

Test and Trace and Local Outbreak Plan Comms Toolkit



Keep Surrey Safe Communications Toolkit 3 August 2020

Dear Stakeholder and residents

Keep Surrey safe – this is a phased communications campaign from Surrey County Council to raise awareness that everyone who has symptoms of Coronavirus can now get tested, if they test positive they need to share contacts with NHS Test and Trace to stop the spread of the virus. By continuing to follow safety guidelines and engaging in Test and Trace residents can play their part to Keep Surrey safe and avoid local lockdowns.

The ongoing messaging to Surrey residents is to keep the COVID-19 virus under control by 5 simple things....

Play your part to keep Surrey safe and avoid a local lockdown

1. Keep your distance.
2. Wear face coverings where appropriate.
3. Symptoms? self isolate and get tested
4. If you test positive share your contacts with Test and Trace
5. Keep washing those hands.

By following these simple safety guidelines hopefully we will stop the need for local lockdowns. The mechanics of a local lockdown and at what risk level these are triggered is still being formulated nationally and as soon as more details are ready we will be updating our communications.

For the latest information from Surrey County Council

- Surrey County Council Website for more information on testing and Surrey's Local Outbreak Plan visit <https://www.surreycc.gov.uk/people-and-community/emergency-planning-and-community-safety/coronavirus/coronavirus-testing>
- Please follow our social media and news channels for up to date information:-

Surrey News for updates <https://news.surreycc.gov.uk/author/surreynews/>

[Surrey County Council Facebook](#)

Surrey Matters [Twitter](#) and [Facebook](#)

Kind regards

Surrey County Council Communications Team

SPREAD THE WORD NOT THE VIRUS

We hope you will be able to use some of the assets in this toolkit to spread the word around our communities. Please email us at surreymatters@surreycc.gov.uk if you require any other formats.

1. Editorial
2. Social Media assets – attachment in email.
3. Infographic about Test and Trace
4. A4 Digital Poster – attachment in email.
5. Q&A document - pdf

EDITORIAL – you can use this editorial in your newsletters

- Test and Trace - Play your part to keep Surrey safe <https://www.surreycc.gov.uk/people-and-community/surrey-matters/wellbeing/keep-surrey-safe-test-and-trace>
- Prevent local lockdown – Play your part to keep Surrey safe <https://www.surreycc.gov.uk/people-and-community/surrey-matters/community/keep-surrey-safe>

SOCIAL MEDIA POSTS

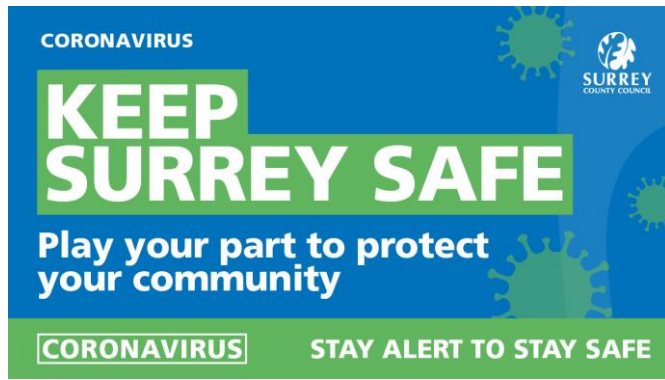
FACEBOOK



Strapline:-

Play your part to keep Surrey safe and avoid a local lockdown with these 5 things. 1. Keep your distance. 2. Wear face coverings where appropriate. 3. Symptoms? self isolate and get tested 4. If you test positive share your contacts with Test and Trace 5. Keep washing those hands. More information surreycc.gov.uk/coronavirustesting

TWITTER



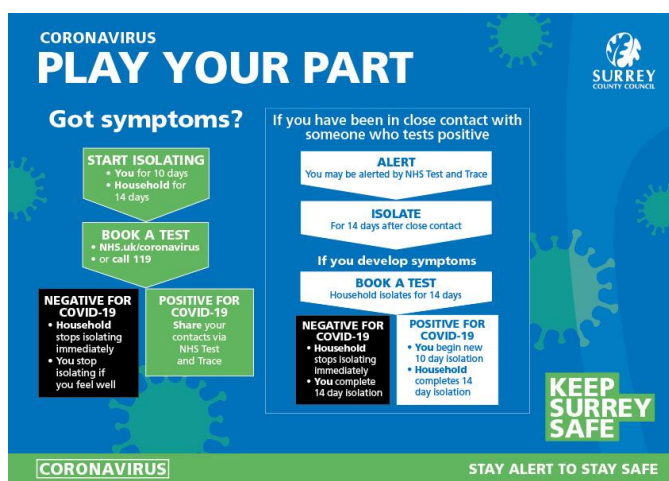
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INFOGRAPHIC



Keep surrey safe info graphic.NEW.AUG.20.



Q&A document



Surrey Local Outbreak Control Plan