



Helping us get our messages heard



Great Yarmouth and Waveney  
North Norfolk, South Norfolk  
Norwich, West Norfolk  
Clinical Commissioning Groups

# PPG Campaigns Toolkit Coronavirus (Covid-19)

Support, practical guidance and signposting  
for Patient Participation Groups (PPGs) and General Practices



# Welcome to the PPG Campaigns Toolkit

- Welcome to the Campaigns Toolkit for Patient Participation Groups (PPGs).
- This toolkit has been produced by the NHS clinical commissioning groups of Norfolk and Waveney to help promote the Government's new Public Information Campaign which emphasises the importance of hand washing for at least 20 seconds to prevent the spread of infection.
- Please help us promote these important health and care messages in your local areas.
- Further information on coronavirus is available on the Government and NHS websites.
- <https://www.gov.uk/guidance/coronavirus-covid-19-information-for-the-public>
- <https://www.nhs.uk/conditions/coronavirus-covid-19/>
- If you are worried about symptoms, please call NHS 111 or online at 111.nhs.uk. Do not go directly to your GP, hospital or pharmacy.

## Put posters & information in key locations:

- Surgery screens
- Pharmacies
- Websites
- Post offices
- Libraries
- Schools
- Local businesses
- Local care homes

## Display information at meetings and events:

This can also help you target your information to very specific groups:

- Mother and baby groups
- Lunch clubs
- Special clinics at the practice for e.g. flu or diabetics
- School assemblies
- Village fetes or festivals

**Why not..?** Invite groups & organisations to display the materials

# Coronavirus (Covid – 19)

## Public information campaign

This public health advice informs the general public on how they can protect themselves and others, and help stop the spread of coronavirus (Covid-19) by practising good respiratory and hand hygiene.

**NHS**

## Coronavirus Wash your hands more often for 20 seconds

Use soap and water or a hand sanitiser when you:

- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food



For more information and the Government's  
Action Plan go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

**CORONAVIRUS**  
**PROTECT  
YOURSELF  
& OTHERS**

# The Key Messages

Here are the key messages for this campaign.

- ✓ **Practise good respiratory and hand hygiene:** Wash your hands regularly for at least 20 seconds.
- ✓ **NHS 111:** If you have visited an effected country or have concerns for your health call NHS 111 or online at 111.nhs.uk. **Do not visit your GP surgery, hospital or local pharmacy if you think you may have symptoms.**
- ✓ **Self-isolation:** If you could have coronavirus, you may be asked to stay away from other people (self-isolate).



**HELP US  
HELP YOU**  
STAY WELL THIS WINTER

Stop the spread of flu germs.  
Use a tissue and wash your  
hands thoroughly.

**Make sure your PPG is clear about the messages.  
Promote them when you are out and about in your local community.**

# Key messages at key times

There is a lot of global media interest surrounding the virus which can lead to misinformation.

The public should refer to the following websites for accurate, up to date information and call 111 if they have any health concerns.



<https://www.nhs.uk/conditions/coronavirus-covid-19/>

<https://www.gov.uk/guidance/coronavirus-covid-19-information-for-the-public>

# Materials

You can access a suite of materials on our Google Drive.

[Click here for materials](#)

## Coronavirus

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CORONAVIRUS  
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# Resources

There are a range of resources on the google drive that you can use including;

- [Social media](#) graphics
- [Posters](#)