



# **COVID-19 #StopTheSpread Business communications toolkit**

September 2020

## **Stop the Spread Communications Toolkit September 2020**

Dear colleague

We're keen to share with you a toolkit to keep your employees safe and stop the spread of the coronavirus. We understand that some colleagues will continue to work from home and there may be a phased return to the office.

We would like to share a toolkit of information with you that can be used in the office, on your intranet and internal communication platforms.

The ongoing messaging to Oxford businesses is to keep the COVID-19 virus under control by doing 6 simple things:

1. Keep your distance
2. Wash your hands frequently
3. Wear face coverings where appropriate
4. Avoid car sharing on your commute, where possible
5. Symptoms? Self-isolate and get tested
6. If you test positive, share your contacts with NHS Test and Trace

By continuing to follow safety guidelines and engaging with NHS Test and Trace, colleagues can play their part to keep Oxfordshire safe and avoid local lockdowns.

For the latest information from Oxfordshire County Council:

- Please visit the Stop the Spread website for more information about Oxfordshire's Local Outbreak Control Plan and guidance for businesses: [www.oxfordshire.gov.uk/stophespread](http://www.oxfordshire.gov.uk/stophespread)
- Please follow our social media - [Twitter](#) and [Facebook](#) - and news page for up to date information: <https://news.oxfordshire.gov.uk/>

## Overall aim

To increase employee awareness of how to stop the spread of COVID-19.

## Suggested comms channels for your company

These messages can be shared via:

- Internal staff newsletters and intranet (**editorial** text)
- Any staff **social media** platforms (Facebook, Twitter, Instagram, LinkedIn).
- **Posters displayed** around your building, in your communal and reception areas
- **Digital screens** (where possible)
- **Leaflets** displayed around your building (the leaflet contains Urdu, Bengali and Arabic translations)

## Resources available for you

We are working in partnership with Oxfordshire Local Enterprise Partnership (OxLEP). Visit [www.oxfordshirelep.com/local-authority-support](http://www.oxfordshirelep.com/local-authority-support) to download the following resources:

- 1 x word document - Social media toolkit for COVID-19 messaging
- 18 x social media graphics with Stop the Spread preventative instructions – available in 9 x square, 9 x rectangle. These can also be used on digital screens where appropriate.
- 4 x posters – 1 x A4 crops, 1 x A4 no crops, 1 x A3 crops, 1 x A3 no crops – for Oxfordshire
- 1 x leaflet that includes translations in Urdu, Arabic and Bengali

## Spread the word, not the virus

We hope that the assets within this toolkit will help you to spread the word across your business. Please email [MarketingNetwork@Oxfordshire.gov.uk](mailto:MarketingNetwork@Oxfordshire.gov.uk) if you require another format.

1. Copy (to share in newsletters and on the intranet)
2. Social media and social media graphics
3. Posters (to display as posters as well as on digital screens)
4. Leaflets
5. Workplace action cards

## 1. Copy

You can use this editorial in your newsletters and intranet website for staff.

### **Protect yourself, protect your colleagues, and stop the spread**

As lockdown gradually eases, we have seen local spikes in coronavirus cases in different parts of the country, including a recent rise in cases in eastern parts of Oxford. It is quite common to get hotspots of transmission as the pandemic reaches the tail end of the epidemic curve, particularly in areas which are densely populated or where people are working in close proximity – and Oxfordshire is no exception.

Prevention is by far the best way to manage the situation, and Oxfordshire's Director of Public Health Ansaf Azhar is keen to stress the need for everyone to maintain social distancing and stay alert.

“We have clear systems in place through our Local Outbreak Plans to manage any local transmission hotspots. However, prevention is by far the best way to manage the situation, and we all have a vital role to play in preventing local outbreaks in Oxfordshire. My advice is simple – act now to protect yourself, protect your business community, and stop the spread.”

Please continue to follow these simple steps to keep safe and stop the virus spreading, and please encourage your colleagues to do likewise:

- Keep your distance
- Avoid car sharing on your commute, where possible
- Wash your hands regularly with soap and water
- Use hand sanitiser if soap and water are not available
- Wear a face covering where appropriate
- If you have any coronavirus symptoms, you must self-isolate immediately and call 119 to book a test.

Visit [www.oxfordshire.gov.uk/stophthespread](http://www.oxfordshire.gov.uk/stophthespread) for more information.

## 2. Social media posts and graphics

We have created a separate social media document that lists example text, with versions for Facebook, Twitter and Instagram. This is available to download on OxLEP website: [www.oxfordshirelep.com/news/article/stop-spread-support-tools-oxfordshire-businesses](http://www.oxfordshirelep.com/news/article/stop-spread-support-tools-oxfordshire-businesses)

**Overall aim:** To increase public awareness of how to stop the spread of COVID-19. To use existing social media platforms, as well as cross-posting to local communities, support groups and other influential social media platforms.

**Social media channels:** Facebook, Instagram, Twitter. Can also use LinkedIn and repurpose the Facebook copy.

**Link to use in all messaging:** [www.oxfordshire.gov.uk/stophthespread](http://www.oxfordshire.gov.uk/stophthespread)

**# to use:** #StopTheSpread

**Preventative graphics:** Rectangle and square versions - available to download from [www.oxfordshirelep.com/local-authority-support](http://www.oxfordshirelep.com/local-authority-support)



**Reactive graphics:** Rectangle and square versions - available to download from [www.oxfordshirelep.com/local-authority-support](http://www.oxfordshirelep.com/local-authority-support)



### 3. Posters and digital screens

There are four versions of the posters in total, in sizes A4 and A3 with Oxfordshire County Council logos:

- With crops - required if getting printed externally
- Without crops - for use on digital screens, or if printing yourself

If you require alternative sizing, or another format, please email [MarketingNetwork@Oxfordshire.gov.uk](mailto:MarketingNetwork@Oxfordshire.gov.uk). These can be displayed in prominent areas, or if possible, on digital screens.

Coronavirus

## STOP THE SPREAD

Help protect yourself, your family and your community

**keep your distance**    **wash your hands**    **wear a face covering**

If you, or a member of your household, have symptoms of COVID-19, self-isolate immediately and call 119 to book a test

Find out more - [www.oxfordshire.gov.uk/stopthespread](http://www.oxfordshire.gov.uk/stopthespread)

OXFORDSHIRE COUNTY COUNCIL

#### 4. Leaflet

We have one leaflet, with translations of the messaging in Urdu, Bengali and Arabic. These have been delivered to households in eastern parts of Oxford, where we have seen a recent rise in cases, as well as universities, libraries and delivered by PCSOs (Police Community Support Officers).

**অল্পক্ষেত্রে করোনা-ভাইরাস সংক্রমণের সংখ্যা বাড়তে শুরু করেছে। বেশিরভাগ নতুন সংক্রমণ শহরের পূর্ব প্রান্তে দেখা যাচ্ছে।)**

যদি জনবসতিপূর্ণ শহরগুলো সংক্রমণের সংখ্যা বেশি হওয়ার সম্ভাবনা আছে। আমরা একই পরিস্থিতি দেশের অন্যান্য শহরেও দেখেছি এবং অল্পক্ষেত্রে কোনো ব্যতিক্রম নয়।

তবে, আমাদের কমিউনিটিতে করোনা-ভাইরাসের (কোভিড-19) সংক্রমণ ছড়িয়ে যাওয়া কমাতে এখন আমরা যা করতে পারি তা করব:

- অন্যদের থেকে দূরত্ব বজায় রাখুন
- ব্যস্ত জমায়তে এড়ান
- নিয়মিত আপনার হাত ধুয়ে নিন
- বাজারে, ব্যাঙ্ক, পোস্ট অফিস এবং গণ পরিবহনে গেলে মুখ ঢাকা রাখুন

আপনি বা আপনার পরিবারের কারও করোনা-ভাইরাসের উপসর্গ দেখা দিলে, আপনাকে অবশ্যই:

- অবিলম্বে স্ব-বিচ্ছিন্ন হয়ে থাকতে হবে
- এবং পরীক্ষা বুক করতে 119 নম্বরে কল করুন

কারও উপসর্গ দেখা দিলে, উপসর্গ দেখা দেয়ার দিন থেকে **10 দিন** পর্যন্ত ফুল বা কাজে যাবেন না। পরিবারের অন্যান্য সুস্থ সদস্যদেরকে বাড়িতেই থাকতে হবে এবং **14 দিন** পর্যন্ত বাড়ি থেকে বেরোবেন না।

**সম্প্রতি করোনা-ভাইরাসের সবচেয়ে সাধারণ যে লক্ষণ ধরা পরেছে তা হল:**

- নতুন অনবরত কাশি এবং/অথবা
- উচ্চ তাপমাত্রা
- হৃদ বা শ্বাসশক্তি (শ্বাসশক্তির লোপ) বারানো বা বদলে যাওয়া

Where to get support    Coronavirus

To find community support in your neighbourhood, go to [oxfordhub.org](http://oxfordhub.org)

If you are vulnerable and need extra support because of the coronavirus outbreak, please call **01865 249 811**

Important information and support for Oxford residents

## STOP THE SPREAD

**keep your distance**    **wash your hands**    **wear a face covering**

Help protect yourself, your family and your community

[www.oxfordshire.gov.uk/stopthespread](http://www.oxfordshire.gov.uk/stopthespread)

**Helpline numbers**

**Age UK Oxfordshire**  
01865 411 288  
For older residents providing a friendly, regular weekly call to see how people are, to chat and to help if people are facing practical problems.

**Oxfordshire and Buckinghamshire mental health helpline**  
01865 904 997 for adults  
01865 904 998 for children and young people

**Oxfordshire Domestic Abuse Services**  
0800 731 0055 (Mon-Fri 10am - 7pm)  
Email: [das@a2dominion.co.uk](mailto:das@a2dominion.co.uk)

The number of coronavirus cases in Oxford is starting to rise. Many of the new cases are in the eastern parts of the city.

An increase in cases is to be expected in densely populated urban areas. We have seen a similar situation in cities across the country, and Oxford is no exception.

However, we need to do all we can now to help stop the spread of coronavirus (COVID-19) in our community:

- keep your distance from others
- avoid busy gatherings
- wash your hands regularly
- wear a face covering in shops, banks, post offices and on public transport

If you, or a member of your household, have shown symptoms of coronavirus, you must:

- self-isolate immediately
- and call 119 to book a test

Anyone showing symptoms must not go to school or work and should remain at home for at least 10 days from the date their symptoms appeared. All other household members who remain well must stay at home and not leave the house for 14 days.

The most common symptoms of coronavirus are recent onset of:

- new continuous cough and/or
- high temperature
- a loss of, or change in, normal sense of taste or smell (anosmia)

آکسفورڈ میں کورونا وائرس کی کیسز کی تعداد میں اضافہ ہونا شروع ہو گیا ہے۔ نئے کیسز میں سے بہت سے شہر کے مشرقی حصوں میں ہیں۔

گنجان آبادی والے شہری علاقوں میں کیسز میں اضافہ متوقع ہے۔ ہم پورے ملک کے شہروں میں ایسی ہی صورتحال دیکھ چکے ہیں اور آکسفورڈ اس چیز سے مستثنیٰ نہیں ہے۔

تاہم، اپنی کمیونٹی میں کورونا وائرس (COVID-19) کے پھیلنے کو روکنے میں مدد کے لئے اب ہمیں وہ سب کچھ کرنے کی ضرورت ہے جو ہم کر سکتے ہیں:

- دوسروں سے اپنا فاصلہ رکھیں۔
- لوگوں کی بھیڑ سے احتراز کریں۔
- اپنے ہاتھوں کو باقاعدگی سے دھوئیں۔
- دکانوں، بینکوں، ڈاک خانوں اور پبلک ٹرانسپورٹ میں اپنے چہرے کو ڈھانپ کر رکھیں۔

اگر آپ یا آپ کے گھر کے کسی ممبر میں کورونا وائرس کی علامات ظاہریں تو آپ کو لازماً درج ذیل اقدامات کرنا چاہئیں:

- فوراً اپنے آپ کو الگ تھلگ کریں۔
- اور ٹیسٹنگ کروانے کے لیے 119 پر کال کریں۔

اگر کسی میں علامات ظاہریں ہوں تو اسے سکول یا کام پر لائے نہیں جانا چاہیے اور اسے گھر میں علامات ظاہریں کی تاریخ سے کم از کم 10 دن تک رہنا چاہیے۔ دیگر تمام گھریلو ممبران جو ٹھیک رہتے ہیں انہیں گھر پر ہی رہنا چاہئے اور 14 دن تک گھر سے باہر لائے نہیں جانا چاہئے۔

بدأت أعداد المصابين بفيروس كورونا في أكسفورد في الارتفاع، وقد ظهرت العديد من الحالات الجديدة في المناطق الغربية من المدينة.

من المتوقع أن تشهد المناطق الحضرية ذات الكثافة السكانية العالية زيادة في أعداد المصابين، وقد لاحظنا وضعًا مماثلًا في العديد من المدن بمختلف أنحاء البلاد، ولا تعتبر أكسفورد استثناء لذلك.

وعلى كل، فعلينا جميعًا بذل كل الجهود الممكنة لإيقاف انتشار فيروس كورونا (كوفيد-19) في مجتمعنا:

- احتفظ بمسافة بينك وبين الآخرين
- تجنب التجمعات المزدحمة
- اغسل يديك بانتظام
- ارتد قناع وجه داخل المتاجر والبنوك ومكاتب البريد وهي وسائل النقل العام

إذا ظهرت عليك أنت أو أحد أفراد أسرتك أعراض فيروس كورونا، فيجب عليك:

- إجراء العزل الذاتي على الفور
- والاتصال برقم 119 للحصول على التحليل

يجب على أي شخص تظهر عليه الأعراض ألا يذهب إلى المدرسة أو العمل، وإنما يتعين عليه المكوث في المنزل لمدة 10 أيام على الأقل من تاريخ ظهور الأعراض. ويجب أيضًا على جميع أفراد الأسرة ممن يتمتعون بصحة جيدة المكوث في المنزل وعدم معادته لمدة 14 يومًا.

کورونا وائرس کی سب سے عام علامتیں درج ذیل ہیں:

- نئی مستقل کھانسی اور / یا
- بلند درجہ حرارت
- چکھنے اور سونگھنے کی عمومی حس کا ختم ہوجانا، یا اس میں تبدیلی (انوسمیآ)

الأعراض الأكثر شيوعًا لفيروس كورونا هي الإصابة ب:

- سعال مستمر مفاجئ وأو
- ارتفاع درجة الحرارة
- فقدان، أو تغير، في حاسة التذوق أو الشم المعتادة

## 5. Workplace action cards

Public Health England COVID-19 early outbreak management NHS Test and Trace

**Dress fitters, tailors and fashion designers**

Who should use this information?  
Owners, managers and operators providing close contact services. This includes dress fitters, tailors and fashion designers. This information provides key steps to quickly identify and contain any potential COVID-19 outbreak. If you are concerned about other possible health issues then you should follow your existing processes.  
For England only.

What you should do to manage a possible outbreak

**Step 1 Identify**  
You may be informed of a confirmed case of COVID-19 by NHS Test & Trace, an employee, customer or your local Public Health England Health Protection Team (PHE HPT).  
When you are informed of more than one confirmed case, go to **step 2**. Refer to [NHS Test and Trace workplace guidance](#) or search the title on GOV.UK for further advice.

**Step 2 Report**  
Contact your local PHE HPT for help and advice. Refer to [www.gov.uk/health-protection-team](#) for contact details.  
Early engagement with your local PHE HPT is key to minimise any possible wider outbreak in your community. See **page 2** for information you may be asked to provide. Do not worry if you are unable to answer all the questions, your local PHE HPT will help guide you through the process.

**Step 3 Respond**  
Your local PHE HPT will work with you to assess the risks and advise you of what actions to take.  
Depending on the outcome, your local PHE HPT and Local Authority may establish an Outbreak Control Team to help support you to manage the situation. See **page 2** for types of action that could be put in place.

Check now and enter the number of your local PHE HPT here.

There are Action Cards designed to be printed or downloaded to keep on-hand in your business or organisation.

Latest resources include:

- Construction and outdoor work
- Manufacturing of food and other large processing plants
- Restaurants, pubs, bars, cafes or takeaways
- ... and many more

[The first release of Action Cards can be found here.](#)

## For further information

For the latest information from Oxfordshire County Council and resources to help stop the spread of the virus, please visit: [www.oxfordshire.gov.uk/stopthespread](http://www.oxfordshire.gov.uk/stopthespread)

For the latest news from Oxfordshire County Council, please visit [www.oxfordshire.gov.uk/news](http://www.oxfordshire.gov.uk/news) or stay up-to-date on our main social media channels [Facebook](#) and [Twitter](#). We also use [Instagram](#) and [LinkedIn](#) to promote our messages.

For the latest news and information for Oxfordshire businesses:  
<https://www.oxfordshirelep.com/coronavirus>

- Employers and businesses can play their part in the NHS Test and Trace programme to slow the spread of the virus and save lives by following the latest Government advice on working safely during coronavirus. Find out more: [www.gov.uk/workingsafely](http://www.gov.uk/workingsafely)
- Employers should play their part by encouraging workers to heed any notifications to self-isolate if they have coronavirus symptoms or have been contacted by NHS Test and Trace. Employees can find out more at: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)
- Employees in self-isolation are entitled to Statutory Sick Pay for every day they are in self-isolation or can choose to use paid annual leave if they wish. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- If multiple cases (two or more is considered an outbreak) of coronavirus appear in your workplace, you should contact the [local public health team](#) to report this. If necessary, an outbreak control team will, if necessary, be assigned to help manage the outbreak.