

January 2022

Dear County Councillor

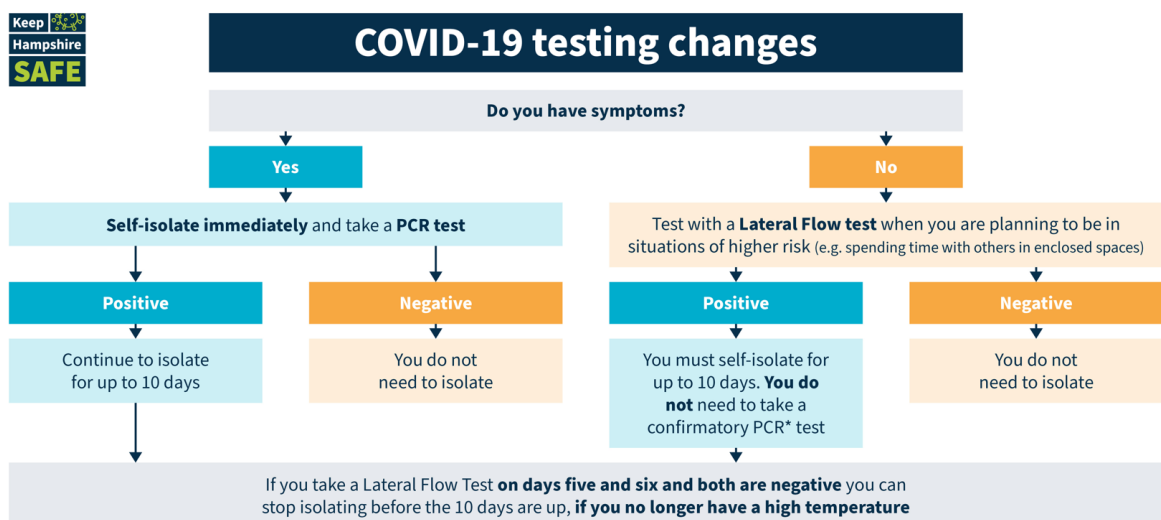
The following information is a summary of the key messages currently being promoted by the County Council.

As ever, your support in sharing these messages with your local communities is greatly appreciated. The County Council continues to promote a wide range of public information across our social media and digital channels, through the news media and via partner organisations, as well as to our staff. With rates remaining high in some populations, we will maintain our communications momentum as we move into the spring and restrictions are expected to further ease.

Updates

Changes to PCR test and self-isolation rules

Following the recent changes to COVID-19 testing and self-isolation rules, please see the simple flowchart graphic produced by the County Council which is being promoted through our social media channels and shared with district and borough communications teams. It explains the current process, whether you have symptoms or not. Should you wish to share this image on your social media accounts, it can be used with the suggested copy.



*Unless you wish to claim the Test and Trace Support Payment, are taking part in research or surveillance programme, or you have received a positive Day 2 LFD after arriving in the UK

Social media copy:

COVID-19 UPDATE: If you get a positive result from a lateral flow device test (LFT) you no longer have to take a PCR test to confirm it. Find out more at:

www.gov.uk/government/news/confirmatory-pcr-tests-to-be-temporarily-suspended-for-positive-lateral-flow-test-results

The self-isolation rules have also changed. Whilst the isolation time remains 10 days you can reduce your isolation time after five **full** days if you test negative on LFT **both day 5 and day 6** and do not have a temperature:

www.gov.uk/government/news/self-isolation-for-those-with-covid-19-can-end-after-five-full-days-following-two-negative-lfd-tests

#KeepHampshireSafe

Lateral flow supplies

Supplies have returned to normal following the surge in demand over Christmas – both for ordering online as well as through the pharmacy-collect service.

Should anyone locally experience difficulty in getting hold of a test, please do continue to ask them to persevere – any delays should only be temporary.

Reporting a positive lateral flow test

When communicating about lateral flow tests within your communities, please remind people about the importance of recording their test results, especially if positive.

Capturing this information is vital as it helps identify any hotspots and enables local services to target resources and support accordingly.

Vaccination: 'Who will you boost for?' campaign

This week, the County Council is launching its latest vaccination booster campaign, promoting individuals' motivations for receiving the booster jab.

The campaign is being promoted across outdoor media sites such as large roadside posters and shopping centre electronic advertising boards, as well as through the use of digital vans which carry high profile advertising on vehicle sides, driving on pre-determined routes which often target harder to reach populations. Radio and social media advertising are also being deployed.

Artwork from the 'Who will you boost for?' campaign



In addition to our campaign materials above, we continue to work closely with NHS partners to ensure further priority is given to targeting vaccine/booster communications in areas and across communities in Hampshire with low uptake.

Self-isolation helpline

In December, the County Council launched a campaign promoting the self-isolation helpline, reminding vulnerable people that help is at hand if they need support because of COVID-19 or if they are self-isolating.

This campaign has been extended over the winter months to ensure the crucial messaging reaches as many people as possible.

In addition to outdoor media, as described above, and digital communications, a print-ready leaflet about the helpline has been created – double click on the image below should you wish to share locally.



Latest COVID data

Key COVID data for the Hampshire area continues to be published online and via our social media channels Twitter, Facebook and LinkedIn, on a weekly basis to keep the public well-informed about infection rates and hospitalisations across the county.

Maintaining the right behaviours remains extremely important. Please consider using the following wording in any social media posts you promote:

Social media copy:

It's still important to continue taking precautions to protect yourself and others from the virus by:

- Wearing a face covering as required
- Taking a test before meeting others
- Opening windows to let in fresh air
- Washing hands frequently with soap and water, use hand sanitiser when out and about

#KeepHampshireSafe



Hampshire COVID-19 data

Weekly summary

Cases in the
last seven days
as at 17 January 2022

12,483 ↓

Previous week: **19,247**

Hampshire case rate
(per 100k population)
as at 11 January 2022

1,003.6 ↓

England case rate: **1,272.4**

People in Hampshire
area hospitals
as at 11 January 2022

451 ↑

Previous week: **386**

The data published here is correct as of **17 January 2022**

For more details visit: www.hants.gov.uk/socialcareandhealth/coronavirus/data-dashboard



Hampshire
County Council