Lincolnshire's Resilience Forum

PREPARING FOR EMERGENCIES

Greater Lincolnshire
Local Enterprise Partnership

Business Lincolnshire
The place to go for business growth

LRF Communications Briefing – Covid19

24 September 2020

LRFBIZ V36– ECONOMIC RECOVERY VERSION

Headline Updates

COVID-19 NHS App
Launch: Thursday 24 September

CAMPAIGN OVERVIEW

Today; Thursday 24 September, the NHS COVID-19 app is officially launched across England and Wales following positive trials.

Mass adoption of the app will be a key means of protecting people and communities as we continue to fight to supress coronavirus.

To help motivate people to download the app, the app launch is focused on promoting positive and hopeful messages from a range of trusted voices. The aim is to explain how downloading and using the app can help people protect themselves and their loved ones.

National communications will focus on the following objectives:
- To raise awareness of the app officially being available to download whilst explaining how the app works and how it will protect people
- To tackle misinformation and mistrust head on through trusted and authentic advocates
- Identify and filter priority questions and concerns from the public
- Motivate and guide users to correctly download and use the tool daily, encouraging their friends and family to use it too

OVERVIEW OF THE NHS COVID-19 APP

The app is based on Apple and Google's privacy-preserving technology and has proven to be highly effective when used alongside traditional contact tracing to identify contacts of those who have tested positive for coronavirus.

The NHS COVID-19 App is the simplest way to help protect those we love from coronavirus. It achieves this through six core functions:

- **Alert:** When users first download the app they will be asked to input the first half of their postcode. This allows them to see the level of risk associated with their area, to help them decide how to manage their interactions
- **Symptom checker:** If people feel unwell they can use the symptom checker to see if symptoms could be related to coronavirus

- **Test:** If, based on information from the symptom checker, it appears a user may have coronavirus, they will be taken to a website where they could book a test
- **Trace:** The app uses low level Bluetooth technology to keep a log of how long users are at close proximity to each other (which is measured based on the strength of the signal). If a person who presented symptoms comes back with a positive test – the app will ask their permission to notify other phones who have been identified as being at close proximity to theirs. Those users will then receive an anonymised exposure alert with advice on what to do next
    - Note: The app does not have access to phone contacts or any other personal information held on users' phones. This includes names. contacts, email addresses or phone numbers
- **Check-in:** The app allows you to record when you visit a venue by "checking-in" when you arrive, using the venue's QR code which should be displayed at the enterance
- **Isolate:** If a user tests positive, they will be given advice on next steps and guidance on self-isolation timelines

From Thursday 24 September, designated venues in certain sectors must have a system in place to request and record contact details of their customers, visitors and staff to help break the chains of transmission of coronavirus. As part of this they will also be legally required to have an official NHS QR poster displayed at their venue, which users of the app will be able to use to 'check-in'.

Businesses and venues that are not currently expected to maintain customer logs are encouraged to display official NHS QR codes if they have indoor areas where visitors are likely to congregate or sit-down in close contact for 15 minutes or more. By using the NHS QR code system, businesses will be helping to protect themselves and their customers from the impact of the virus.

The app has been designed to be intuitive and to offer everyone a simpler way to help protect themselves, their loved ones and their community. It can be easily downloaded from the Google and Apple app stores.

KEY MESSAGES
Calls to Action:
- Download the NHS COVID-19 App today, the simplest way to help protect those we love
- Protect your loved ones. Get the App
- Protect your loved ones. Know the risk of Coronavirus. Get the App now
- More information, including frequently asked questions, can be found on covid19.nhs.uk.

Primary messages:
- The app has a number of tools to protect people, including contact tracing, checking into venues through an in-built QR code scanner, risk alerts by postcode, a symptom checker and test booking
- The NHS COVID-19 app is now available across England and Wales, following positive trials in Newham, on the Isle of Wight and with NHS Volunteer Responders
- The app is part of the NHS Test and Trace service and NHS Wales Test, Trace, Protect service. It alerts people at risk of coronavirus, asking them to isolate before they potentially pass the virus on to others.
- The app will be a vital new pillar to enhance both the English NHS Test and Trace service, and NHS Wales Test, Trace, Protect
- Following trials and rigorous testing, the app has proven to be highly effective when used alongside traditional contact tracing to identify contacts of those who have tested positive for coronavirus
- The more people that do the right thing - by using the app, and self-isolating when alerted - the more we keep each other safe and stop infection rates rising
- From launch, the NHS Covid-19 app will be interoperable between English and Welsh users, meaning contacts between citizens in both countries can be detected and acted upon

Business messages:

- From 24 September this date, designated venues in certain sectors will be required by law to display anofficial NHS QR code poster at their venue. Further information on sectors in scope of this legal requirement can be found on the [Gov.UK guidance](#). This will make it easier for customers with the app to check-in and allow NHS Test and Trace to alert users and provide them wth public health advice in the event of a coronavirus outbreak linked to a venue.
- Businesses and venues that are not currently expected to maintain visitor logs are encouraged to display official NHS QR codes if they have indoor areas where visitors are likely to congregate or sit-down in close contact for 15 minutes or more. By using the NHS QR code system, businesses will be helping to protect themselves and their customers from the impact of the virus.

Privacy and safety messages:
- The app runs on proven software developed by Apple & Google and their privacy experts have completed a full review of the app
- The app is based on Apple & Google's privacy-preserving technology
- Any data shared within the app is held on the user's phone
- The app is designed to the highest standards of data privacy and data security. The app does not collect any personal information, uses low-energy Bluetooth (not GPS), and only requires the first half of your postcode to ensure local outbreaks can be managed.

SOCIAL COPY

Hashtags and tags to use:
#NHSCOVID19app
#HaveYouDownloaded

Example Tweets:
- Download the #NHSCOVID19app today, the simplest way to help protect those we love.
- Protect your loved ones. Know the risk of Coronavirus. Get the #NHSCOVID19app now! #HaveYouDownloaded
- The new #NHSCOVID19app is the fastest way to see if you're at risk from the virus. The faster you know, the quicker you can alert and protect your loved ones. #HaveYouDownloaded
- I've downloaded the #NHSCOVID19app to help protect Greater Lincolnshire #HaveYouDownloaded

Example Straplines:
- Today we launch the new #NHSCOVID19app based on an Apple/Google privacy framework.
- The app is the best way to protect those we love. The more people use the app - the more we can keep each other safe and stop infection rates rising. #HaveYouDownloaded
- Today sees the launch of the new #NHSCOVID19app. Based on an Apple/Google privacy framework - the app is the best way to protect our community!
- Through the app – you can help us get a better understanding on how the virus is spreading in our area. Help keep Greater Lincolnshire safe by downloading it todayl
- Based on an Apple/Google privacy framework, the app has a number of tools designed to help us protect those we love, including: contact tracing, checking into venues through an in-built QR code scanner, risk alerts by postcode, a symptom checker and test booking.
- Downloading the app is the fastest way to see if you're at risk from the virus. The faster you know, the quicker you can alert and protect your loved ones. #HaveYouDownloaded
- Starting now, business across Greater Lincolnshire will be displaying a Test and Trace QR code. The built-in QR scanner in the app lets you scan these codes to check in to venues quickly and easily.
- Download the app today and don't forget to check-in when out and about. It's the simplest way to help protect our community and the ones we love. #HaveYouDownloaded
- The app has a number of tools to protect you, including contact tracing, local area alerts, and QR venue check-in AND, it does all this entirely anonymously: Any data shared within the app is held on YOUR phone. The app will not hold any personal information about you, or track your location.
- It's the simplest, safest way to help protect those we love. #HaveYouDownloaded.

- You can find out more information at covid19.nhs.uk.

ASSETS AND TOOLKITS

- **'How to' assets** and **further resources**
- **Gov.uk announcement on Rule of 6 and QR code display - legal requirements**
- **Q&A**
- **The App - a video explainer**

- Create a coronavirus NHS QR code for your venue
- How to create a QR Code

Or click here for Monday's LRF Biz briefing on creating QR codes

Fixed Key Messaging

- ➤ Visit Business Lincolnshire for continued support to your business
- ➤ View the Government Covid-secure guidance by sector here
- ➤ Click here if you can provide Covid-19 testing capacity.
- ➤ Feed business impacts into Business Intelligence

The Lincolnshire Resilience Forum has created a Recovery Comms Cell made up of county and district councils, NHS, and LEP/ Business Lincolnshire leads to ensure consistency of key messaging. This is not intended as a comprehensive list but to update on new and key messages relevant to economic recovery. Follow and tag @ twitter LRF   twitter LEP   twitter Business Lincolnshire

CONTACT THE TEAM– IF YOU NEED ANY HELP OR ASSISTANCE PLEASE DO NOT HESITATE TO CONTACT A MEMBER OF OUR TEAM						
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