

suffolk Resilience

Dear Councillor,

#StickWithItSuffolk

Suffolk Resilience Forum (SRF) partners are working tirelessly to tackle the spread of the virus in the county. Public messaging is a hugely important part of the SRF's work and we all have a part to play in the dissemination of these messages.

With the most recent government announcement there has been some relaxation of the rules and it's clear that we're now entering a different phase; however, the general principles have not changed and it is important that locally, people understand what is expected of them.

The SRF's public response to this next phase - the 'Stick With It Suffolk' campaign - was launched yesterday, (Monday 18 May) to encourage Suffolk residents to continue to do the right thing. We'd like to explain our thinking behind the campaign so you can help us to spread these very important messages.

It is crucially important that Suffolk hears a consistent message regardless of where they access their information, so the SRF messages reflect the government's Stay Alert, Control The Virus, Save Lives message but makes it more relevant to our residents.

The 'Stick With It Suffolk' campaign builds on existing levels of public cooperation and compliance, acknowledging that it's already successfully happening and encouraging people to keep doing it. It plays on people's pride in having, and exercising, common sense.



An essential element of the campaign is demonstrating, clearly, why we are asking people to follow the key messages. Personal stories of loss, commitment and effort will help bring to life the human-interest aspect of campaign. Every message will call for a clear action, all of which need to be as well-defined as possible. The core messages are:

- Keep staying at home
- Keep working from home where you can
- Keep 2 metres apart if you go out
- Keep exercising safely
- Keep washing your hands with soap and water
- Keep self-isolating if you or anyone in your household has symptoms
- Keep travelling by car, bike or walking
- Keep staying safe at work
- Keep shielding yourself if you're vulnerable
- Keep supporting local businesses
- Keep looking out for each other

We have led with the word 'keep' because we want people to maintain the behaviours that they are already doing. People are more likely to act if it's simple – we all know that continuing an existing behaviour is easier than changing or starting a new behaviour.

Asking people to 'keep doing something' is proactive and positive, and it reinforces the government position of everyone has a role to play. 'Keep' also has a continuity of message that builds on our previous communications that have worked well in Suffolk.

Our plea to you, as a local councillor, is to help us encourage your communities to **#StickWithItSuffolk** and if possible, share their stories using the hashtag #StickWithItSuffolk on social media.

Many thanks



Suffolk Resilience Forum (SRF) is a multi-agency group that provides strategic, tactical and operational guidance and support on the planning for the multi-agency response to a major incident. The Forum comprises: NHS, East of England Ambulance Service Trust, Suffolk County Council, Suffolk Fire and Rescue Service, Suffolk Constabulary, Suffolk Police and Crime Commissioner, Suffolk County Council, Ipswich Borough Council, East Suffolk Council, West Suffolk Council, Babergh District Council, Mid Suffolk District Council and the Environment Agency.

For more detail about the SRF please go to: [Suffolk Resilience \(link\)](#).