

# Do It For What Matters

## Hello!

Somehow, we'll be in February already on Monday...how did that happen? Although I'm sure many of you will agree that January did feel like a long month with so much going on. Keep up the amazing work, everyone!

From the Comms and Intel group call last Wednesday we heard a lot around people having house parties, throwing the rules out of the window after getting their vaccines and just general rule breaking across the patch. We've tried to add some of this into this week's pack to combat that. There are also a few posts in about financial support to encourage people to isolate if they test positive.

We've got a new compilation this week...lots of cute kids included...we might pull on a few heartstrings!

As ever, you can access all of the campaign materials in the [Google Drive folder](#). All of the YouTube clips we've launched so far are also in there. Alternatively, you can find them in this [YouTube playlist](#).

Staffordshire Police is still running the public survey up until 8 February. Please keep promoting the '[Your police. Your voice](#)' survey. It includes questions specifically around the policing of COVID-19 restrictions. It is hoped that this will help to inform future compliance and enforcement activity. Please share this across your networks. More information can be found [here](#).

## Campaign toolkit




### Key messages

- We all need to continue to follow guidance on Hands. Face. Space. This will help to keep you and others safe – even if you've had the vaccine.
- If you are making essential visits to places where there are other people, get rapid tested regularly.
- If you're worried about getting tested for covid-19 and having to self-isolate, you may be entitled to a one-off payment of £500 through the Test and Trace support payment scheme.
- It is against the law to meet socially with family or friends unless they are part of your household or support bubble. You cannot leave home for recreational or leisure purposes (such as for a picnic or a social meeting).
- The police can take action against you if you meet in larger groups. This includes breaking up illegal gatherings and issuing fines.
- Stay at home. A national lockdown is now in place. Do it to protect your family, friends and our hospitals.

- The national lockdown will help save lives and protect our NHS. Stay at home and if you do need to go out for essentials, remember, Hands. Face. Space. Test. Do it for [add your motivation here]

## Social media content

w/c 1 February

Post	Graphic/Video
<p>Did you know that you must still follow guidance around #HandsFaceSpace even if you've had your COVID-19 vaccine?</p> <p>Wear a face covering, keep your distance and wash your hands regularly.</p> <p>Do it to keep those around you safe.</p> <p><a href="http://stopthespread.doingourbit.info/">http://stopthespread.doingourbit.info/</a></p> <p>#doingourbit</p>	
<p>"Do it for young and old. Do it for everyone" ...some lovely messages from local people (and lots of youngsters!) this week about the importance of doing your bit to help in the fight against COVID-19.</p> <p><a href="https://www.youtube.com/watch?v=5H8ujCmfAsk&amp;feature=youtu.be">https://www.youtube.com/watch?v=5H8ujCmfAsk&amp;feature=youtu.be</a></p> <p><a href="http://stopthespread.doingourbit.info/">http://stopthespread.doingourbit.info/</a></p> <p>#doingourbit #stopthespread</p>	<p>Compilation 4</p> <p>(<a href="https://drive.google.com/drive/folders/1Y0gwtl5d4b_cMxmIkQO5b7y--pZBFXRj">https://drive.google.com/drive/folders/1Y0gwtl5d4b_cMxmIkQO5b7y--pZBFXRj</a> or link in post)</p> 
<p>It is against the law to meet socially with family or friends, unless they are part of your household or support bubble but you can meet with one other person to exercise outdoors.</p> <p>Do your bit to keep local people safe.</p> <p><a href="http://stopthespread.doingourbit.info/">http://stopthespread.doingourbit.info/</a></p> <p>#doingourbit</p>	
<p>Like all of us, local grandfather, Dave, is missing his family.</p>	<p>Dave, local grandfather</p>

To get back to our loved ones, we must all follow the rules.

Remember, **#HandsFaceSpace**. This applies even if you've had your COVID-19 vaccine.

<https://www.youtube.com/watch?v=EfzfbZolNY&feature=youtu.be>

<http://stopthespread.doingourbit.info/>

**#doingourbit**

([https://drive.google.com/drive/folders/1Y0gwtI5d4b\\_cMxmlkQO5b7y--pZBFXRj](https://drive.google.com/drive/folders/1Y0gwtI5d4b_cMxmlkQO5b7y--pZBFXRj) or link in post)

The police can take action against you if you meet in larger groups. This includes breaking up illegal gatherings and issuing fines.

Don't run the risk of spreading the virus. Follow the rules.

Do it to get back to what you love.

<http://stopthespread.doingourbit.info/>

**#doingourbit**



We're still in a national lockdown.

You must not meet with people who you don't live with or aren't in your support bubble.

It's really tough, but if we all follow the rules we can help reduce the spread and save lives.

<http://stopthespread.doingourbit.info/>

**#DoingOurBit #StopTheSpread**



If you're worried about getting tested for covid-19 and having to self-isolate, you may be entitled to a one-off payment of £500 through the Test and Trace support payment scheme.

This is to support people on low incomes or those who will lose money if they must self-isolate.

Make your application here:

<http://bit.ly/3au9M83> - this must be within 28 days of the start of your self-isolation.





More info and criteria here:

<http://bit.ly/36j7QxN>

**#doingourbit #stopthespread #covid19**



OR

	<p style="text-align: center;"><b>COVID-19</b></p> <p style="text-align: center;"></p> <p style="text-align: center;"><b>Financial help</b></p> <p style="text-align: center;"><b>Doing Our Bit</b></p>
<p>If you're worried about losing income if you need to self-isolate, you may be entitled to a one-off payment of £500 through the Test and Trace support payment scheme.</p> <p>You can check if you're eligible here: <a href="http://bit.ly/36j7QxN">http://bit.ly/36j7QxN</a></p> <p>Make an application through your local council here: <a href="http://bit.ly/3au9M83">http://bit.ly/3au9M83</a></p> <p><a href="#">#doingourbit</a> <a href="#">#stopthespread</a> <a href="#">#covid19</a></p>	 <p style="text-align: center;">OR</p> <p style="text-align: center;"><b>COVID-19</b></p> <p style="text-align: center;"></p> <p style="text-align: center;"><b>Financial help</b></p> <p style="text-align: center;"><b>Doing Our Bit</b></p>
<p>Thank you to everyone who is following the national lockdown restrictions – you are doing your bit to protect the NHS and keep people safe.</p> <p>Let's keep this up, so that we can get back to the things and people we love.</p> <p><a href="http://stopthespread.doingourbit.info/">http://stopthespread.doingourbit.info/</a></p> <p><a href="#">#DoingOurBit</a> <a href="#">#StopTheSpread</a></p>	

### General posts/stories

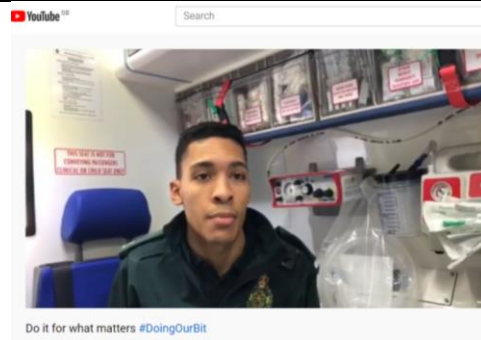
- Don't forget, we've got a great bank of local stories that you can keep sharing to encourage people to do their bit to stop the spread.

Dominic, a paramedic at [@OFFICIALWMAS](#) talks about the impact of COVID-19 on his job and why he's doing his bit to keep his father safe and get back to socialising with friends.

What are you doing it for?

<http://stopthespread.doingourbit.info/>

#doingourbit #stopthespread



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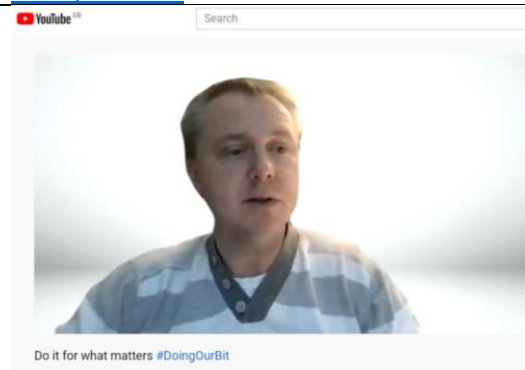
"I'm sure many of you have had your lives turned upside down and you want to get back to normal, too." - Duncan Goodfellow, Leader of East Staffordshire Borough Council

If you're out and about for essential reasons, please wash your hands, cover your face, make space and get tested.

Let's do it to get back to what matters.

<http://stopthespread.doingourbit.info/>

#doingourbit #stopthespread



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<https://www.youtube.com/watch?v=0Ruok-zpjkM&feature=youtu.be>

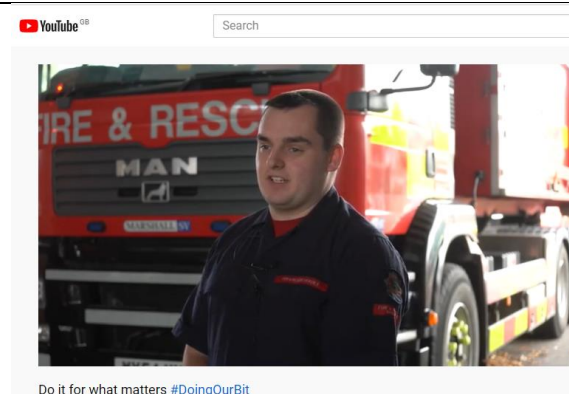
Lots has changed during the pandemic, both at home and at work. Brad Robbins from [@Staffsfire](#) is looking forward to seeing his family and going on holiday...

We all want to get back to something.

Remember: Hands – Face-Space – Get Tested

Do it for what matters.

<http://stopthespread.doingourbit.info/>



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#doingourbit #stopthespread

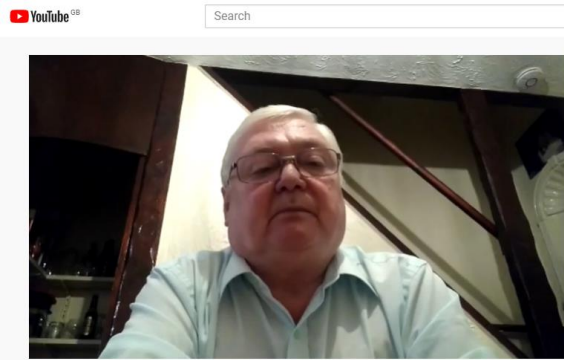
[https://www.youtube.com/watch?v=CKtr-O63t\\_o&feature=youtu.be](https://www.youtube.com/watch?v=CKtr-O63t_o&feature=youtu.be)

Local grandfather, Dave, hasn't seen his grandkids for months and wants to hug them again. Dave has a simple message – please support and stick to the guidelines.

Do it for what matters. What matters to you?

<http://stopthespread.doingourbit.info/>

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Do it For What Matters #DoingOurBit

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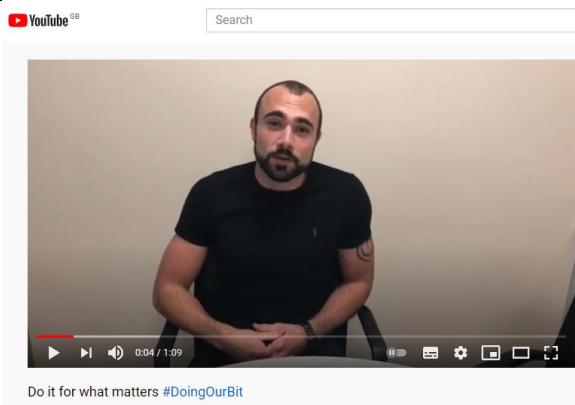
<https://www.youtube.com/watch?v=EfzfbfZoINy&feature=youtu.be>

Coronavirus has brought about lots of changes, both at home and in work. Jamie from @SoTCityCouncil has been redeployed to help other teams during the pandemic and tells us the importance of pulling together to stop the spread.

Please do your bit to stop the spread.

<http://stopthespread.doingourbit.info/>

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OR

<https://www.youtube.com/watch?v=mbflcB25AIY&feature=youtu.be>

Dr Holden, a GP in Stafford, has an important message.

We are working to keep you healthy and safe – please do your bit.

If you're out and about for essential reasons  
Wash your hands.  
Cover your face.  
Make space.  
Get tested.

Do it for the people you love.

<http://stopthespread.doingourbit.info/>



Do it for what matters #DoingOurBit

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OR

<https://www.youtube.com/watch?v=ueUqFNj3JjM&feature=youtu.be>

[#doingourbit](#)

Meet Pat, 83-year-old great-grandmother from Staffordshire, who wants to get back to seeing her friends and family and go to the hairdressers!

Please stay at home.

If you're out and about for essential reasons:

Wash your hands.

Cover your face.

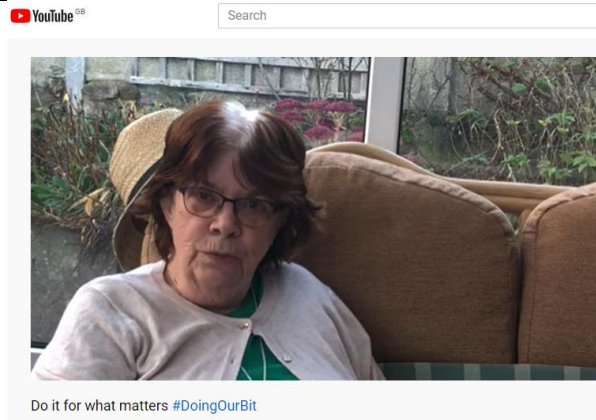
Make space.

Get tested.

Do it for Pat, and for all the other great-grandparents out there.

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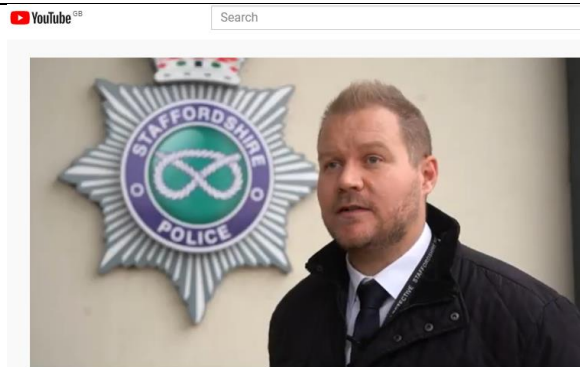
<https://www.youtube.com/watch?v=LpeK9GZ4ySI&feature=youtu.be>

We've all got people we miss and things that we miss doing right now, including Detective Sergeant Adam Yates from @staffordshirepolice

Please keep doing your bit by following the rules so that we can get back to the people and things we love.

<http://stopthespread.doingourbit.info/>

#doingourbit #stopthespread



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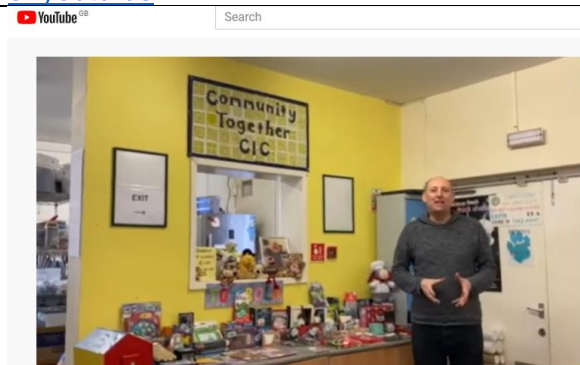
OR

<https://www.youtube.com/watch?v=HKZen8lu5EQ&feature=youtu.be>

Like many incredible local community and voluntary groups @community-together-cic have been doing their bit to support people through the pandemic.

Let's do our bit to make sure their hard work pays off.

Stay at home.



Do it for what matters #DoingOurBit

If you're out and about for essential reasons:  
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Cover your face.  
Make space.  
Get tested.

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#doingourbit #stopthespread

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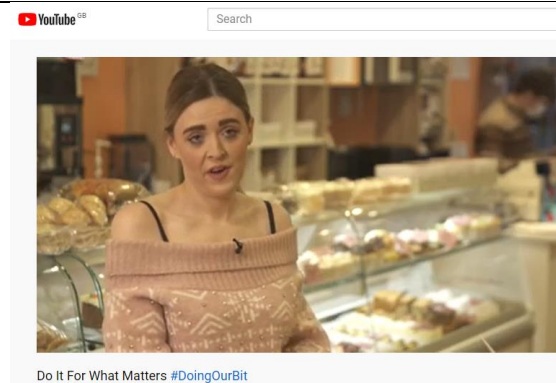
or

<https://www.youtube.com/watch?v=M9SUP6bJ0wQ&feature=youtu.be>

Follow the new lockdown rules to help small local businesses get back to what they do best, like Broome Meadow Bakes in Cannock.

<http://stopthespread.doingourbit.info/>

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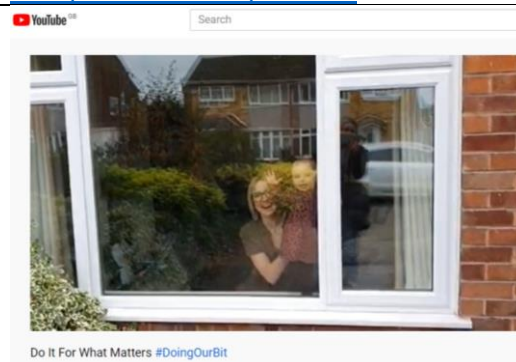
Lots of babies have been born during the pandemic who still haven't met their relatives!

Please follow the lockdown rules, so that families can be reunited.

Do it for what matters.

<http://stopthespread.doingourbit.info/>

#doingourbit #stopthespread



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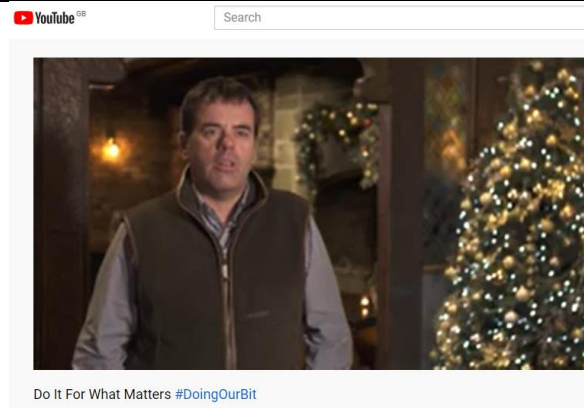
Chris from the Lewis Partnership and his 160 staff miss the busy hustle and bustle at The Moat House in Acton Trussel.

They want to see the virus 'gone' and so do we.

Please keep doing your bit to stop the spread so that local restaurants and bars can reopen.

<http://stopthespread.doingourbit.info/>

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or

<https://www.youtube.com/watch?v=sdMcHlzbSw&feature=youtu.be>

- If you have a new story to share, please send a short video to [twb.comms@nhs.net](mailto:twb.comms@nhs.net) (WeTransfer can be used for large files) or to 07768143843 via WhatsApp.
- It doesn't need to be professionally shot – just a camera phone will do.

### **Ideas or support**

If you have any ideas on how we can grow the campaign, or need some support to get involved, please get in touch with:

[Sarah James](#) – Campaigns and Internal Communications Manager, Staffordshire County Council

[Adele Edmondson](#) - Senior Communications and Engagement Manager, Supporting Staffordshire and Stoke-on-Trent CCGs

[Alannah Copeland](#) - Communications and Engagement Specialist, NHS Midlands and Lancashire Commissioning Support Unit

[Isabel Hodgkinson](#) – Marketing and Communications Officer, Stoke-on-Trent City Council

**Thank you.**