

Step 4 Campaign Strategy

“I choose.”

As of 15 July 2021

1.0 Campaign Rationale

1.1 Background

On 12 July the government will announce whether it will lift the final restrictions on 19 July. This means there will be no more legal regulations in place to control behaviours:

- Social distancing
- Working from home
- Wearing a mask

The Government’s strategy is to rely on people choosing whether to continue the behaviours currently covered by legal requirements. There is a risk that people want their lives to go back to ‘normal’ and therefore will stop these behaviours once we enter Step 4. There is also a risk of dispute between those who will stop and those who continue.

1.2 Supporting evidence

A recent survey of Norfolk residents¹, asking about their likely behaviours after restrictions lift, found that:

- 52% of people will continue to wear a mask in public
- 67% would keep their distance from others
- 69% would still carry hand sanitiser.
- 80% avoid large crowds
- 24% avoid pubs / restaurants
- 8% continue to work from home

Although this is encouraging in terms of some public intent, there is potential for encouraging maintenance of preventive behaviours.

Further supporting evidence is available in *Social Listening 08 July*.

2.0 Campaign approach

2.1 Summary

Building on the government’s narrative of ‘personal choice’, the campaign will aim to increase the likelihood of people choosing to maintain some preventive behaviours – hand washing, wearing face coverings in busy indoor places and ventilating indoor spaces as well as possible. We need to capitalise on people making conscious choices regarding which behaviours they may continue and to what degree. The protecting yourself, protecting Norfolk narrative theme continued but with personal responsibility built in – “doing the right thing.”

2.2 Behavioural basis:

The preferred approach is to try and influence Reflective Motivation (in relation to COM-B

¹ Survey by EDP based on 1,817 responses, 06 July 2021

model²). Reflective motivation relates to the conscious, planned drivers of a behaviour. The intervention routes will be to influence planning and evaluations (beliefs about the behaviours and the consequences of doing / not doing them).

3.0 Goals & objectives

3.1 Campaign goal:

- To increase motivation to engage in preventive behaviours (within the context of government narrative) by:
 - Framing the key preventive behaviours as ‘precautions’ as opposed to ‘restrictions’
 - Identifying potential consequences of engagement with preventive behaviours

3.2 Campaign objective:

- To increase motivation to engage in preventive behaviours (within the context of government narrative)

3.3 Behaviour goals:

Reduce the spread of COVID-19 by:

1. Continue familiar prevention behaviours such as hand washing and wearing a face covering in public indoor spaces
2. Continue to meet outdoors where possible and ensure busy indoor places are well ventilated
3. Carry out symptom-free testing two times per week

4.0 Key messages

4.1 Core public health messages:

Behavioural goal	Instruction / action	Why?	Outcome
Wash your hands / use hand sanitisers	To carry on keeping your hands clean	And stop the spread of COVID	
Wear a face covering in indoor and/or crowded public places	To carry on wearing your mask	And protect people who have no protection / choice	
Meet people outdoors rather than indoors where possible	To carry on meeting my friends outdoors	And protect people who are still vulnerable	

² Michie et al, 2012

Keep places well ventilated	To carry on keeping our workplace well ventilated	So everyone is as safe as possible	
Test at home two times per week	To carry on testing twice per week	And break the chain of transmission	

4.2 Media Key messages:

1. The COVID pandemic isn't over yet. We are still experiencing large increases in infection rates here in Norfolk and across the UK
2. The ending of regulations does not mean that we should end our personal responsibility to protect ourselves, others and keep Norfolk safe
3. We must carry on taking precautions to help protect each other and keep safe:
 - Wearing face coverings in busy indoor places
 - Keeping our hands clean
 - Meeting friends and family outside if possible

5.0 Campaign Execution

5.1 Approach

- **Educate** that the pandemic isn't over and the importance of continued preventative behaviours
- **Persuade** people that they can make a difference with their choices

5.11 Educate

Hold a Press Conference on Thursday 15 July to launch the campaign. And issue follow-up media releases to ensure that the messaging is focussed and timely, generating coverage within the local press. Media releases will benefit from quotes from different partners and stakeholders (maximum of two per release) to add situational context to each new phase and demonstrate support for the campaign goals

Use media interviews and stakeholder engagement to deliver deeper messaging 19 July and how making the right choices can continue to help slow the spread of COVID.

Develop a Business Briefing in advance of the 19 July to educate and support them on how they can encourage staff and customers to carry on with safe behaviours after restrictions end.

5.12 Persuade

A through-the-line campaign will be served to people predominantly in places where they are most likely to make slow analytical decisions (reflective processing) such as at home through social media, press etc. This will be combined with prominent positioning out-of-home messages such as using poster sites to influence automatic motivation and nudge behaviours

The messaging uses first person language to provide examples of behaviour changes that can 'easily' be adopted [EAST Framework for Behaviour Change.] Whilst strong, emotive and positive photography shows that these changes have not impacted people's happiness or wellbeing.

Inclusion of questions relating to the audience's choices will encourage conscious decisions making in relation to the behaviours. The behaviours will be presented as something to 'carry on' doing (as opposed to starting a new behaviour) which should maintain a high level of self-efficacy.

5.2 Creative Examples



5.3 Tactics

- Media release to launch campaign / Media / PR
- Paid for social media campaign (including localised partner assets)
- Paid-for print / online media
- Out-of-home advertising
- Radio campaign
- Internal comms
- Engagement with stakeholders via *Campaign Briefing*
- Business Briefing

5.4 Key timings

Campaign launch on **Thursday 15 July** and front weighted for the first two weeks. Following the initial push, we will continue to nudge behaviours.