

# Living Safely with COVID-19

A Keep Wales Safe communications toolkit



# This toolkit contains assets for your channels communicating the recommended key protective behaviours to help Wales live safely with COVID-19.

## What we want to achieve:

As COVID-19 restrictions have been lifted, we want to encourage people across Wales to maintain key, protective behaviours – to keep themselves and the people around them safe.

There are actions we can all take to help reduce the risk of catching COVID-19, and other respiratory infections, such as flu, and passing them on to others.

We've created digital assets with accompanying social media copy, you can use on your own channels to support and communicate the guidance.

Assets include animated videos and still graphics. All are available in English and Welsh, and have been created in a square 1:1 ratio for use on your social media channels and online.

## Campaign

Living with COVID-19: Key Behaviours.

## Marketing Objective

Help people understand what steps they can take to protect themselves and those at most risk of catching the virus while we learn to live with COVID-19.

## Target Audience

- 1 General public
- 2 Underrepresented groups
- 3 People who are at higher risk from COVID-19 and other respiratory infections

## Asset Type

- 1:1 videos
- 1:1 still graphics

## Key Messages

Covering the protective behaviors:

- 1 Vaccinations
- 2 Stay at home if you feel unwell
- 3 Think about wearing a face mask
- 4 Good ventilation
- 5 Hand washing and catching coughs and sneezes

## Channels

- 1 Owned social media channels
- 2 Via LA's and Community / Faith Groups, shared via WhatsApp chats, email newsletters / networks Facebook groups, social media channels

Scenario	Key Messages	Available Assets
<b>What to do if you have symptoms</b>	Covers advice for anyone who develops COVID-19 symptoms: <ol style="list-style-type: none"> <li>1 Limit close contact</li> <li>2 Work from home if you can</li> <li>3 Use a face mask in shared spaces</li> <li>4 Hand washing and catching coughs and sneezes</li> </ol>	1:1 video ENG 1:1 video CYM 1:1 still graphic ENG 1:1 still graphic CYM
<b>Living safely with COVID-19: Protecting yourself and others at home</b>	Explains key protective behaviours that you can follow at home: <ol style="list-style-type: none"> <li>1 Regularly clean frequently touched spaces</li> <li>2 Meet outside or open windows</li> <li>3 Hand washing and catching coughs and sneezes</li> <li>4 Get vaccinated</li> </ol>	1:1 video ENG 1:1 video CYM 1:1 still graphic ENG 1:1 still graphic CYM
<b>Living safely with COVID-19: Protecting yourself and others when out and about</b>	Explains key protective behaviours when out and about: <ol style="list-style-type: none"> <li>1 Meet outside where possible</li> <li>2 Think about using a face mask in crowded places</li> <li>3 Hand washing and catching coughs and sneezes</li> <li>4 Try to stay home and avoid contact with other people if you have symptoms</li> <li>5 Get vaccinated</li> </ol>	1:1 video ENG 1:1 video CYM 1:1 still graphic ENG 1:1 still graphic CYM
<b>Educational content around protective behaviours</b>	x5 animations: <ol style="list-style-type: none"> <li>1 Washing hands</li> <li>2 Face masks</li> <li>3 Ventilation</li> <li>4 Staying home if you feel unwell</li> <li>5 Vaccination</li> </ol>	1:1 video ENG 1:1 video CYM
<b>Staying safe during the summer: travel checklist</b>	Explains key protective behaviours and considerations when travelling, including: <ol style="list-style-type: none"> <li>1 Researching COVID restrictions for where you're going</li> <li>2 How to get a test if you need one to travel</li> <li>3 Bringing a mask with you</li> <li>4 Staying home if you feel unwell</li> <li>5 Get vaccinated</li> </ol>	1:1 video ENG 1:1 video CYM
<b>Staying safe during the summer: socialising outdoors</b>	Goes into more detail on the importance of protective behaviours in the context of outdoor socialising, including: <ol style="list-style-type: none"> <li>1 Ventilation</li> <li>2 Staying home if you feel unwell</li> <li>3 Get vaccinated</li> </ol>	1:1 video ENG 1:1 video CYM
<b>Social post copy</b>	Suggested social post copy to accompany all assets.	