

Frank.

LRF – COVID Phase 2 Brief



London



Manchester



Australia

The Challenge.

As little as 20% of those who have been told to self-isolate are actually staying at home and following the rules.

The Objective.



Use peer-to-peer comms to encourage 17-24 year olds to stay at home and self isolate when they have been told to do so.

Shaping our thinking.

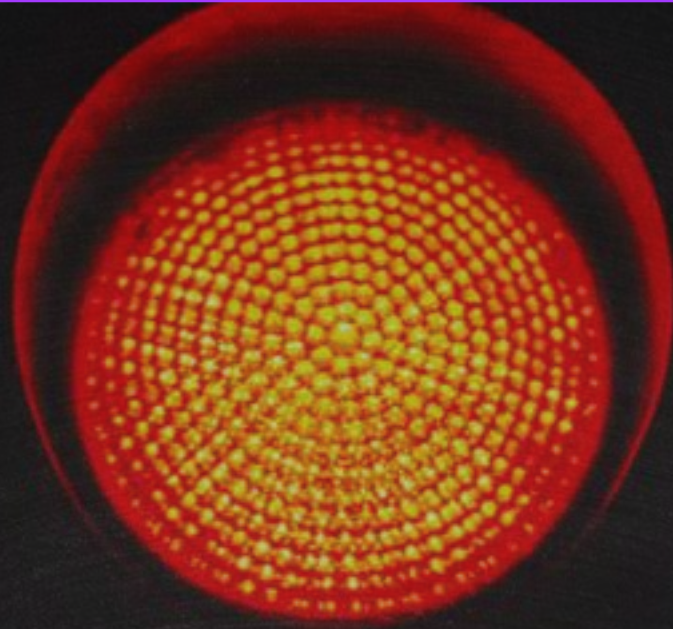


A black and white photograph of a hand reaching out and touching a window covered in rain droplets. In the background, a building with several windows is visible. The image has a somber and contemplative mood.

First of all, let's be honest...

Self Isolation doesn't sound very fun.

It's all about being told what we can't do.



**And that can feel like our lives are
being put on hold...**



But just a shift in the mindset can change that.



Because 14 days don't have to
be a drag.



bre · Octubre

40	28	29	30	1	2	3	4
41	5	6	7	8	9	10	11
42	12	13	14	15	16	17	18
43	19	20	21	22	23	24	25
44	26	27	28	29	30		

In fact, they can be quite exciting...



The Twelve days of Christmas



Like this...



Introducing...

#HomelyHertsClub.

A 14-day calendar of self-improvement activities that gamifies self-isolation and allows those having to stay at home to learn new skills, have new experiences, and – most importantly – keep up that social media game!

What It Is.

The #HomelyHertsClub is an 'advent calendar' outlining 14 days of activities to do from home and help count down the days of self-isolation in a fun, accessible and shareable way. Each activity will tie back to Hertfordshire and can easily be done from home.

How it Works.

Wellness programs can help businesses reduce their health care costs and improve productivity by creating a healthier, happier workforce. And all good wellness programs begin with a solid plan. Follow the steps below to create a plan for your organizational wellness program.

Create visual (like infographic) of #HomelyHertsClub calendar. Post Calendar (infographic) to Hertfordshire County Council Social Page + boost to target audiences (paid).

Create 'badge of completion' for participants to share on social once they've finished the #HomelyHertsClub challenge.

Partners to share/post to their social pages. HCC & partners to (ideally) then post one post per day for 14 days, heroing the 'activity' for that day.

Partners to post badge of completion at end of 14 days.

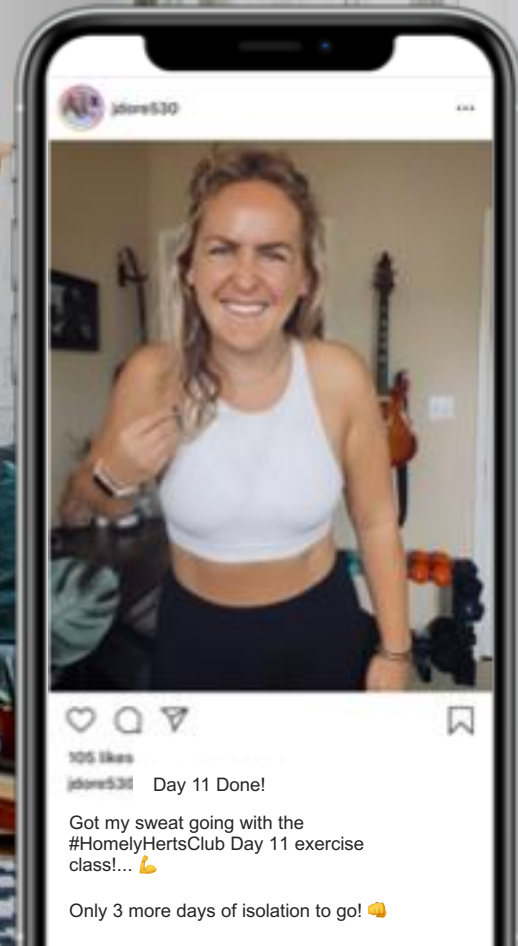
Influencers to share the #HomelyHertsClub infographic to their Instagram stories to encourage self-isolators to participate*.

*Please note we cannot ask influencers to participate in the challenge (& post about them doing the activities) if they are not self-isolating. They will be sharing posts to stories, encouraging locals to participate if they're self-isolating.

Example partners.

- ✓ Local to Hertfordshire
- ✓ Have a presence on social media and ideally, a strong social following for a micro or community-level profile (approx. 3k+). This is to ensure that when they post their activity to their socials, they're expanding the reach within the target demographic & simultaneously extending the activity support for local small business
- ✓ Have a food, entertainment, activity offering existing in lockdown or able to post one virtually that can be accessed from home. Examples include:
 - ✓ 'how to grow an avocado' (a local gardening centre or nursery)
 - ✓ "how to create a TikTok video" (Hertfordshire-based TikTok influencer)
 - ✓ 'how to make a famous Hertfordshire dish' (local restaurant or bakery to post cooking video online or offer home delivery recipe kits)
 - ✓ 'the best exercises for your body after 12 days inside in isolation' (local personal trainer or gym), etc.

Example community involvement...



Suggested Activities.

1. *Cook Toad in the Hole with Braughning Sausages*
2. *Watch movies filmed in Hertfordshire*
3. *Discover local art with the Herts Visual Arts Online Virtual Gallery*
4. *Send a hug by post with Hertfordshire Independent Living*
5. *Spend time in the garden with the #WildAtHome project from Herts & Middlesex Wildlife Trust*
6. *Indulge in academia with the Uni of Herts Art vs Science Debate*
7. *Bake St Albans Pope Ladies*
8. *Travel back in time with the North Hertfordshire Museum online activities*
9. *Watch Q&As with Watford Football Club*
10. *Get your sweat on with the Harvesters FC Football Workouts*
11. *Workout from home with Sport in Herts*
12. *Prove Herts is the home of HXBs & bake up some Albans buns*
13. *Take an online course at Uni of Herts*
14. *Do a nature-inspired baking session with Herts & Middlesex Wildlife Trust*

Influencers?

We'll approach influencers that were interested in working with the Hertfordshire Council but couldn't participate in the #Nantervention, as well as those that we worked with for the #Nantervention. Such as:



Timings.

w/c 26 Oct	w/c 2 Nov	w/c 9 Nov	w/c 16 Nov
Idea presented	Asset Design	#Homely HertsClub Calendar Published	
Idea workshopped	Influencer outreach		
Idea signed off	Partner outreach	#HomelyHertsClub Posts across partner & influencer channels	