolkit provides everything you need to help communicate this important campaign through **phase 1** which will continue for **four weeks**. Following the next Govt announcement, we will provide more information on the next phase.

Key dates:

- 21 June – 19 July

Social media copy:

KM1: Thank you for wearing a mask

Social post copy:

We appreciate you continuing to wear your mask. Wearing one helps to stop the spread of Covid-19 droplets so by wearing yours you're protecting others - thank you.

KM2: Thank you for keeping your distance

Social post copy:

Thank you for continuing to respect social distancing. The more space you can keep between you and others, the less likely you are to catch Covid-19 and the less likely you are to pass it on.

KM3: Thank you for testing regularly

Social post copy:

One in three people with Covid-19 are asymptomatic so even if you don't have symptoms, testing yourself twice a week will help us find more cases and identify new variants of concern. To get a test, visit: www.somerset.gov.uk/coronavirus/covid-19-lateral-flow-test/

KM4: Thank you for letting in the fresh air

Social post copy:

When you're indoors, good ventilation will remove older stale air and reduce the chance of Covid-19 spreading so remember to open windows or doors wherever possible.

KM5: Thank you for taking your turn to get vaccinated

Social post copy:

Give yourself the best protection against Covid-19 by getting both doses of the vaccine, proven to be safe and effective. To book your vaccine, visit:
www.somerset.gov.uk/coronavirus/coronavirus-vaccinations/

KM6 Thank you for getting a test if you have Covid-19 symptoms

Social post copy:

Remember to get a test if you have a high temperature, a new continuous cough and/or a loss or change to your sense of smell or taste. You can get this PCR test either online or at your local centre. To book a test online, visit:
www.somerset.gov.uk/coronavirus/coronavirus-testing/ or call 119

KM7: All set to travel? Plan your trip - Be prepared

Email copy:

Hi [NAME],

I'm sharing a new campaign launched by Public Health at Somerset County Council. From Monday (June 21st), we are saying thank you to all Somerset residents and visitors for all of their efforts to get us this far in the battle against Covid-19.

We know there is some worry about the new variants and rising cases at the moment and are hoping the messages will be a good colourful reminder of the best things we can do to continue to break the chains of transmission and get back to being able to enjoy a relatively normal summer in our beautiful county. The campaign is supported by destination tourism operators Visit Somerset and Visit Exmoor.

Please help to promote the campaign wider and share our important messages.

For more information on the campaign please contact Izrogers@somerset.gov.uk

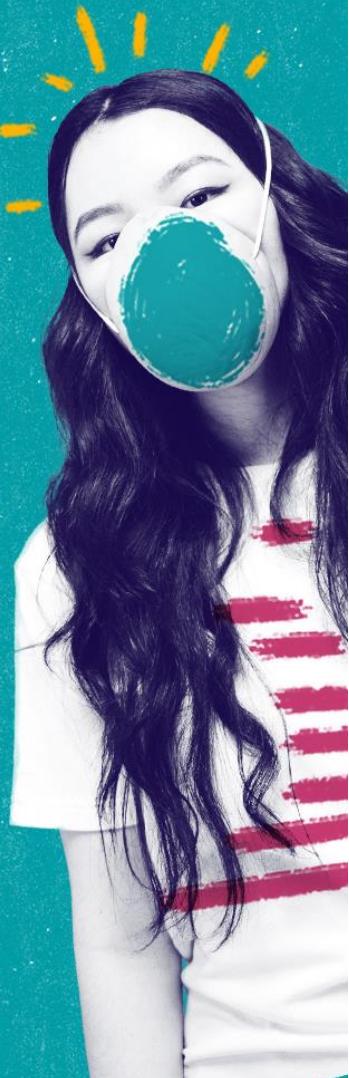
Many thanks,

Assets

- Social media graphics below

THANK YOU

for wearing
a mask



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THANK YOU



for keeping
your distance



Somerset



SOMERSET
County Council



SOMERSET
CORONAVIRUS

THANK YOU

for testing
regularly



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SOMERSET
County Council



SOMERSET
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THANK YOU

for taking your
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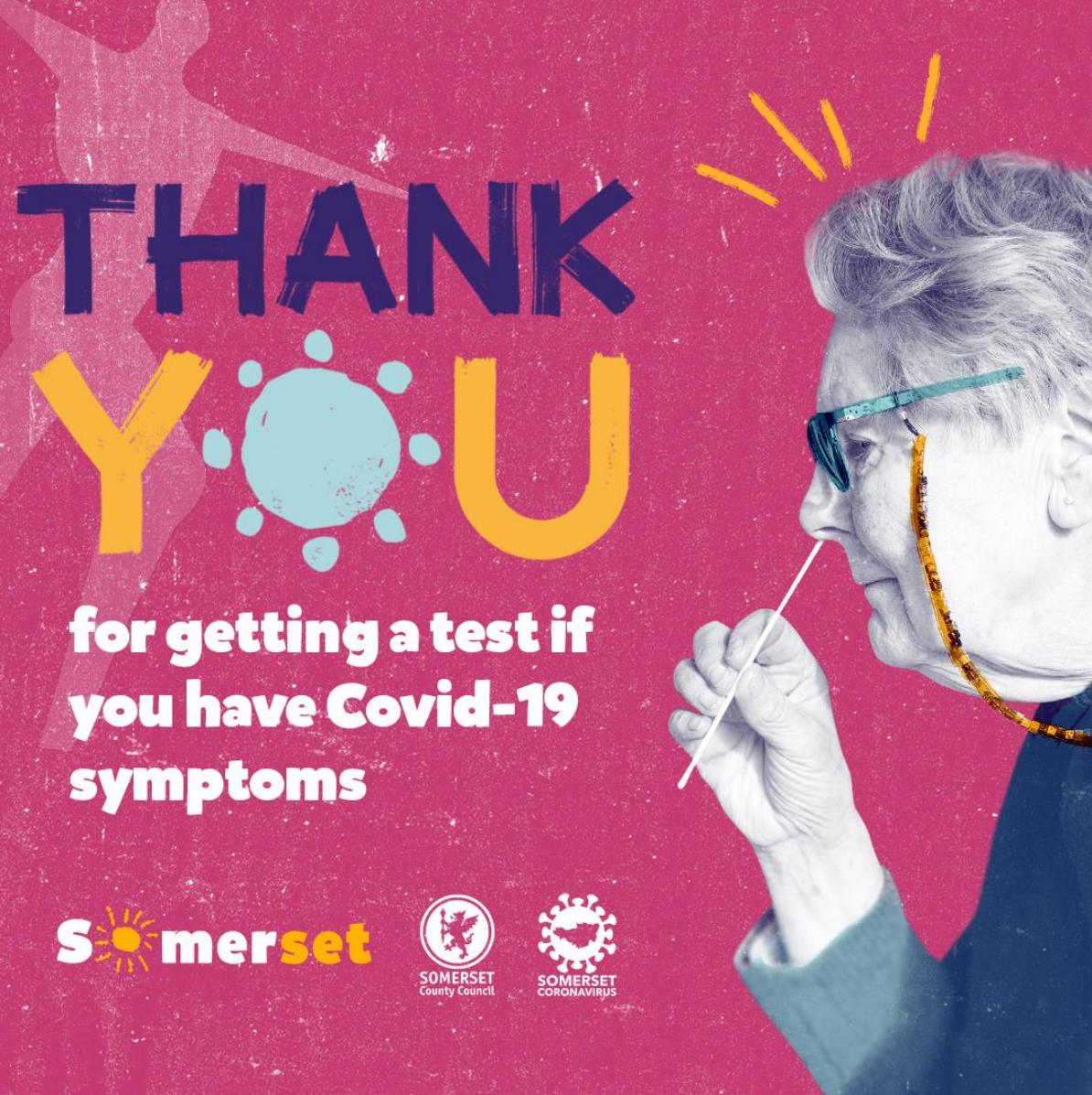


**THANK
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you have Covid-19
symptoms**

Somerset





ENDS