

Key Communication Messages

Since early June, Leicester has seen an increase in the number of confirmed cases of coronavirus (COVID-19).

We need to work quickly to reverse this trend and reduce the number of positive cases. The only way we can achieve this is if the people of Leicester work together to protect themselves, their families, community and the NHS by taking the actions needed to control the virus. We also need your help and support in getting the messages out about what we all need to do into our communities, and through your networks.

The government is introducing legislation that means Leicester and surrounding suburbs will follow stricter lockdown restrictions for a further two weeks from 4 July. Non-essential shops will be asked to close, and our bars, restaurants and hairdressers will not open on 4 July, as they were due to. These measures will be reviewed after two weeks.

Please use the following messages in your communications via your own channels and to your staff, partners and stakeholders, as far and wide as possible. This includes newsletters, SMS, What's App and social media.

In order to suppress transmission and bring infection rates down we are asking you to:

- **Self isolate and get tested if they start to display symptoms of coronavirus, or live with someone who does; isolate at home until they receive the test result. Individuals and households should follow the self-isolation guidance for households with possible or confirmed coronavirus (COVID-19) infection**
- **If the test result is positive, they should isolate at home for 7 days and members of their household should isolate for 14 days**
- **Stay at home as much as possible, leaving only for work, daily exercise or essentials (e.g. food shopping, caring for others).**
- **Avoid non-essential travel to, from and within Leicester**
- **Wash their hands often with soap and water for 20 seconds and dry them thoroughly, or use hand sanitiser**
- **Where available, use sanitiser outside your home, especially as you enter a building and after you have had contact with surfaces. Avoid touching your face**
- **Continue to shield if they have been doing so**
- **Maintain 2 metres (3 steps) social distancing at all times**
- **Strictly limit their contact with other people from outside of their household**
- **Follow strict social distancing guidelines of (at least?) 2m if you meet as a group of up to 6 people and only outdoors, do not meet in other people's homes**
- **Wear a face covering on public transport and when visiting hospitals, or where social distancing is difficult such as enclosed public spaces or where you will come into contact with people you do not normally meet (e.g. in shops).**

Important information

Anyone with symptoms of coronavirus, however mild, (a high temperature, a new, continuous cough or a loss or change to your sense of smell or taste (anosmia)) must stay at home and book a test www.nhs.uk/ask-for-a-coronavirus-test or by calling 119.

We have a number of testing sites in Leicester including a drive-in unit at Evington Leisure Centre and Victoria Park car park, Highfields Centre and a walk-in unit in Spinney Hills Park, permanent drive-in test facility is available at the Birstall Park and Ride site.

If you have a positive test result you need to stay at home for at least 7 days from when your symptoms started (longer if you still have symptoms). People in your household need to stay at home for 14 days if they remain well. If they start showing symptoms during the 14 days, they must stay at home for at least 7 days from the day when their symptoms started. Self and household isolation is very important and will greatly reduce the overall amount of infection that people in your household could pass on to others in the community. It is important that you read the stay at home guidance for households with possible or confirmed coronavirus (COVID-19) infection and follow it closely.

You must wear a face covering on public transport and when attending hospitals. You should also wear a face covering in other enclosed public spaces where social distancing isn't possible and where you will come into contact with people you do not normally meet (e.g. in shops).

Young people could pass the virus on to elderly or vulnerable members of their families – and the consequences for older people could be much more serious. It is especially important at this time that people do not visit parents and grandparents.

Assets and materials

We have assets that you can share on your own channel :



If you have symptoms of coronavirus:

- Book a test immediately at nhs.uk/coronavirus or call 119
- Only leave home to go for your test

CORONAVIRUS
PROTECT YOURSELF & OTHERS

Leicester City Council



If you have any coronavirus symptoms, you must stay at home and get tested immediately.

Book online at:
nhs.uk/coronavirus or call 119

CORONAVIRUS
PROTECT YOURSELF & OTHERS

Leicester City Council



There's been a rise in positive coronavirus tests in Leicester.

So please – wash your hands, stay at home, stay 2m apart from others

CORONAVIRUS
PROTECT YOURSELF & OTHERS

Leicester City Council



Coronavirus advice in Leicester remains:

- Stay at home as much as you can
- Stay 2m apart from others
- Keep washing your hands

CORONAVIRUS
PROTECT YOURSELF & OTHERS

Leicester City Council

Plus we have translations available including in audio.

Some suggested tweets are below we will continue to update these – please see Leicester City Council social media for the most up to date

1. Remember: you can reduce your risk of catching #coronavirus, if you're 2 metres away from an infected person. Until the number of cases in #Leicester comes down, please be extra cautious and continue to keep 2 metres apart from people you don't live with.
2. Following an increase in positive results in #Leicester, it's important that we take extra care to protect ourselves and others from #coronavirus. Please continue to stay at home as much as possible, leaving your home for essential journeys only, keep 2 metres apart from those you don't live with, and wash your hands regularly.
3. Following an increase in positive results in #Leicester, we've set up many #coronavirus test centres. If you have symptoms, please get tested as soon as you can. It's best if you book your test online at nhs.uk/ask-for-a-coronavirus-test, or call 119 to arrange a time.
4. If you've tested positive for #coronavirus, you must self isolate for at least 7 days from when your symptoms started. People in your household need to stay at home for 14 days to stop the spread of the virus. If you still have symptoms, stay at home until you feel better. <https://www.gov.uk/government/publications/covid-19-stay-at-home-guidance>