

Dear Community Leader

Protect your community by supporting Trusted Voices campaign

Since the beginning of the coronavirus pandemic, the county council has been working with communities in Burton to help control the virus.

The areas of Anglesey, Shobnall, Horninglow and Eton Park particularly have seen higher than average case rates, so working with local organisations, faith leaders and health partners has been crucial in our efforts to combat this.

As part of this work, we have now launched our new 'Trusted Voices' campaign.

The campaign will use "real people" from the community to promote messaging around sticking to the guidance, getting tested regularly and getting vaccinated when eligible.

Using trusted people and platforms to promote the campaign is key to ensuring residents have access to accurate public health information that will protect them and their loved ones.

How can you help?

As a 'trusted voice' in your community, we would appreciate your support promoting our campaign.

In this pack you will find:

- Social media imagery and copy for your personal or organisation social media, and to share with your networks in Whatsapp chats or similar direct messaging apps
- Posters to display in communal areas that remain open e.g. community centres, essential shops

We'd really appreciate your help supporting this campaign and our efforts to control the virus in Burton. This is our best chance to see lockdown restrictions lifted and life returned to normal as soon as possible for local people and businesses.

Yours sincerely

Richard Harling
Director for Health and Care
Staffordshire County Council