

Keep Wales Safe

Campaign Overview

29th April 2021



DIOGELU CYMRU
KEEP WALES SAFE



Campaign to date

- Test, Trace & Protect
- Protective behaviour
- Reasons
- Help Us Help You
- Vaccinations



WEAR A FACE COVERING
where required




Stay well this winter
Search **NHS 111 Wales**
or Call **0800 132 737**


HELP US HELP YOU

P'un a ydych chi'n joio cefn gwlad neu'n dewis y ddinas.
Diogelu Cymru gyda'n gilydd.
Rhaid i ni i gyd wneud ein rhan i guro'r coronafeirws

Whether you're at home in the country or the city.
Together we'll keep Wales safe.
We all need to do our bit to fight coronavirus




llyw.cymru/coronafeirws
gov.wales/coronavirus



Peidiwch â gwahodd coronafeirws i'ch cartref y Nadolig hwn
Don't invite coronavirus into your home this Christmas



llyw.cymru/coronafeirws
gov.wales/coronavirus



Self-isolate and call 119
or **book a test online.**



Mae Brechu yn achub bywydau
Vaccination saves lives



2 million doses ✓

Reasons Campaign Creative Assets

We're still wearing
our masks **so we**
can see everyone
smile again

We've all got a reason
to keep Wales safe



gov.wales/KeepWalesSafe



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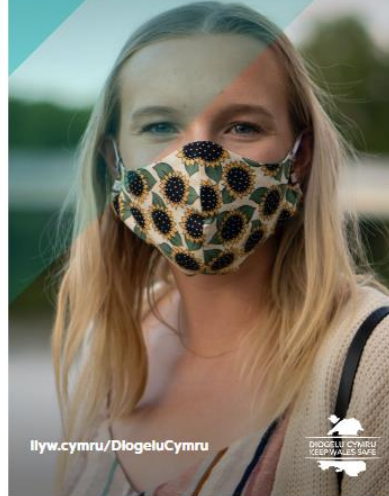


gov.wales/KeepWalesSafe



Ry' ni'n dal i wisgo
ein masgiau **I weld**
pobl yn gwenu,
unwaith eto

Mae gan bawb el reswm
i ddiogelu Cymru

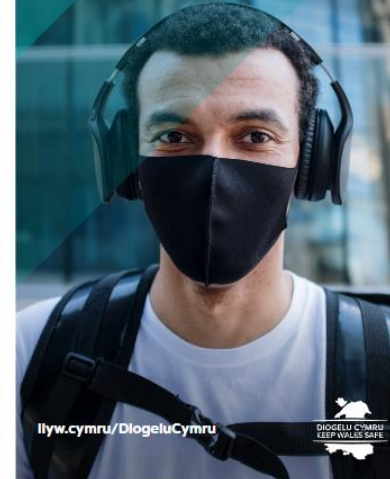


llyw.cymru/DiogeluCymru



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Reasons Latest Campaign Creative Assets

REASON #18

REASON #36

REASON #9

Communications and stakeholder engagement

Keep Wales Safe

NHS Health Boards	Third Sector	BAME Audiences	Youth Audience	Education	Business & Brands
<ul style="list-style-type: none"> Local on-ground comms network of experts to amplify national campaign message based at each health board Centrally created assets for local implementation Combined approach leveraging human faces and data driven successes 	<ul style="list-style-type: none"> 33 partnerships with third sector and medical partners sharing KWS, TTP and HUYH messaging Key partners include Mind Cymru, Age Cymru, MacMillan and RNIB Developed relationships with 127 stakeholders across Wales 	<ul style="list-style-type: none"> 60 community and faith partners on board from across Wales 120+ representatives from minority ethnic community at vaccines Q&A Trusted voices onboarded Multiple content pieces through partners - Cardiff street team 	<ul style="list-style-type: none"> Social influencer and brand partnerships to communicate key messages Highlights include DJ Lockdown Mix with Spotify and top Tik Tokkers Onboarded 11 partners including WRU & FAW to create bespoke content with 10.25m reach across Wales 	<ul style="list-style-type: none"> Work with education sector to provide consistent messaging Centrally created assets for local implementation Social proofing and peer-to-peer influencers Parenting social influencers 	<ul style="list-style-type: none"> Sector specific support Content series to encourage Covid-safe behaviours Partnership and ambassador programmes with leading Welsh businesses and representative organisations - Admiral, Wales TUC, Business Wales

Next Steps



To make sure that everyone in Wales takes their own, individual precautions to Keep Wales Safe

Preventative behaviours:

Empower people to maintain positive behaviours as restrictions ease.

Testing and self-isolation:

Emphasise the importance of continued testing and self-isolation to break the chains of transmission.

Vaccines:

Reassure those that are hesitant to receive a vaccine.

Messaging and channels for C2DE communities

Preventative behaviours	TTP	Vaccines
<p>Continue to reiterate preventative behaviours including rule of 6 and 'fresh air'.</p> <p>Build understanding that outdoor socialising is significantly safer than indoor socialising including why this is the case.</p>	<p>Focus on improving knowledge of symptoms, the TTP process and support available for complying with self-isolation.</p> <p>Support normalisation of self-testing and its role in returning us safely to education and work.</p>	<p>Vaccines are safe, effective and there to protect you, your family and the wider community. They'll help protect lives, livelihoods and lifestyles.</p> <p>There's help getting to appointments.</p> <p>Vaccines alone will not stop the spread of COVID. Protective behaviours including TTP is still important.</p>
<ul style="list-style-type: none"> • Paid social (boosted organic content) • Partner channels - brand, community and 3rd sector • Social influencers 	<ul style="list-style-type: none"> • Paid social (boosted organic content) • Partner channels - brand, community employer, union and 3rd sector • Social influencers 	<ul style="list-style-type: none"> • Paid social (boosted organic content) • Partner channels - NHS, 3rd sector, brand and community • Social influencers

Indicative audience-focused content to tackle barriers

Preventative behaviours		TTP		Vaccines	
Barrier: Lack of knowledge around importance of fresh air - outdoor versus indoor	Solution: Explainer film; inspiring positive choices - childcare, exercise and outdoor entertainment options via partnerships and content	Barrier: Financials - available support	Solution: Explainer film around the provision of the £500 grant.	Barrier: Concerns around the safety of the vaccine.	Solution: Utilisation of already existing explainer film
Barrier: Explaining rule of 6 and why	Solution: Explainer film	Barrier: Loneliness	Solution: Adapt mental health film to focus on loneliness and self-isolation	Barrier: Transport - unable to easily get to appointments	Solution: Partnership with TfW Fflecsi service or VEST Community service to help get to appointments
Barrier: The can vs. the should - hospitality, shopping, mixing	Solution: A series of films/branded images that celebrate the rules easing but contextualise the can versus should and why that's important	Barrier: Childcare/ pet care	Solution: Partnership with parenting influencers and animal organisations	Barrier: Available and missed appointments	Solution: New explainer film

Get in touch

Please share your contact email and preference for either Dropbox or Wetransfer links

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Diolch

