



Local Outbreak Engagement Board – 8 October 2020

Communications and engagement activity report

Key communications and engagement activity – September 2020

In support of national government campaigns, we have amplified the following locally using a variety of communications channels, including social media and press/media engagement.

These campaigns remain ongoing, are subject to change to mirror government guidelines and are tailored specifically for local needs.

Prevention and outbreak management campaigns

- Hands / Face / Space messaging – ongoing prevention messaging and national guidance – localised to increase and improve impact with local audiences
- Testing and self-isolation – guidance and signposting calls to action
- Test and trace app launch in advance of and through national rollout
- Business advice and guidance – stakeholder engagement events and advice films, website updates and support from regulatory service team.

A number of localised campaigns have also been developed to signpost support, guidance and reassurance.

Support and guidance campaigns

- [Self-isolation toolkit](#) – online toolkit containing advice, support signposting and 'hints and tips'.
- 'Contain' strategy – weekly data published to Facebook, continued messaging to support preventative guidance on social distancing, etc. including new 'rule of six' messaging.
- Testing – on and off-Island media engagement re: when and how to get a test and where to attend, focused messaging to encourage 'mainland' residents not to travel to the Isle of Wight, in partnership with cross-Solent ferry operators.

Facebook statistics for the Isle of Wight Council page on coronavirus (COVID-19) specific campaigns (29 August – 29 September) are:

- Lifetime Post Total Impressions – 203,194
- Lifetime Post Total Reach – 187,704
- Lifetime Engaged Users – 12,523.

The most engaging Facebook post during September was about testing, highlighting the key message to only book a test when experiencing symptoms and to use the national test

booking routes either online or via 119, not 111 in response to increased calls experienced via 111. This post received 112 'shares' and:

- Lifetime Post Total Impressions – 13,369
- Lifetime Post Total Reach – 11,714
- Lifetime Engaged Users – 1,608.

Youth engagement campaign

Instagram campaign page created. Targeting of range of campaigns to engage younger people (aged 16-24) commenced in August, including: hygiene and social distancing guidance, mental health support and more recently, self-isolation toolkit targeting. Further work ongoing with local influencers and schools to place messages appropriately with the target audience to encourage adherence with the guidelines and prevent the spread of the virus.

- Instagram impressions from launch (25 August): 61,133.

Media relations

Local media colleagues have worked positively with the council to ensure that messaging is clear, accurate, supportive and enhancing prevention actions around guidance changes has been conveyed. Their continued support is very much appreciated as we all work together to keep our island safe.

Partnership working – Keeping our Island Safe Together

Key to the multi-agency communications approach is the joined up and collaborative way in which key stakeholders, local media, community groups, local businesses and other key public sector agencies have all pulled together and are working with one single vision of keeping our island safe together.

Appendix – local coverage and activity



Image shows: localised 'hands, face, space' collateral – set in Ventnor.



Image shows: most engaging Isle of Wight Council Facebook post from September 2020.

Media coverage includes:

- **National**
 - London Evening Standard: <https://www.standard.co.uk/news/health/isle-of-wight-covid-test-ministers-stop-sending-people-a4550836.html>
 - Metro: <https://metro.co.uk/2020/09/18/government-sending-people-to-isle-of-wight-on-ferries-for-coronavirus-tests-13293492/>
 - BBC News Online: <https://www.bbc.co.uk/news/uk-england-hampshire-54266525>
 - Wales Online: <https://www.walesonline.co.uk/news/uk-news/government-urged-stop-sending-people-18960027>
 - Jeremy Vine Show interview – Cllr Stewart
- **Local/regional:**
 - County Press: <https://www.countypress.co.uk/news/18731118.unacceptable-isle-wight-council-covid-19-test-system/>
 - OnTheWight: <https://onthewight.com/government-action-needed-to-avoid-islanders-travelling-to-mainland-for-covid-19-testing-says-council-leader/>
 - Island Echo <https://www.islandecho.co.uk/its-unacceptable-says-council-as-islanders-told-to-travel-for-covid-19-test/>

- Portsmouth News:
<https://www.portsmouth.co.uk/health/coronavirus/wightlink-and-red-funnel-urge-people-not-cross-solent-coronavirus-tests-and-risk-infecting-others-2982220>
- Wave 105 interview – Cllr Stewart
- BBC Radio Solent interview – Cllr Stewart
- IW County Press:
<https://www.countypress.co.uk/news/18748802.covid-19-test-latest-director-public-health-video/>