



**Test and Trace**

# **The universal testing offer**

# Universal testing offer

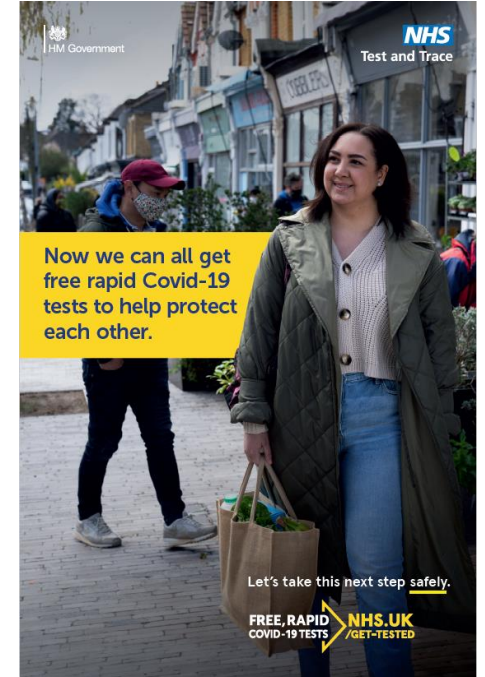
We're removing the eligibility barriers to testing

NHS, care home staff

Essential workers,  
anyone who could not  
work at home

School teachers, children  
and household bubbles

Single  
universal  
testing offer



- Making eligibility simpler
- Making it convenient
- Making it habitual

**From 9 April**

# Building additional channels into our distribution network



**Schools  
and  
Workplace**  
Testing  
and  
Collect

Over 25m LFD tests in  
education settings to  
date



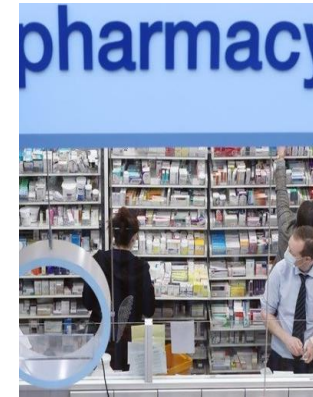
**Community**  
Testing  
and  
Collect

1,300 ATS sites; growing  
numbers offer collect



**Test & Trace**  
Testing  
Site

More than 1m LFD  
packs  
distributed



**Pharmacy**  
Collect

Thousands of  
pharmacies signed-up  
– and growing

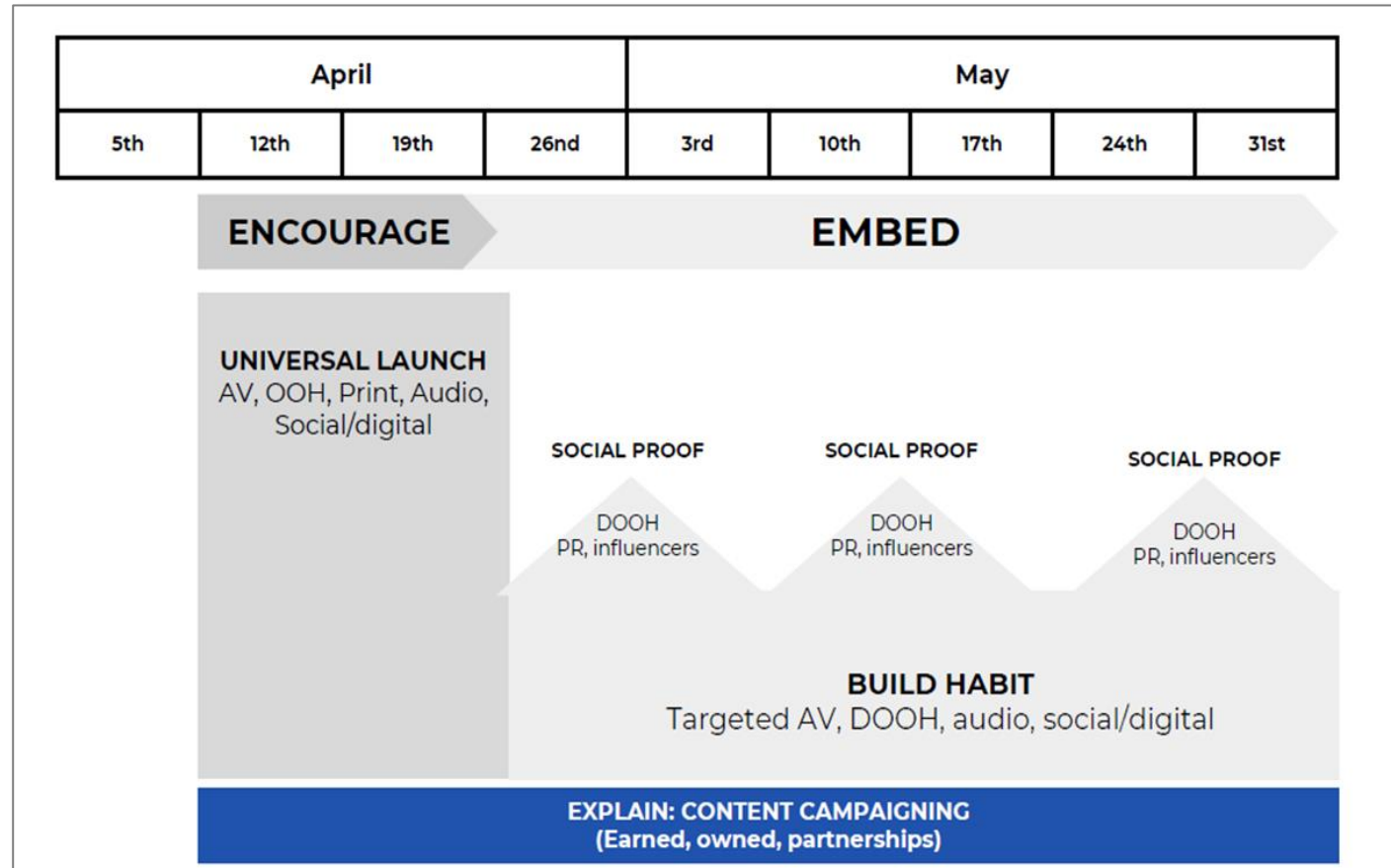
**119**

IF YOU CANNOT ACCESS THE  
INTERNET AND NEED TO SPEAK  
WITH THE NHS CORONAVIRUS  
TESTING SERVICE DIAL 119  
FROM ANY PHONE

**LFD  
Direct**  
or  
**119**

For those unable to  
access tests through  
other routes

# Phased approach – from universal to targeted



## ENCOURAGE & EMBED

**Launch universal eligibility & normalise twice weekly habit**

Broadcast media to drive launch moment and as restrictions ease to remind people of the habit.  
Big press launch 5-9<sup>th</sup> April  
Paid media push for two weeks  
Regular reminders in April & May  
targeting under represented groups

Audiences

**Mainstream** – big coverage across England, supported by key influencers and content to drive social norming and credibility

**BAME** – targeted media and trusted local voices, very tailored messaging and content

**Workplace** – ongoing encouragement of businesses and staff to engage in testing

**Youth** – DFE led to support schools/college/uni testing

# Multicultural Focus



## Test and Trace

### Specific barriers to address:

- Ensuring guidance is available in key languages in key paid media for the community
- Providing guidance from the most trusted people within each community
- Addressing specific community questions and issues e.g. testing during Ramadan

### Press Partnerships



Live 19 – 25 March  
50+ titles in 12 languages  
Reach 446,000

Follow up  
Live 14<sup>th</sup> April  
20 key titles  
Reach 310,000

### Global TV & Radio



Live 16 March on Radio  
31 radio stations in 11 languages  
Weekly reach 900k

Live 12 April on TV  
43 TV stations in 9 languages  
Total reach 3m

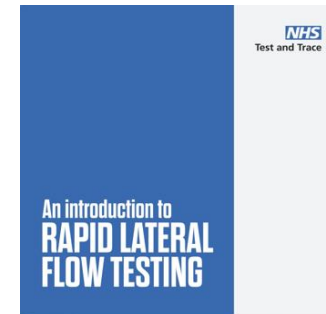
### Health Care Professionals



6 healthcare professionals explaining the importance of twice weekly testing in English, Urdu, Hindi, Bengali, Somali and Polish

Content is being amplified via 18 TV channels with estimated 5.8 weekly reach. Also social channels.

### LFD Explainer



Translated LFD explainer animation available in 12 languages to be shared with 100+ community and faith organisations and key online and social media

### Ramadan Special Broadcast



Co-branded community orgs and NHS featuring key faith leaders, media medics and HCPs explaining how Muslims can carry out testing during Ramadan without disrupting their fasting.

Content is being amplified via TV and partners social channels.  
*Estimated reach - 5m*

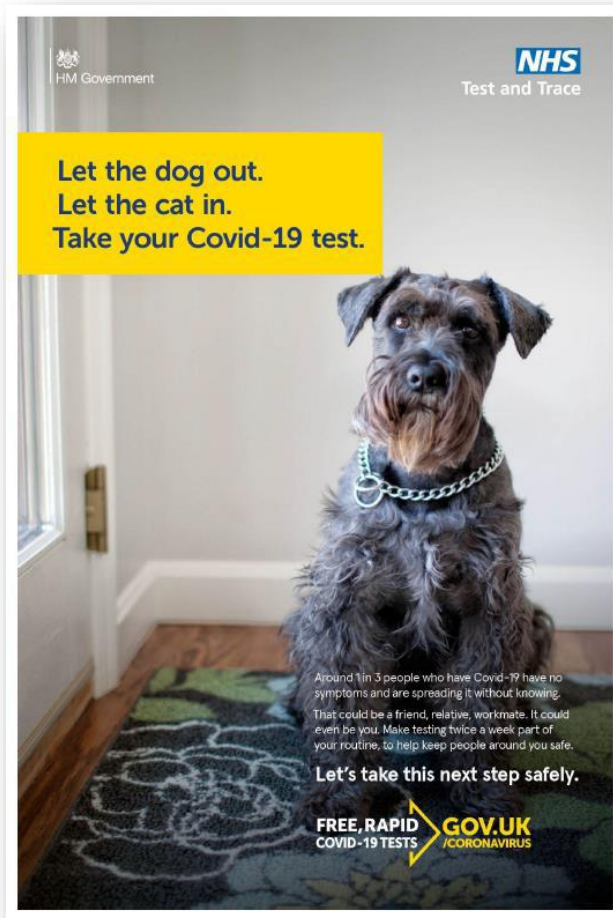
### Street Teams



Using **multilingual street teams** to target low compliance locations to target key touch points such as personal care (hair salons, barbers) hospitality (restaurants) etc. **Targeted 100 areas – including all testing areas of high prevalence**  
Live date week commencing 12<sup>th</sup> April



# National ad campaign: embedding habit



## EMBED the HABIT

Normalise twice weekly habit – get it into the habit of the morning routine

Regular reminders in April & May targeting under represented groups

### Audiences

**Mainstream** – big coverage across England, supported by key influencers and content to drive social norming and credibility

**Ethnic minorities** – targeted media and trusted local voices, very tailored messaging and content

# Working together to extend our reach



## Bradford: Diverse, vulnerable and harder-to-engage groups

The council improved outcomes for diverse, vulnerable and harder-to-engage groups through funds and supports several local partners. These included: neighbourhood support teams; voluntary outreach organisations; and faith group outreach programmes



Community testing at Guru Nanak Sikh Gurdwara in Wolverhampton

*“humanity at its best...we’ve come together to do something positive for the community”*



## Solihull One Stop Shop

Multifunctional testing vehicle

Rapid VOC response

Reach reluctant communities – advice on financial and wellbeing opportunities

Target areas of high footfall

# R N I B

## See differently

### Accessibility improvements

Worked closely with the RNIB in creating a better service for the visually impaired. This included improved boxes that are easier to assemble for the returning of tests, instructions in braille, audio (CD) and large print and an RNIB information line