



Communities
& Justice

Together against COVID-19

Strategic communications framework

30 March 2020

Purpose

- This pack outlines strategy, plans and controls for communication to build social cohesion as the Covid-19 crisis evolves
- It contains a high-level plan on a page, core narrative and sample content and is to be used as a working document.

Communication plan-on-a-page – w/c 30 March

1 Objectives

- Demonstrate caring and action
- Promote a sense of safety, calm, connectedness
- Reinforce leadership and build trust

2 Audiences

- Internal: NSW Government Departments and teams
- External primary: General public, healthcare workforce, education, vulnerable communities, key partners
- External secondary: Other States and Federal Government

3 Strategic approach

- Prioritise our people's health and wellbeing
- Share the facts through a single 'source of truth'
- Be consistent but agile – adapt as the context changes
- Equip leaders to share key messages and support our people
- Balance the rational and the emotional
- Prepare for escalation

4 Principles of communication

1. Be open and transparent
2. Be empathetic
3. Be rigorous in maintaining consistency
4. Balance operational considerations with the longer term
5. Use everyday human language with evidence to support the story

5 Communication themes: All communication should be built around three key themes

REASSURE our audiences

Internal: Safety is our priority. We are acting appropriately across Government. We are dealing with today and planning for tomorrow
External: Safety is our priority. Standing together we can overcome – we all play a role and your actions can make a difference



RESPOND to challenges

Internal: People-centred in the event of death or illness. Be kind. Be safe
External: Focused on managing the challenge and how to live differently



REINFORCE the way forward

Internal: We inform. We engage. We support. We shape the future
External: We are with you. We know we have your support. This will make our state stronger



6 Core story acts as an anchor to create unity

NSW should be proud of the resilience and compassion shown during this challenging time. Even as our way of life temporarily falls to the impact of COVID-19, we have seen kindness shine through. Even though self-isolation is daunting for many, we see people finding new ways to connect. Even as we ask each and every person in the State to make sacrifices for the greater good, we see our community coming together against COVID-19.

We know many are doing it tough and worry for their health, their financial future, their job, their business.

The situation is moving rapidly and so must we. We know what is ahead and we have the opportunity to act now. Coming together against COVID-19 is the only way forward. We need to look after ourselves and our families but also our community. This means taking the advice of the authorities and playing our role.

Our plan is not complex. We can slow the spread and save lives by staying at home and reducing contact with others. This means staying at home if unless it's essential – for supplies, to see a doctor. It means taking a step back – staying 1.5 m apart if you have to be out. In doing so, we can contain the virus and take the burden off our doctors, nurses and other health workers who are working around the clock to keep us safe. In doing so, we all make sure those that do fall ill can be cared for in the best way.

We are not only focused on today. We are also planning for the weeks and months ahead. We are doing all we can to prepare for the economic and social impact we face and providing relief now.

While we are facing one of the biggest health threats of our time we all must remain calm, caring and connected in our new reality. We ask you to act responsibly – to think about your role, to be prepared for the challenge.

If we do this together, we look after ourselves, our family, our friends and colleagues, and our community. We look after the millions of people of NSW as one community.

Standing together, we will emerge a stronger, more cohesive community. The NSW Government stands together with you - together against COVID-19.

7 Core issues

Response

Economy, jobs and support	Clear, consistent and regular communication to reduce alarm and simple steps of what people need to do and what the Government is going to support
Health / Health system capacity	Highlight the importance of the role each person plays and the importance of flattening the curve
Community cohesion / Togetherness (food and resource availability, social calm)	Be clear about what to expect and what people should do Pre-empt and mitigate the next wave of potential panic

8 Key sensitivities

Approach

Known events	Build a map of actions at each milestone and a plan for each
Potential scenarios	Map the crisis trajectory, learning from countries that are ahead in the timeline and get ahead of the narrative and minimise the risks where possible
Expected issues / focus points	Map the issues, agree our position

9 Rigour and leadership: A response team across the issues and day-to-day | Tools and collateral to use in communication activity | Processes to agree messages, amplify positive stories and manage crises | A dedicated web page covering the key issues | A tailored media process for incoming enquiries | Ongoing monitoring and evaluation to understand community perceptions

Core 'Together against COVID-19' message

- Our community should be proud of the resilience and compassion shown during this challenging time. Even as our way of life temporarily falls to the impact of COVID-19, we have seen local acts of kindness shine through.
- Even though self-isolation is daunting for many, we see people finding new ways to connect in ways which make our local community stronger. Even as we ask every person to make sacrifices for the greater good, we see our community coming together against COVID-19.
- We know many are doing it tough and worry for their health, their financial future, their job, their local business.
- The situation is moving rapidly and so must all of us. We know what is ahead and we have the opportunity to act now. Coming together against COVID-19 is the only way forward. We need to look after ourselves and our families but also our local community. We must listen to the authorities and playing our role.
- Our responsibility is not complex. We can slow the spread and save lives, but we must stay at home and reduce contact with others. We play our part if we only go out for essential reasons.
- If you can't work or access school from home, you are allowed out. If you need essential supplies, to see a doctor, care for someone or you feel unsafe, you are allowed out. If you are exercising, you are allowed out. And if you need to visit social or employment services, you are allowed out. Otherwise, you must stay home.
- And if you have to go out, stay 1.5m apart and make sure you keep to groups of no more than two people unless you're with family from the same home.
- In doing so, we can contain the virus and take the burden off our doctors, nurses and other health workers who are working around the clock to keep us safe. In doing so, we all make sure those that do fall ill can be cared for in the best way and shown empathy.
- We ask you to act responsibly – to think about your role, to step up to the challenge.
- We all must remain calm, caring and connected in our new reality. Council will do its bit to help people stay safe and connected.
- If we do this together, we look after ourselves, our family, our friends and colleagues, and our community.
- Standing together, we will emerge a stronger, more cohesive community. We stand together with you - together against COVID-19.

General public key messages by issue

Issue: Economy, jobs and support

REASSURE

- The virus has caused a crisis for the economy
- We know small businesses, companies, families, everyone in NSW is doing it tough and are worried about the future
- We will keep listening to these worries and respond
- We cannot sugar coat the impact. But we are well positioned to cushion the blow
- We will do what it takes to help those in need – to bolster our economy
- We are focused on today but are planning for the future



RESPOND

- We have and will continue to roll out support, targeting business and those that need it most
- We will provide what's required for people, fast
- The NSW Government has been taking a tough approach to its health response, and we will do exactly the same with our economic response
- That's why we've rolled out several measures already, including tax relief for small business and support for families (TBC)



REINFORCE

- The impact will be long lasting. We will have an extended period of debt as a State and as a country
- That is ok. We will continue to fight the virus. And we will continue to cushion the blow for businesses and workers
- Kindness and pragmatism will guide our decisions
- We will take the action required to ensure we can recover quickly and decisively



General public key messages by issue

Issue: Public health / health system

REASSURE

- Our message is simple: we can overcome this together
- Together we can save lives if we follow the advice of the authorities
- Our focus is your health and safety. That's our number one priority
- We are putting you and the community first
- Our health system is coping, however we need everyone's help to ensure it can continue to



RESPOND

- Each and every one of us can make a difference. Simply by staying at home and reducing contact with others
- If you do go out for a walk, to get essentials or for a break, remember: stay at least 2m away from others and don't stay long
- These simple steps, along with hand washing, will slow the spread of the virus and save lives
- They will ease the burden on our health system and its workers so those that get sick receive the care they need
- Together, we must act now and we can



REINFORCE

- Through decisive action and working together, there's a window to slow the virus
- The restrictions we are putting in place are unprecedented but so is the threat
- This is not a decision taken lightly. This is our best chance to save lives
- Stay at home. By doing so, you protect yourself and your whole community
- We've seen the benefit taking the right action and what's working in countries around the world
- The future of the spread of this virus is in our hands



General public key messages by issue

Issue: Community cohesion / togetherness

REASSURE

- We know this is a traumatic time for many
- People are worried about food, about resources, about being alone and about their safety
- We are seeing many acts of compassion and hope
- NSW supplies are plentiful and our resilience undaunted
- Together, we can work through the challenges we face



RESPOND

- We have enough food and other supplies. This won't change because of the virus
- Our supply chains are robust. This won't change either
- Our communities remain strong. We are learning from past challenges and those facing friends across the globe
- We are grateful to our medical colleagues, public and community health workers, scientists, the emergency service workers of the State and every day Australians
- NSW remains resilient and we will ensure this remains the case



REINFORCE

- We know the ongoing disruption to routine, financial difficulties caused by lack of income and potential grief associated with losing loved ones is likely to be a time of unprecedented mental stress for vulnerable communities
- But we are protecting our healthcare workers and those most vulnerable
- We are also developing measures to make sure those who are most vulnerable – the elderly among them – get the things they need in isolation, the connection they require amid the isolation
- Our shared experiences will see us through. We've seen tough times before and learned from them. Together we can ensure our community comes out stronger and more resilient
- Often we are at our best, when we look after one another, when we care for the most vulnerable. As we did during the recent bushfires. We need to be strong. We need to be kind





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2. Partners

Stakeholder mapping (TBC)

High influence – lower interest

Amplifiers

-

High influence – high interest

Partners

- ReachOut

Lower interest – lower influence

Monitors

-

High interest – lower influence

Boosters

-



3. Content

Together branding: three levels

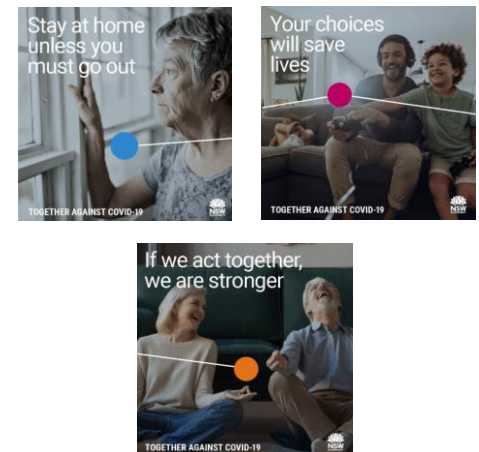
1. Together core brand



2. Delivering the facts 'minds' approach

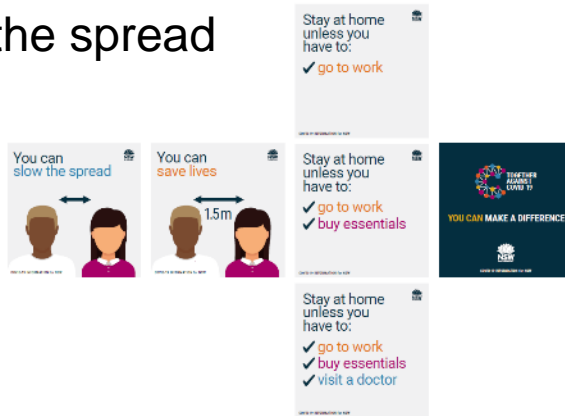


3. Human centered 'hearts' approach

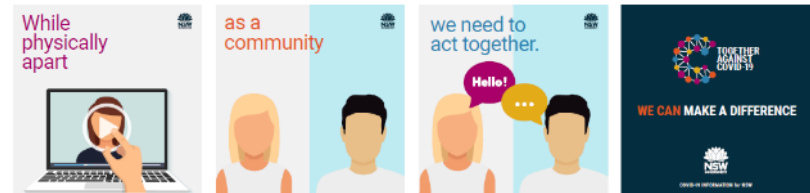


GIFS: Together and factual

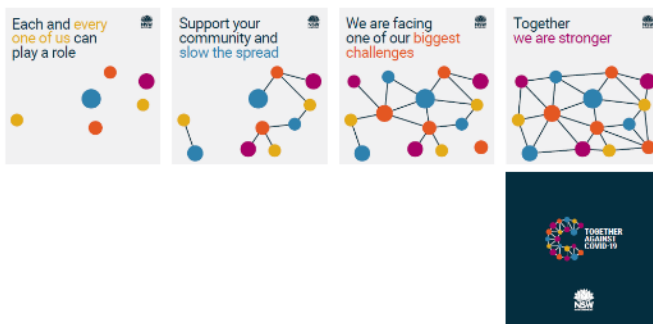
1. Slow the spread



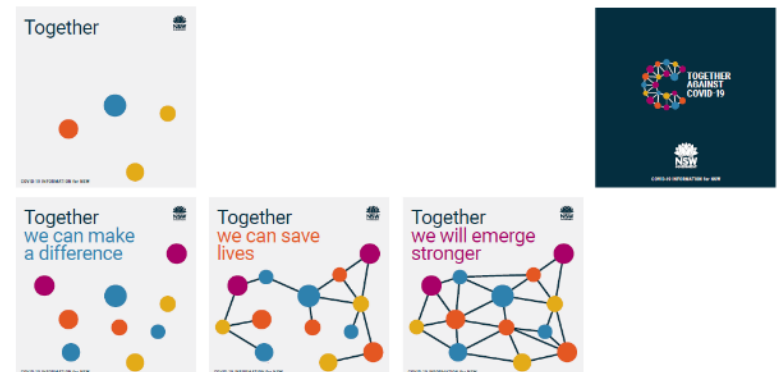
2. Apart but together



3. Everyone has a role

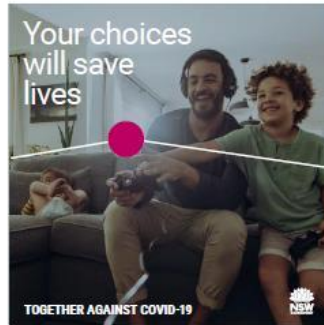


4. Together

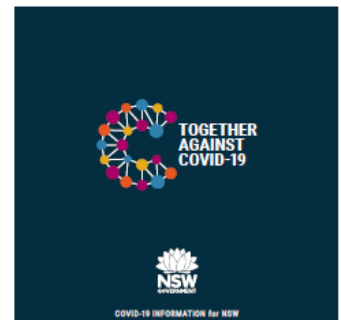


GIFS: human

1. Acting together



2. Looking after each other



Instagram /Facebook – RRR tiles

Reassure



Respond



Reinforce



Instagram/Facebook series: looking after

Family and friends



Older relatives



Ourselves





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