

Video script to support Islington's local community leaders, faith leaders and other local stakeholders to share public health advice

This week's theme (w/c 11 January 2021)

REMINDING YOUR COMMUNITY LONDON (ISLINGTON) IS IN LOCKDOWN – STAY AT HOME TO PROTECT THE NHS AND SAVE LIVES



Hello and thank you for offering to help by recording a video. Islington residents really value hearing advice and information from other people in the community. You can also use the script in inform people in meetings, ceremonies and day to day conversations.

By recording and sharing a short video, you'll play a vital role in informing residents about the latest public health advice and by doing that, will help to keep them safe.

Tips to record a video:

- You can use a smart phone or laptop to film yourself either in selfie mode, by propping up your phone against something stable or by asking someone to film you
- Film somewhere quiet without too much background noise
- Try and keep it under two minutes – people are more likely to watch shorter videos to the end and if you want to share on Twitter, their limit is 2 minutes
- If you've got a lot to say, consider recording several shorter videos instead
- Read the script through a couple of times first to familiarise yourself with it
- Try to speak slowly and clearly
- Try to film the video in one take – it doesn't matter if there are pauses or if you stumble over your words. Just start that sentence again and keep going
- Please add in your own personal reflections or experience with coronavirus if you want to
- Please consider recording the video in a different language – particularly languages commonly spoken in Islington including Arabic, Bengali, Somali

Sharing the video:

There are a variety of different channels that you can use to share videos, some of which are listed below. When you share it, please also add some text to explain what the video is and if you're happy to, ask people to share it via their own networks too.

Where to share it?

- Local WhatsApp or other instant message groups that you're a member of – e.g. groups you might be part of with a local club, organisation, work colleagues or even family members
- Your personal Twitter profile or via the Twitter profile or a local community group or organisation you work for or you're a member of
- Posting on Facebook via your own profile or local groups you're a member of
- NextDoor

***Please also share the video with the Communications Team at Islington Council so that we can share it on our own channels. Please email it to communications@islington.gov.uk**

Example text to use when you share it:

- Coronavirus cases are rising across London so please watch this video to find out what we need to do to protect each other and keep our loved ones safe #KeepIslingtonSafe

VIDEO SCRIPT: REMINDING YOUR COMMUNITY LONDON (ISLINGTON) HAS MOVED INTO NATIONAL LOCKDOWN THIS WEEK (MONDAY 4 JANUARY) – STAY AT HOME TO PROTECT THE NHS AND SAVE LIVES

STARTS

- e.g. "Hi my name is [say your name] and I'm a [information about yourself – e.g. I'm a member of a local tenant resident association / I'm a doctor at the Royal Free / I volunteer with a local community group / I'm a mum and a teacher]"

Key Messages to include in your video:

- **Although it's great news that vaccines are on the way, it is going to take time to get everyone vaccinated. You will hear from your GP when it's your turn.**
- **We are currently in lockdown and cases are still rising rapidly in London.**
- **A state of emergency has been announced in our London hospitals, it's now more important to stay at home to protect the NHS and save lives**
- **We must not get complacent and let our guard down. Please stick to the guidelines which are....**

Only leave home to:

- Shop for basic necessities
- Go to work, or provide voluntary or charity services, if you cannot do so from home

- Exercise on your own, with your household or support bubble or one other person – this should be limited to once per day, and in your local area
- Meet your support bubble or childcare bubble, where necessary
- Seek medical assistance (including Covid tests) or avoid injury, illness or risk of harm, including domestic abuse
- Attend education or childcare, for those eligible

For full guidance see [gov.uk](https://www.gov.uk)

For updates about the vaccine, visit [the councils vaccine update](https://www.islington.gov.uk) page on www.islington.gov.uk

If you do need to go out for one of the permitted reasons:

- **Make space** – stay 2 metres apart from people who aren't in your household or bubble - this helps stop the virus spreading between people
- **Wash your hands** - regularly and for at least 20 seconds, especially when you get home– this washes virus off your hands and helps stop it spreading
- **Wear a face covering over your nose and mouth** to stop the virus spreading - in public places, including in shops or public transport
- Know the symptoms of Covid-19 - a **high temperature**, or a **new continuous cough**, or a **loss or change to your sense of smell or taste** and get tested if you have any of the three symptoms
- Testing is quick, easy and free – Islington has two testing sites for people with any of the symptoms, which the council made sure were opened to help our residents. Getting a test is free and simple – [nhs.uk/coronavirus](https://www.nhs.uk/coronavirus) or call 119
- If you need help with your shopping, collecting medicines, or you have money worries, call the [We are Islington](https://www.islington.gov.uk) helpline on 020 7527 8222, 7 days a week, 9am-5pm
- There is light ahead, as vaccines are rolled out – but for now we are again in a very dangerous time. We all need to do everything we can to stop the surging coronavirus cases, and keep everyone in our community safe
- We must all stay at home as much as possible to help stop the virus spreading, and to help protect our loved ones and the NHS.

Please share this message with your friends and family so that together, we can keep each other safe from coronavirus, save lives and protect our NHS.

ENDS