



Campaign Toolkit for partners

Introduction

It's really important for us all to work together to protect and preserve lives by stopping the spread of coronavirus. The main way we can do this is through prevention by physical distancing and barriers (like screens or face coverings), hand hygiene and respiratory hygiene, alongside taking part in the NHS Test and Trace programme.

Statistics suggest that many Londoners don't know how to get a coronavirus test, and this is particularly the case among some groups, such as older people, so we need to do all we can to make sure our local communities know how to get a test.

Alongside this, we also need to explain the NHS Test and Trace programme that is in place to confirm if someone has the virus and if positive asking them to self-isolate so they don't spread the virus to family and friends as well as getting in touch with anyone who has come into close contact with them so they can also help stop the spread of Covid-19. Testing and tracing is a vital step in helping to protect the local community in Croydon. This guide can be used to myth bust and dispel fears around the tracing system, and make sure everyone takes part in it.

Keep Croydon Safe campaign

Our Keep Croydon Safe campaign launched on the 29 July joining with the other 32 boroughs as part of a London-wide campaign - Keep London Safe. Our campaign is designed to increase awareness and understanding of NHS Test and Trace, drive home public health messaging and make sure everyone in Croydon knows how to get a test if they are showing COVID-19 symptoms.

The key messages are:

- **Keep Croydon Safe – protect your friends and family**
- Wash your hands regularly with soap and water or use hand sanitiser/wipes when out and about.
- Keep your distance – where possible stay 2 metres away from others. Wear a face covering in enclosed spaces including in shops and on public transport.
- Follow the rule of six - you must not meet in groups larger than 6 with some [limited exceptions](#).
- Got symptoms? Get tested. If you or anyone in your household has any of the coronavirus symptoms, you must book a free test immediately and self-isolate while you wait for the results.

Please support the campaign by sharing and liking our Twitter, Facebook and Instagram posts and spread the message by using the hashtag **#KeepCroydonSafe** to help us to reinforce these vital messages in our communities.

NHS Test and Trace explainer

If you are displaying symptoms of coronavirus such as a cough or fever then call 119 to order a test to your home, or book an appointment online at <http://www.nhs.uk/coronavirus>. Make sure you isolate for at least 10 days and your household isolates for 14 days.

Booking a test

Free testing is available to anyone who is experiencing symptoms of coronavirus. The test must be booked immediately and be taken within 3-5 days of symptoms appearing.

There are three ways to get tested: by ordering a home testing kit that will be collected by courier, or by attending a regional testing site or mobile testing unit (MTU). You can select your preferred method when booking your test. To book a test, visit the [NHS Testing webpage](#). If you need help booking a test, call the Coronavirus Testing Call Centre on 119 between the hours of 7am and 11pm. The service can be accessed by people with hearing or speech difficulties by calling 18001 119 (in England and Wales).

Self-isolation

If you have symptoms of coronavirus, you'll need to self-isolate for at least 10 days from the start of your symptoms. If you live with someone who has symptoms, you'll need to self-isolate for 14 days from when they started showing symptoms.

What to do when you are contacted by NHS Test and Trace

Testing and tracing 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. Do not leave your home for any reason – if you need food or medicine, order it online or by phone, or ask friends and family to drop it off at your home. If this is not possible, please contact Croydon Council who will be able to assist you. **If you are a Croydon resident:** Let Croydon Council know that you need assistance by calling **020 8604 7787** or checking what support is available by going to the [Council coronavirus webpage](#)

Do other people in my household also have to self-isolate?

People you live with do not need to self-isolate if you do not have symptoms. However, if you live with someone at higher risk from coronavirus, try to arrange for them to stay with friends or family for 14 days while you are self-isolating. If that is not possible, you can find advice on how to avoid spreading coronavirus to people you live with at [NHS online](#). If you subsequently feel you may be developing coronavirus symptoms, you should promptly call 119 or visit the website: nhs.uk/coronavirus.

Communications in the community

Here you will find some useful communications resources for you to use across all your channels.

WhatsApp message/voice note

If you are a member of any community WhatsApp groups it would be helpful if you could send this information out via them and ask people to share it with other groups.

[Protect your friends and family. If you have symptoms of coronavirus like a cough, fever or loss of taste or smell, you must book a coronavirus test right away, you can do this by calling 119 or going to \[www.nhs.uk/coronavirus\]\(https://www.nhs.uk/coronavirus\).](#)

Video content

We are asking key influencers and leaders in our community to share these vital messages via video and will be adding to the series on a regular basis as they are produced – these videos can be found [here](#).

You too can create your own videos from your community leaders and influencers, [use this handy script and technical guide to help you](#). You can also do this in the language of your community, to make sure as many people as possible hear the message. If you are happy for us to share these across our channels, please email them to communications@croydon.gov.uk with the headline 'FAO Corinne Snow'.

Twitter

Got symptoms of coronavirus?

Book a test straight away by going to nhs.uk/coronavirus calling 119 or 18001 119 if you are speech/hearing impaired

Self-isolate for 10 days if you test positive

Keep your community safe

Instagram

Got symptoms of coronavirus like a cough or high temperature?

Book a test straight away by going to nhs.uk/coronavirus or calling 119 or 18001 119 if you are speech/hearing impaired

Self-isolate for 10 days if you test positive

Keep your community safe

Facebook

If you have coronavirus symptoms such as a new, continuous cough and/ or high temperature, and/ or a loss or change in normal sense of smell or taste, please isolate yourself from other people for 10 days and get a test by calling 119 or going to nhs.uk/coronavirus.

If you are asked to self-isolate, regardless of symptoms, you must do so to keep from possibly passing it onto others. If you have speech or hearing difficulties, please call 18001 119.

Newsletter text

Option 1: If you have symptoms of coronavirus, such as a high temperature, a new, continuous cough or a loss or change in normal sense of smell or taste, you must book a coronavirus test right away. You can do this by calling 119 or going to nhs.uk/coronavirus. If you have speech or hearing difficulties, please call 18001 119.

Option2: If you have coronavirus symptoms, such as a new, continuous cough and/ or high temperature, and/ or a loss or change in normal sense of smell or taste, please isolate yourself from other people for 10 days and get a test by calling 119 or going to nhs.uk/coronavirus. If you have speech or hearing difficulties, please call 18001 119. If you are asked to self-isolate, regardless of symptoms, you must do so to keep from possibly passing it onto others. Please pass this message on to family and friends.

Ending a call or interaction with a service user- making every contact count

So just before you go, can I just check, do you know how to book a coronavirus test? Well, all you do is call 119 or go to nhs.uk/coronavirus, it's very important to get a test if you have coronavirus symptoms, as NHS Test and Trace is key to stopping the spread of coronavirus and protecting our community. If you have hearing or speech difficulties, the number is 18001 119

Friends and family - contacting relatives about coronavirus testing If you have coronavirus symptoms such as a cough, fever or loss of taste or smell, please isolate yourself from other people for 10 days and get a test by calling 119 or going to nhs.uk/coronavirus. If you are asked to self-isolate, regardless of symptoms, you

must do so to keep from possibly passing it onto others.

To access Keep London Safe campaign resources you can use click [HERE](#)

This includes:

[High level alert - NHS poster](#)

[Static graphics for social media/websites/newsletters](#)

[Animations for social media/whatsapp](#)

[Hygiene video](#)

[Face covering graphic](#)

[Examples of influencer videos](#)

[Video script and technical guidance](#)

[Easy Read explainer](#)

Public Health England campaign materials (including translations and alternative formats) can be downloaded [HERE](#)

This includes:

[Translated resources](#)

[Posters](#)

[Static social media resources](#)

[Animated social media resources](#)

For the latest resources from all PHE campaigns go to:

<https://coronavirusresources.phe.gov.uk/>

Please use the resources above. If you would like to localise any of them or tailor them to your communities please get in touch with Corinne Snow - Senior Communications and Engagement Officer, Croydon Council:

corinne.snow@croydon.gov.uk

Thank you for your help and support in keeping our communities in Croydon safe.