

Keep Caring Tool Kit – for Partners of Peterborough City Council

Overview

'Keep Caring...' is a Peterborough and Cambridgeshire-wide campaign, which aims to share messaging relevant to the recovery and test and trace phases that will dominate the next few months leading into the winter 2020/2021. The campaign's key aim is to continue to prevent the spread of coronavirus and to protect all our communities in both local authority areas. With lockdown fatigue now evident across different audiences since restrictions eased on 4 July (including pubs, restaurants, cinemas etc), there is a need to remind people that complacency can risk transmission and endanger lives and there are things that we all can do to keep everyone safe.

This tool kit contains specific messaging around people visiting other people.

Pages to link to:

Original news release: on [PCC news page](#) 7 July 2020

PCC coronavirus information for residents: <https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/coronavirus-public-advice>

Gov.uk coronavirus information: <https://www.gov.uk/government/publications/coronavirus-outbreak-faqs-what-you-can-and-cant-do/coronavirus-outbreak-faqs-what-you-can-and-cant-do>

NHS coronavirus information: <https://www.nhs.uk/conditions/coronavirus-covid-19/social-distancing/what-you-need-to-do/>

Support bubbles: <https://www.gov.uk/guidance/meeting-people-from-outside-your-household-from-4-july#making-a-support-bubble-with-another-household>

Post assets – please use the images sent with this email	Messages for social channels
<p>Keep caring for Peterborough</p> <p>Caring is remembering a 'household' is only those who live together in the same house</p> 	<p>Caring is remembering a 'household' is only those who live together in the same house (anyone in your support bubble counts as one household):</p> <p>https://www.gov.uk/guidance/meeting-people-from-outside-your-household-from-4-july#making-a-support-bubble-with-another-household) #KeepCaring for Peterborough</p> <p>https://www.gov.uk/government/publications/coronavirus-outbreak-faqs-what-you-can-and-cant-do/coronavirus-outbreak-faqs-what-you-can-and-cant-do</p>
<p>Keep caring for Peterborough</p> <p>Caring is only having people from one other household inside your home</p> 	<p>Caring is only meeting up inside someone's home in groups from two different households. You should socially distance from anyone not in your household or bubble - keep 2metres apart if possible, or at least 1metre apart wearing a face covering</p> <p>https://www.gov.uk/government/publications/coronavirus-outbreak-faqs-what-you-can-and-cant-do/coronavirus-outbreak-faqs-what-you-can-and-cant-do #KeepCaring</p>
<p>Keep caring for Peterborough</p> <p>Caring is only two households meeting outside - or up to six people who don't live together</p> 	<p>Caring is only meeting up outdoors in groups from two households, or up to six people from different households. Gatherings larger than six should only take place if everyone is only from two households or support bubbles.</p> <p>https://www.gov.uk/government/publications/coronavirus-outbreak-faqs-what-you-can-and-cant-do/coronavirus-outbreak-faqs-what-you-can-and-cant-do #KeepCaring for Peterborough</p>