



# OASIS Plan

## Draft CTM RCCE Plan to support Public Health Protection Response Plan





# Campaign objectives



Government  
Communication  
Service

- ▶ Ensure the testing pathway is clearly communicated/Promote self-reporting functions to residents
- ▶ Ensure residents clearly understand Contact Tracing process
- ▶ Ensure residents understand risks within their locality, especially when cluster/hotspot is identified
- ▶ Give residents the confidence to reintegrate into their communities as restrictions are eased/lifted
- ▶ Implement behavioural insights approach and use information provided by current work being undertaken into public perceptions and understanding of COVID -19
- ▶ Ensure vulnerable/hard to reach groups are identified/targeted and their supporting organisations, which may need additional consideration and support
- ▶ Adopt collaborative working with stakeholders to maximise resource and ensure consistent approaches to accessing and disseminating information.



# Audience insight

▶ Audience on Facebook, majority between the age of 25-54 (RCT Facebook Analytics)

▶ % of people who have accessed internet in last 3 months (ONS)

- Central Valleys – 92.4%
- Bridgend/Neath Port Talbot – 86.8%

▶ The proportion of internet users with a social media account is unchanged since 2017 (80%) of internet users have a profile... Facebook remains the most popular social media site (Ofcom)

▶ In 2018-19:

- 76% of 16 to 49 year olds had installed apps on smartphones or tablets, compared with 21% of those aged 75 or over.
- 97% of 16 to 49 year olds, and 84% of those aged 75+. Used a search engine (Ofcom)

▶ In 2019, Facebook was the third (25%) most used source for news with BBC (44%) and ITV (35%) first and second respectively (Ofcom)

▶ More than four in five adults in Wales listened to local commercial stations (43.9%) with less than one in five listening to BBC nations'/local radio (17.6%) in Q1 2019 – overall Nine in ten adults listened to the radio each week in Wales in Q1 2019 (Ofcom)

▶ Further behavioural insight and data will be provided by PHW to inform communication strategy



# Strategy



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- ▶ Promotion of public health messaging through all available channels where possible to ensure the population continues to be exposed to general advice (e.g. disease prevention, hygiene messaging, social distancing)
- ▶ There will be two main strands to the campaign – ensure people understand how to access testing/ensure people understand the contact tracing programme and its importance in communities
- ▶ The third strand, which is subject to changes in current restrictions, will focus on people feeling safe within their community, promoting measures put in place by authorities to limit transmission.
- ▶ Digital communication will form the backbone of the testing/contact tracing campaign – based on the insight, there are relatively high levels of access to the internet within the locality which is advantageous.
- ▶ Social media offers an opportunity to provide both broad messaging across the region, as well as localised and targeted messaging for hyper-local communication via paid for advertising.
- ▶ Relationships between comms teams and the media in Wales should be utilised as much as possible to promote the work that is being undertaken – human interest stories are particularly popular with the population.
- ▶ Internet/social media use is lower in the older population, and in the most socially deprived areas – targeted campaign using traditional communication methods (leaflets/letter drop) aimed at specific geographical locations/age groups – partners should have databases that could be utilised.
- ▶ Community networks and could also provide a useful conduit for communication locally and hard to reach elements of the population (local community groups/businesses/organisations/local councillors/MS/MP).
- ▶ Use behavioural insight/data from PHW to inform tone/content of communication, as well as target audience



# Implementation



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General social media messaging using Facebook/Twitter focusing on disease prevention, hygiene messaging, social distancing – using image/video – utilise behavioural insight/data where available to inform

Develop social media messaging using Facebook/Twitter to promote testing pathway – in particular self-referrals. Provide link to self-referral portal and track link clicks – utilise behavioural insight/data where available to inform

Develop social media messaging using Facebook/Twitter to explain contact tracing programme – focusing on how they protect communities but also alleviate privacy/surveillance concerns – utilise behavioural insight/data where available to inform

Leverage media buy-in and develop human interest story based on one of the contact tracing teams in region to launch the contact-tracing messaging campaign, humanising the service.

Paid for social media advertising will help support key messaging, reaching people who do not necessarily follow our channels but live in the region.

Paid for social media advertising will be used to provide targeted geographical messaging in areas of outbreak/hotspots to encourage residents to exercise heightened caution, reinforce public health messaging and encourage self-referral if symptomatic.

Work with partners to identify areas/individuals that would benefit from additional messaging via leaflet/letter drop – create materials to support the key messaging in easy to understand format, highlighting how to self-report online/telephone/community testing.

Comms teams to continually work to identify positive opportunities for media to report on work that is being undertaken in respect of contact tracing/testing/partnership working.

Depending on changes to current restrictions, develop messaging regarding safeguards in place to prevent community transmission.

Identify key community networks to share messaging and content with, allowing further reach of key messaging especially for hard to reach population.



# Audiences



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Audience	Think	Feel	Do	How
Mass Population	Comprehensive testing programme is available	Testing is accessible and available when required	Increase use of testing programme in CTM region	<ul style="list-style-type: none"> <li>Targeted/paid social posts to audience</li> <li>Sector specific messaging (Workplace, Businesses, schools etc.)</li> </ul>
Mass Population	Contact tracing is necessary to prevent the spread of Covid-19	Contact Tracers are protecting communities	Create a supportive environment for contact tracers	<ul style="list-style-type: none"> <li>Targeted/paid social posts to audience</li> <li>Media buy-in/press releases</li> <li>Sector specific messaging</li> </ul>
Residents living in outbreak/hot spot location	Coronavirus is in the community and there is higher opportunity of infection	There is an increased risk of infection	As above also Maintain stricter social distancing/hygiene measures within community	<ul style="list-style-type: none"> <li>Targeted/paid social posts</li> <li>Attitudes and behavior survey</li> </ul>
Hard to reach populations	Understand that testing is available/contact tracing is taking place	They are not being left behind/their needs are met	Utilise testing programme when needed and observe social distancing	<ul style="list-style-type: none"> <li>Leaflet/letter drop for specific individuals/geographical location</li> <li>Work with community networks to promote messages</li> </ul>



# Evaluation

inputs	Outputs	Outtakes	Outcomes	Organisational Impact
Messaging – contact tracing	Estimated total reach	Awareness of service in population  Sentiment analytics	Understanding contact tracing service	Positive sentiment analytics
Messaging – testing self-referral	Estimated total reach	Awareness of service in population  Link clicks	Understanding testing programme  Increased self-referral to testing	Self-referral levels in CTM
Messaging – hard to reach population	Target audience reach  Comm items delivered	Awareness of services available	Increased self-referral to testing	Increase in referrals from specific target group/geographic location after delivery

MAY	w/c 11	<ul style="list-style-type: none"> <li>Comms group to be established</li> </ul>
	w/c 18	<ul style="list-style-type: none"> <li>Comms group to create OASIS planning document</li> <li>General TTP Staff Briefing</li> </ul>
	w/c 25	<ul style="list-style-type: none"> <li>Care Home Pilot</li> <li>Produce Testing/Contact Tracing FAQq</li> <li>Undertake CTM Community Attitudes Survey</li> </ul>
	w/c 1	<ul style="list-style-type: none"> <li>Contact Tracing Starts</li> <li>Create materials for regional comms campaign</li> <li>Testing/Contact Tracing Animation</li> <li>Launch Regional comms campaign</li> <li>Preliminary CTM survey findings reported to Work Stream meeting</li> </ul>
JUNE	w/c 8	<ul style="list-style-type: none"> <li>Identify 'hard-to-reach' populations</li> <li>Create information for business/employers to better understand impact on staff</li> </ul>
	w/c 15	<ul style="list-style-type: none"> <li>Create materials to communicate with 'hard-to-reach' populations</li> <li>Create Contact Tracing flowchart for internal use</li> <li>Create information pack for Contact Tracers to signpost self-isolating individuals</li> <li>Increasing Contact Tracing scam communications</li> <li>Comms group to agree on next survey to undertake to inform future communication activity</li> <li>Create letter for self-isolating persons to provide to employers</li> </ul>
	w/c 22	<ul style="list-style-type: none"> <li>Launch -'Get to know our Testers' campaign – staff member bios</li> <li>Launch 'Get to know our contact tracers' – staff member bios</li> <li>Testing walk-through video</li> <li>Distribute communications to 'hard-to-reach' populations</li> <li>Social distancing/hand washing celebrity video</li> </ul>
	w/c 29	<ul style="list-style-type: none"> <li>Evaluate success of initial testing/contact tracing campaign</li> </ul>
JULY	w/c 6	<ul style="list-style-type: none"> <li>Comms group to discuss evaluation of initial campaign and share findings with Regional Group to discuss and provide further recommendations for next phase</li> </ul>
	w/c 13	<ul style="list-style-type: none"> <li>TBC</li> </ul>



# Modus operandi

- **CTM Proactive Communication:**
  - Forward plan of key milestones and anticipated communication
  - Key messages to be agreed by oversight group
  - Comms as standing item on each oversight group and work stream (WS) agenda and fed back to Comms
- **CTM Reactive Communication**
  - Response generated by comms and approved by DPH or WS lead



# Membership

- Work stream Membership
  - Local Public Health (Sara Thomas, Diane Gibbons)
  - Bridgend Comms (Elizabeth Bradfield)
  - Merthyr Tydfil (Ceri Dinham)
  - RCT (James Whitehurst)
  - CTM ( Julia Sumner)
  - Programme Manager (Julie Kelly)
  - PHW as required (Bethan Cradle)



# Modus operandi

Specific Role	Lead
Provide link to WG communication (Health)	JS
Provide link to PHW communication/ national survey summaries	DG/BC
Provide link to local CTM survey work and Behavioural Insights	DG /RS/RM
Link to Testing WS (HB Lead)	JS
Link to Contact Tracing WS (Paul Mee RCT lead)	JW
Link to Surveillance WS (PH Lead)	DG
Link to CTM Oversight Group	ST (JS/DG)
Link to Tactical (Regional) Response Group	JS