



Office of the Director  
of Public Health

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All Settings Leads  
Plymouth City Council

**Date:** 16th November 2020

**My Ref:** RH

**Your Ref:**

Dear Settings Lead

Latest signs are that lockdown is beginning to take effect and that, nationally, the increase in the rate of transmission is beginning to slow down. However, case numbers in Plymouth are still increasing and the seriousness of the disease, and its potentially devastating impact on the NHS, mean we cannot let down our guard.

Our priority now is to encourage compliance with lockdown measures over the next few weeks. This is no small task. 'Lockdown 2' is proving much harder for many people and there must be no let-up in our joint response. My team is working with stakeholders across the city to keep pushing our key messages to ensure transmission rates in Plymouth are suppressed. I have attached our latest stakeholder briefing which will be distributed across the city to schools, businesses, faith and community groups, hospitality venues and social care settings, amongst others. In this bulletin, we have focused on mental health – how to protect your own and what you can do to help those around you.

Our continuing, underlying communications work is focused on reinforcing the key behaviours and simple messages needed to prevent spread of the virus: social distancing, hand washing and wearing a face covering. We are also emphasising the importance of testing and self-isolating properly. While this activity has been ongoing throughout the last few months, we are helping the community understand the sense of urgency. By stressing the seriousness of COVID-19 and the potential effects restrictions may have we want to instil responsibility and understanding. We are also starting to look at how the situation will look when we exit lockdown – which tier we will be in and what additional considerations we will need to have in place to ensure a safe holiday season for people in Plymouth.

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Collaboration is more essential than ever now to communicate consistent, clear messages – and we would value your help in this regard. From retweeting to using our content, any way in which you can ‘amplify’ the messages would be much appreciated.

If you need support or have any questions, please let us know via the [COVID19@plymouthgov.uk](mailto:COVID19@plymouthgov.uk) email. I will continue to send regular updates setting out the position in Plymouth and the actions we are undertaking. We will also cover any issues of wider concern, too. Let us know what you need, and we will do our best to help.

Best wishes

A handwritten signature in blue ink that reads "RHarrell". The signature is written in a cursive style and is underlined.

Ruth Harrell  
Director of Public Health  
Plymouth City Council