

COVID-19 – Strategic and targeted communications

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<https://www.bogdanciocoiu.com/initiatives/covid-19-strategic-targeted-communications/>

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Summary

This document is about COVID-19, its implications within the UK, the value and the benefits generated by the **COVID-19 – Strategic and targeted communications project** to the Greater London community and the United Kingdom if extended nationally.

The scope of this project is to create awareness about COVID-19 virus in a consumable/pleasant format, using multilingual infographics and visual adverts, while targeting foreign nationals residing within the UK.

Sources

To deliver this project, I am utilising personal resources, with the exceptions of the public sources of statistics:

1. <https://www.worldometers.info/coronavirus/#countries> (extracted at COB 2 April 2020)
2. <https://data.london.gov.uk/dataset/nationality> (retrieved at COB 2 April 2020)
3. <https://www.romania-insider.com/romanians-living-london-statistics> (retrieved on 25 March 2020)

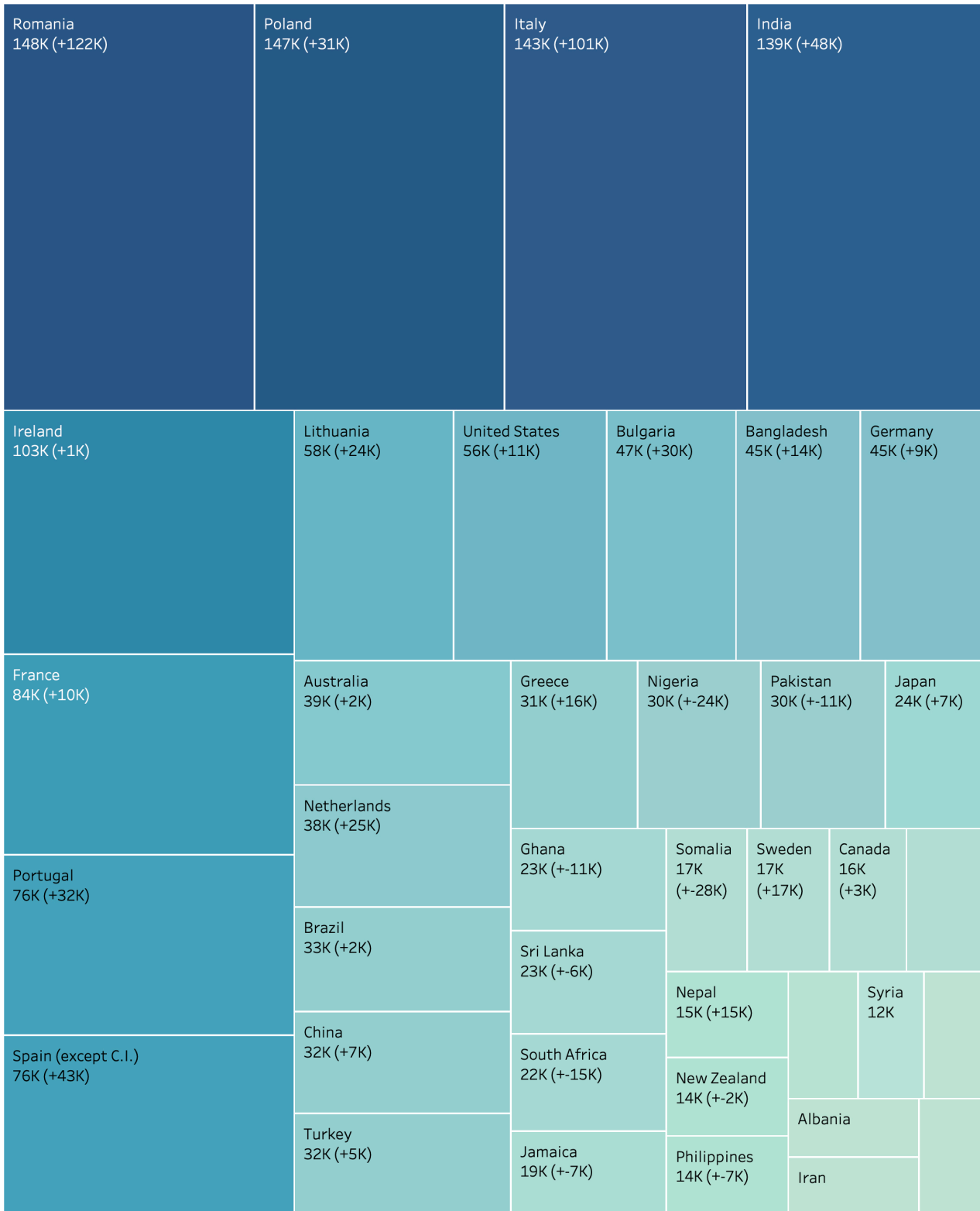
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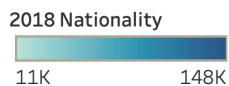
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Dashboard 1: European citizens residing in Greater London (2018 v 2008) – volume

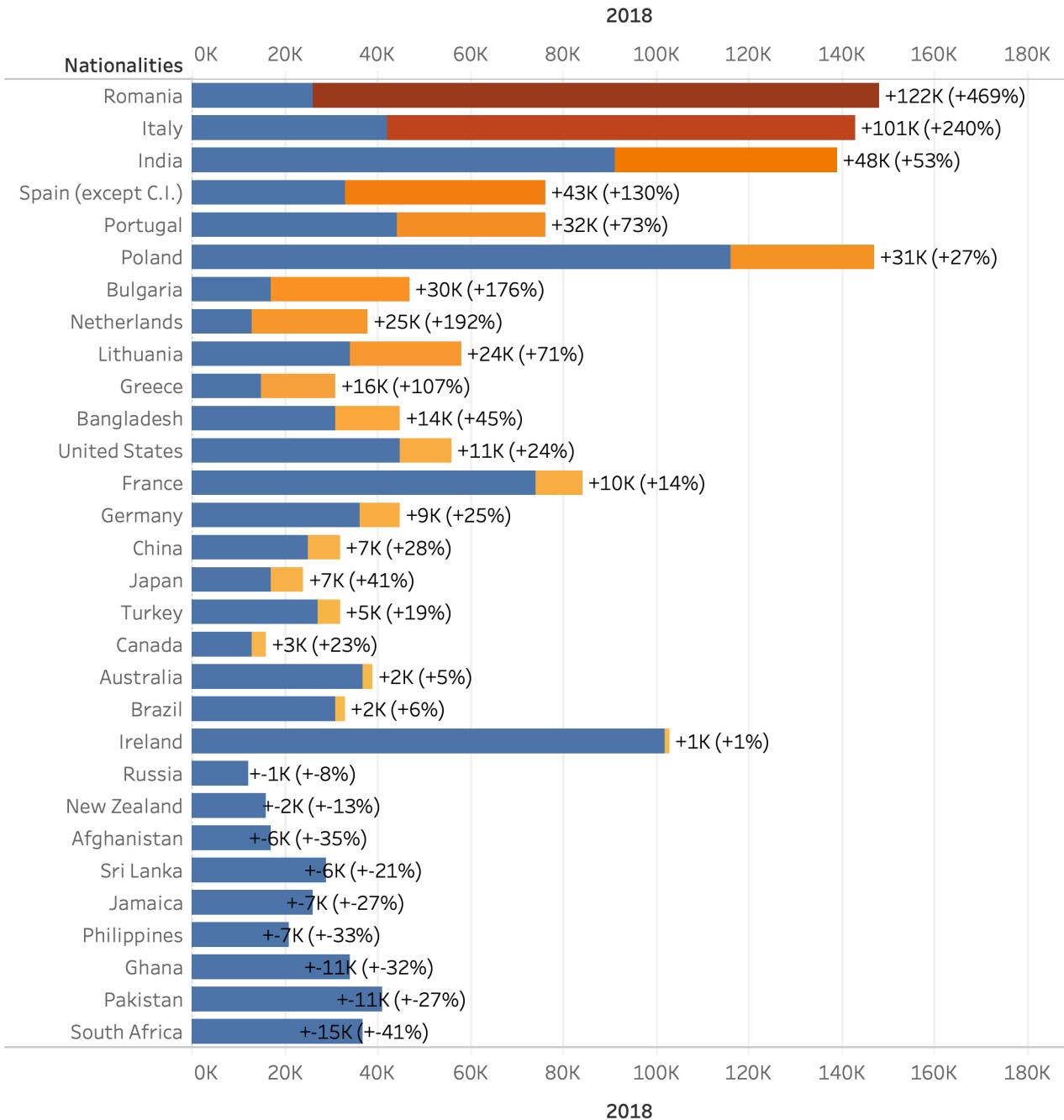


Nationalities, sum of 2018 Nationality, sum of Delta and 2008 Nationality. Color shows sum of 2018 Nationality. Size shows sum of 2018 Nationality. The marks are labeled by Nationalities, sum of 2018 Nationality, sum of Delta and 2008 Nationality. The view is filtered on Nationalities, which excludes All Other Countries and United Kingdom.

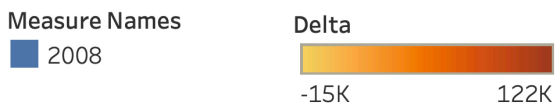


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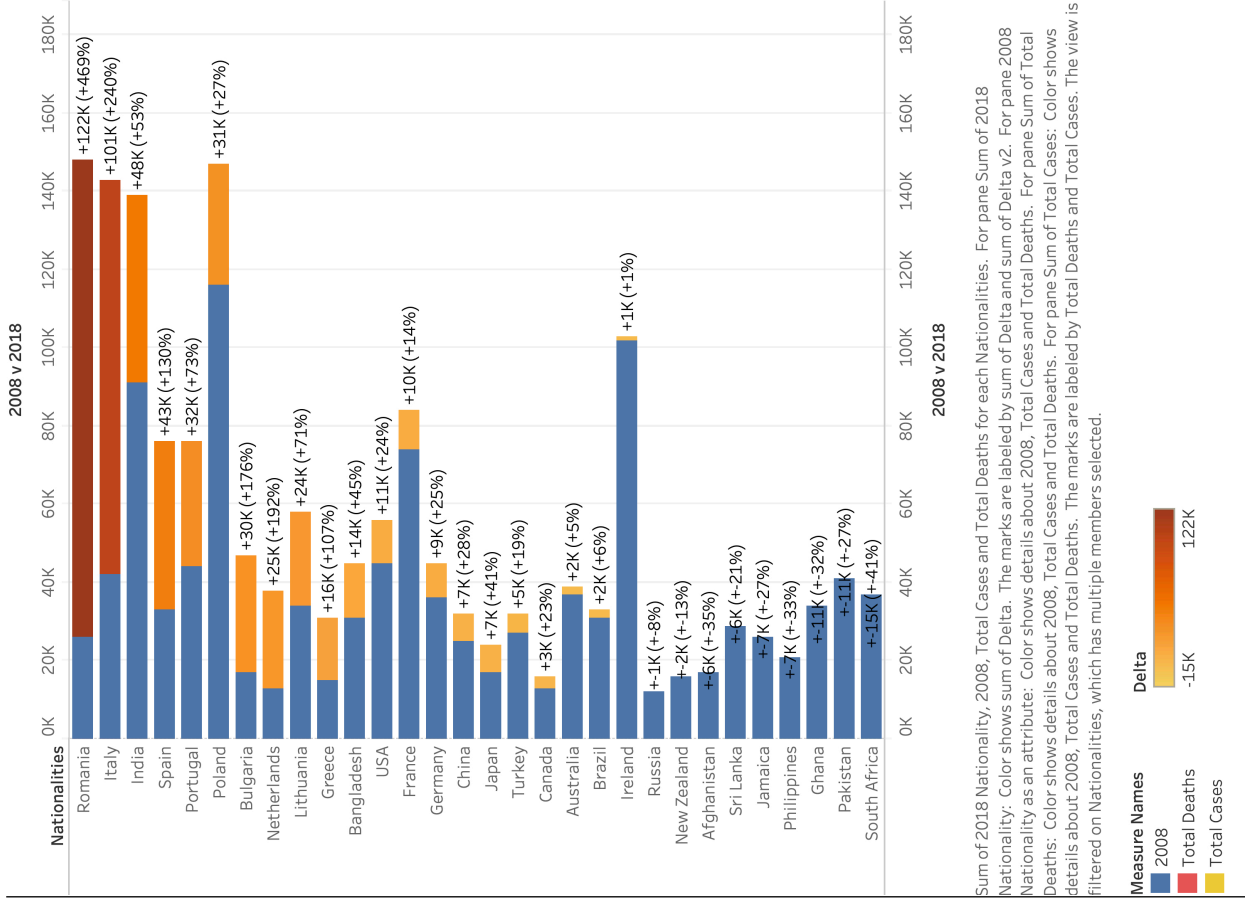
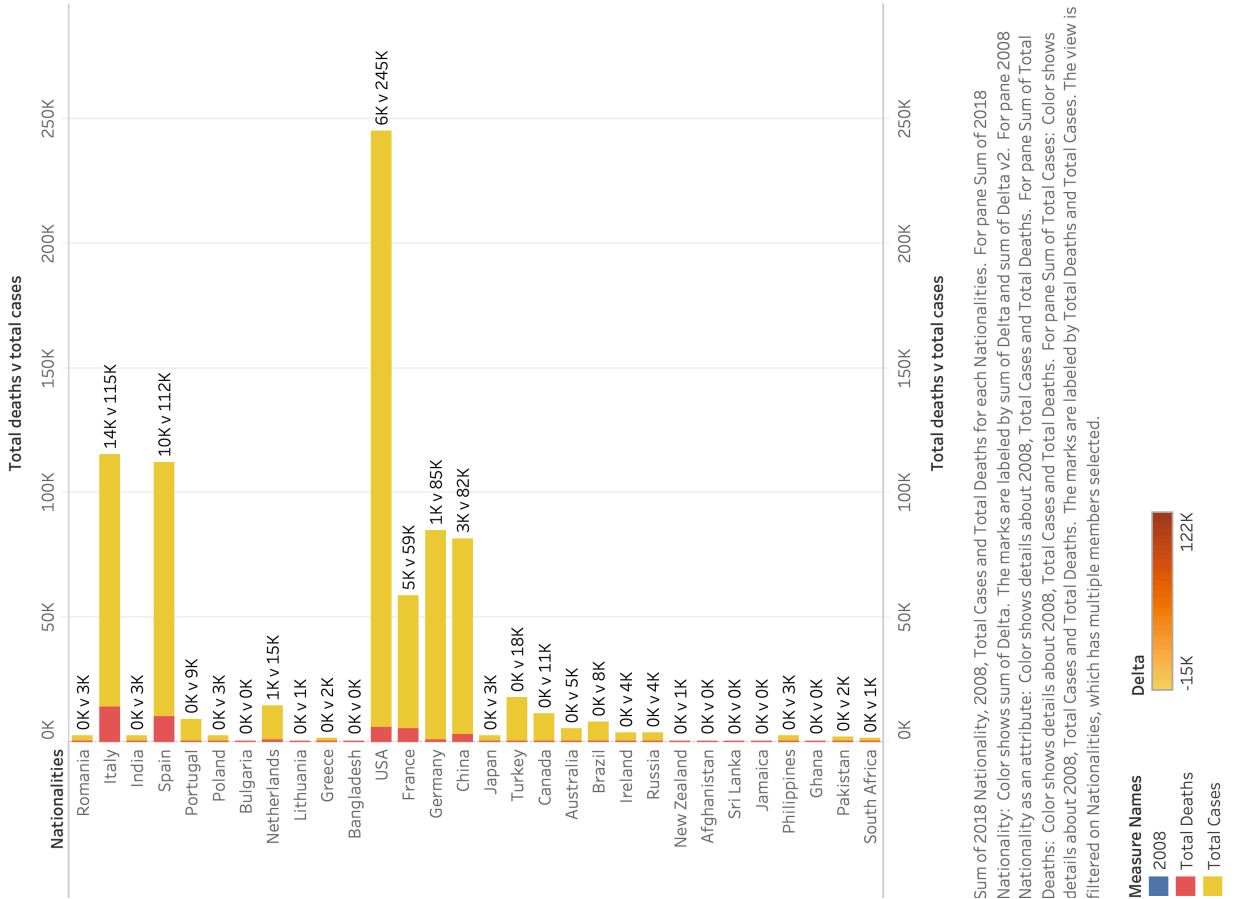
Dashboard 2: European citizens living in Greater London (2018 v 2008) – by the extent of change



Sum of 2018 Nationality and 2008 for each Nationalities. For pane Sum of 2018 Nationality: Color shows sum of Delta. The marks are labeled by sum of Delta and sum of Delta v2. For pane 2008 Nationality as an attribute: Color shows details about 2008. The view is filtered on Nationalities, which keeps 30 of 41 members.



Dashboard 3: Ten years migration to GLA trends v COVIT situation within respective home countries

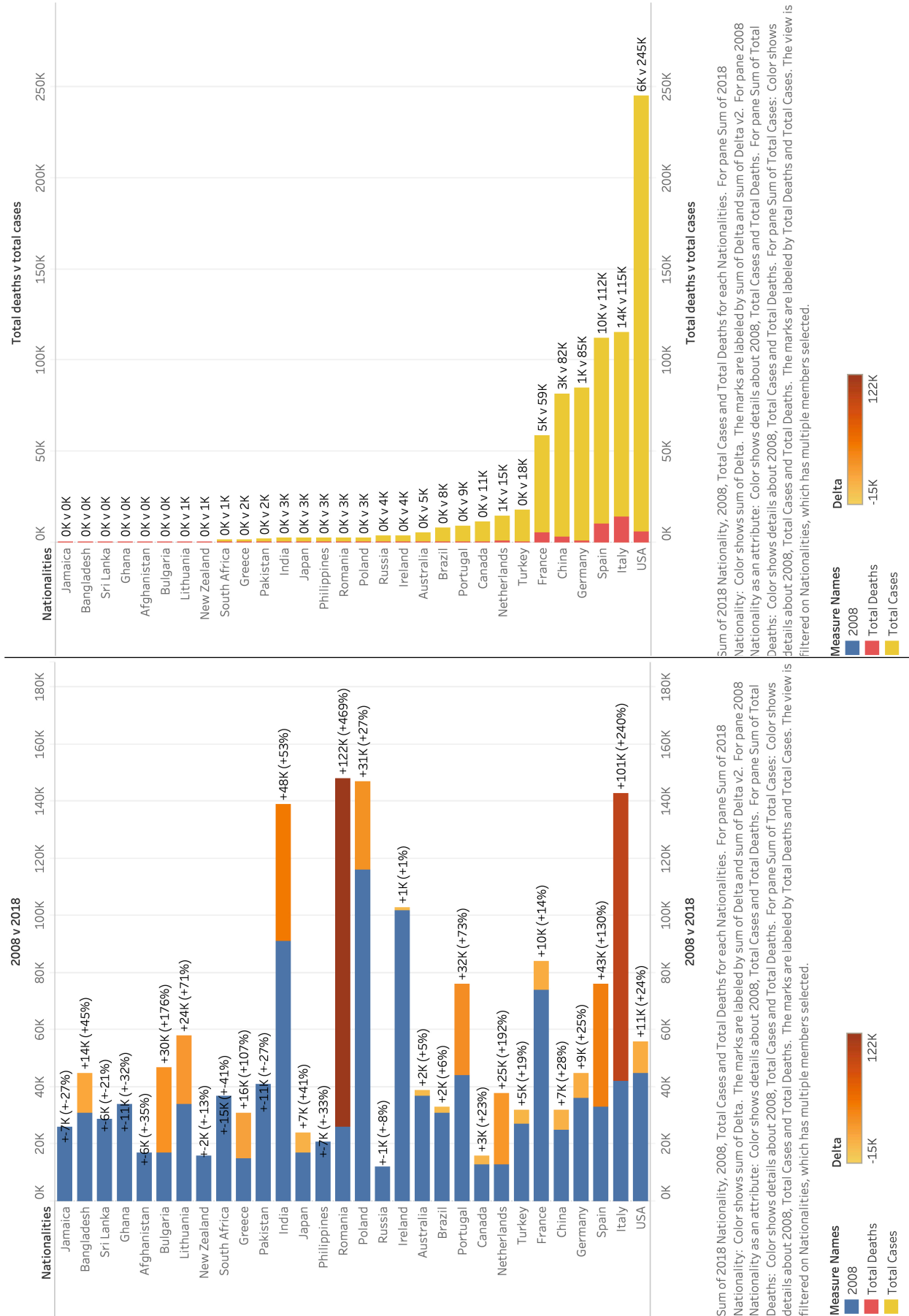


Sum of 2018 Nationality, 2008, Total Cases and Total Deaths for each Nationalities. For pane Sum of 2018 Nationality: Color shows sum of Delta. The marks are labeled by sum of Delta and sum of Delta v2. For pane 2008 Nationality as an attribute: Color shows details about 2008, Total Cases and Total Deaths. For pane Sum of Total Deaths: Color shows details about 2008, Total Cases and Total Deaths. For pane Sum of Total Cases: Color shows details about 2008, Total Cases and Total Deaths. The marks are labeled by Total Deaths and Total Cases. The view is filtered on Nationalities, which has multiple members selected.

Measure Names
 2008
 Total Deaths
 Total Cases

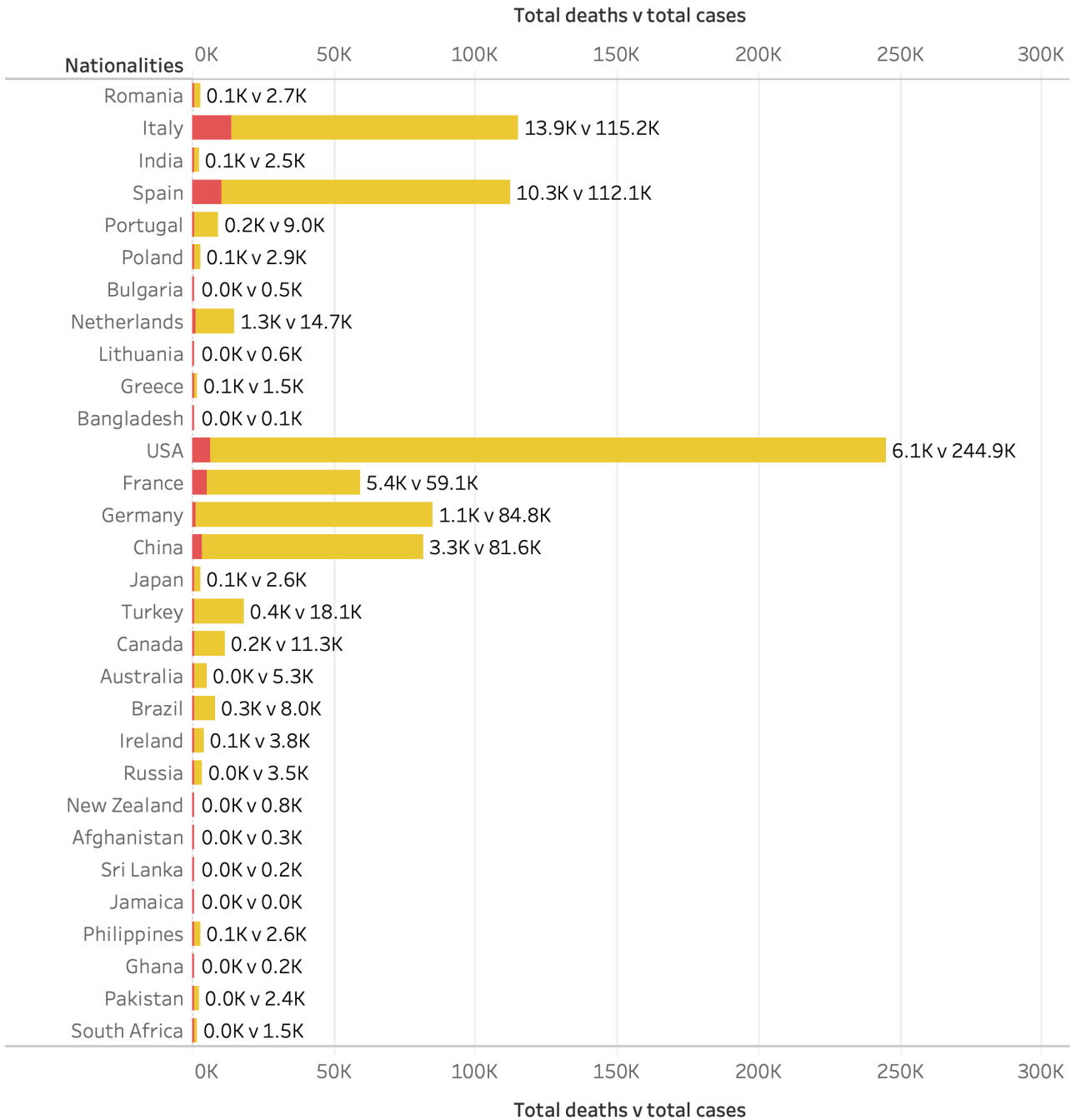
Delta
 -15K
 122K

Dashboard 4: Ten years migration to GLA trends v COVIT situation overseas (by total cases)



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Dashboard 5: GLA based EC nationals – COVID-19 impact on their home countries



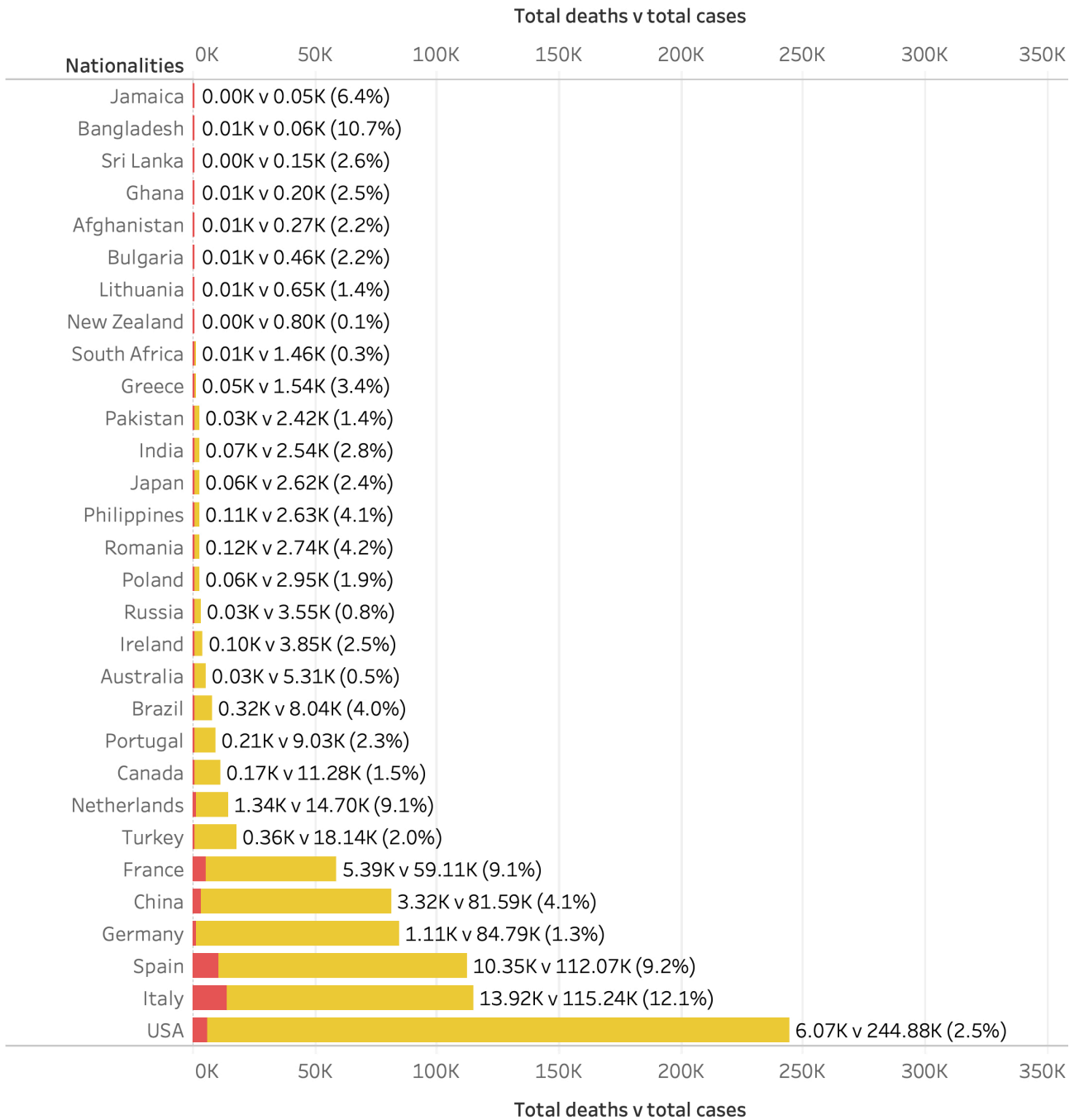
Total Cases and Total Deaths for each Nationalities. Color shows details about Total Cases and Total Deaths. For pane Sum of Total Cases: The marks are labeled by Total Deaths and Total Cases. The view is filtered on Nationalities, which has multiple members selected.

Measure Names

- Total Deaths
- Total Cases

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Dashboard 6: The overall v death rate, including radio, for home countries of non-UK GLA residents



Total Cases and Total Deaths for each Nationalities. Color shows details about Total Cases and Total Deaths. For pane Sum of Total Cases: The marks are labeled by Total Deaths, Total Cases and Death rate. The view is filtered on Nationalities, which has multiple members selected.

Measure Names

- Total Deaths
- Total Cases

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1. Factual aspects

We know it is not possible to suppress COVID-19. The HNS guidance, informed by WHO, aims to frustrate the spread of COVID-19, by imposing social distancing and other infection control measures. HM Government officials talk about inevitable future exposure of up to 60% from the UK population to COVID-19, having the elderly and the vulnerable (from the medical perspective) at the highest risk of fatality.

Greater London is both the most culturally diverse administrative division from within the UK, but also the single geographic area which recorded a third from the total number of COVID-19 cases within the UK (to the date of this paper).

2. The question to be asked

Is there a rational correlation between the high level of diversity and the high level of embedment of COVID-19, within Greater London?

To answer this question, I advanced several hypotheses which I tested with secondary research data.

3. Hypotheses

1. Misalignment between the current state and the perceived state, caused by social segregation

My observations backed by research are showing that foreign nationals working in the UK are not always fully integrating within the UK society and customs, including but not limited to following British mass media such as BBC News, ITV News, LBC and other stations.

Evidence shows that some foreign nationals, go as far as importing and setting up own satellite dishes or connecting through the Internet to their home country TV stations, rather than accommodating BBC News in their day-to-day lives.

This phenomenon **creates a void between the current state of the UK and the perceived state**, as far as the subjects in question are concerned. It is not to say that all foreign nationals lack integration. However, even if the majority of EC nationals might fully integrate, it is that low percentage of those disconnected from UK mainstream media who are likely to be unaware and therefore not take the NHS advice on social distancing and infection control. In doing so, they will expose themselves, get infected and spread the virus mainly while they are asymptomatic, so during the first 4-5 days when they will not feel affected.

2. Gradual propagation of COVID-19 means international newsfeeds may vary from one country to another

To add to the above, COVID-19 is yet to propagate in certain parts of Eastern Europe to the extent to which it has affected the UK; therefore, should any EE nationals actively follow only broadcast stations from their home countries, they will be misled and led to believe the levels of risk of exposure are less harmful than the levels advised by NHS.

3. Work-related aggravating factors

Public statistics also confirm that the majority of EC nationals residing within the UK are staffing industries which are unlikely to operate remotely, i.e. employee presence is necessary on-site. This model is applicable in construction, logistics, site engineering, health care, the infrastructure of telecoms and others.

4. Value-added and benefits

This project seeks to create visibility through infographics **translated in foreign languages** (aligned with the diversity patterns recorded within GLA) and circulated on Facebook groups, in a bid to have them shared and perpetuated within circles of foreign nationals residing within the UK.

5. Example of infographics I created before launching the project

1. <https://www.linkedin.com/feed/update/urn:li:activity:6645225702239031296/>
2. <https://www.linkedin.com/feed/update/urn:li:activity:6642484716819755009/>
3. <https://www.linkedin.com/feed/update/urn:li:activity:6641094090140205056/>

6. Infographics I created as part of the project

I listed all the deliverables on the following web page:
<https://www.bogdanciocoiu.com/initiatives/covid-19-strategic-targeted-communications/>

7. Scope of work

Through this campaign, I will create weekly infographics in multiple languages, including Romanian, in A4 coloured visual format, effectively interpreting the NHS advice.

I will circulate these infographics / digital leaflets on Facebook via forums known to be frequented by foreign nationals, including Eastern European citizens. I will sign this leaflet and encourage people to get in contact with me if they have feedback on the content, i.e. if they feel improvements or changes are necessary.

I will personalise these materials to ensure the audience knows they will be written by a member of their community, which I hope will determine the audience to take them more seriously.

I will continue to publish the project deliverables on the web page:
<https://www.bogdanciocoiu.com/initiatives/covid-19-strategic-targeted-communications/>

8. Making informative content viral is the key

This initiative can only be highly effective if the content I am producing becomes viral by being shared multiple times.

If you see an opportunity to collaborate on this project, please reach out to the email address below. I welcome any questions you may have, at any time.

Thank you for taking the time to read this project paper.

Yours faithfully,
Bogdan Ciocoiu