

Digital Self-Trace

December 2020

Public information campaign

The Digital Self-Trace public information campaign highlights the importance of using the Digital Self-Trace service to help stop COVID-19 spreading in a domino effect.

The campaign was informed by testing with the general public. Three creative concepts were presented for feedback and the domino effect was identified as the strongest approach, providing a visual representation of the consequences of inaction to the spread of the virus.

The campaign runs from 11 December 2020 to 29 January 2021. The campaign includes television advertising, radio and digital advertising.

Campaign aim

General awareness and to encourage use of the Digital Self-Trace service by those who test positive for coronavirus.

Campaign key messages

- If you test positive for COVID-19 and are aged 16+ years, use Digital Self-Trace to help us trace your contacts
- This service helps stop the virus spreading in a domino effect
- Digital Self-Trace works alongside the StopCOVID NI app to support the manual contact tracing teams by identifying close contacts of positive cases as quickly as possible
- If you test positive you will receive a text from 'HSCtracing' containing a unique DST code to input into the Digital Self-Trace website: trace.covid-19.hscni.net
- The DST code will allow you to access the service
- You will be asked for details about yourself and your symptoms, and information about the people you have been in contact with and the places you have been
- The PHA will get in touch with your contacts and advise them on what to do
- The service is quick and confidential – your identity will never be shared with the contacts whose details you provide





Mass media advertising details:

Television: UTV, Channel 4, IT V Breakfast, Sky Adsmart, ITV Hub and All 4

Radio: Cool FM, DTR, DTR Country, Q Radio, U105, DAX

Digital: Programmatic VOD (video on demand), display, Spotify, Google search, social media channels: Facebook, Instagram and Twitter

Digital advertising will link directly to the [Digital Self-Trace easy explainer](#), and TV and radio will signpost to nidirect.gov.uk/coronavirus

The advertising campaign will be supported by PR, organic social media activity, and PVC banners and posters promoting the Digital Self-Trace service at test sites, where the easy explainer is also being distributed.

Help us promote the Digital Self-Trace service and encourage its use by using the social media assets and campaign materials, which will be available to download and share from the [PHA's testing and tracing resources page](#).

Please follow us on social media:

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Facebook @publichealthagency

Instagram: @publichealthni