



**From:** [REDACTED]  
**Sent:** 21 November 2020 17:05  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Covid-19 stats claims: RRU flag and recommendation

Thanks [REDACTED]

Sure,

So I think the highlighted parts are the most important:

“National restrictions have been introduced to save lives. This is a global pandemic, and we have taken action to keep people safe. The UK is not acting in isolation - the toll that Covid-19 has taken on this country and across the world is clear. Many have lost loved ones, and others have been left seriously ill.

“We are heading into the winter months where we will see the usual pressures on the NHS now combined with a new virus. It is vital people follow the rules and continue to play their part and stay at home so we can bring the transmission rates back down and get back to normality as soon as possible.



**From:** [REDACTED]  
**Sent:** 21 November 2020 17:02  
**To:** [REDACTED]  
**Subject:** RE: Covid-19 stats claims: RRU flag and recommendation

The quote would need to be shrunk down to fit, what should the main focus be?



Department  
of Health &  
Social Care

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

From: [Redacted]  
Sent: 21 November 2020 16:45  
To: [Redacted]  
[Redacted]  
Subject: FW: Covid-19 stats claims: RRU flag and recommendation

Hi [Redacted]

As discussed, see the chain below and our cleared lines on this.

Are we able to draft up a tweet that we can reply to on the Mail's story?

Cheers,



Department  
of Health &  
Social Care

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
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From: [Redacted]  
Sent: 21 November 2020 16:03  
To: [Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
Subject: RE: Covid-19 stats claims: RRU flag and recommendation

Hi [Redacted]

Sounds good – will speak to our on call team and come back to you if any Qs etc.

Cheers,



Department  
of Health &  
Social Care

[REDACTED]  
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**From:** [REDACTED]

**Sent:** 21 November 2020 16:00

**To:** [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Subject:** Re: Covid-19 stats claims: RRU flag and recommendation

Hi [REDACTED]

Thank you for sharing the cleared lines.

Yes, given the online interest, I think it's worth rebutting on Twitter. I'd suggest responding to [Daily Mail's post](#) rather than to lockdown sceptics - happy to discuss in more detail over the phone.

Best,

[REDACTED]

On Sat, 21 Nov 2020 at 15:28, [REDACTED] wrote:

Hi [REDACTED]

Please see our cleared lines below which we will send to the Mail now.

Do you think this is also worth a rebuttal tweet?

Cheers

**A Government spokesperson said:**

“National restrictions have been introduced to save lives. This is a global pandemic, and we have taken action to keep people safe. The UK is not acting in isolation - the toll that Covid-19 has taken on this country and across the world is clear. Many have lost loved ones, and others have been left seriously ill.

“We are heading into the winter months where we will see the usual pressures on the NHS now combined with a new virus. It is vital people follow the rules and continue to play their part and stay at home so we can bring the transmission rates back down and get back to normality as soon as possible.

**Background:**

- The full slides from the latest coronavirus press conference can be found here: <https://www.gov.uk/government/publications/slide-to-accompany-coronavirus-press-conference-20-november-2020>
- Those from the 31 October conference can be found here: <https://www.gov.uk/government/publications/slides-to-accompany-coronavirus-press-conference-31-october-2020>



Department  
of Health &  
Social Care

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** 21 November 2020 14:34  
**To:** [REDACTED]

**Subject:** RE: Covid-19 stats claims: RRU flag and recommendation

Thanks [REDACTED] A line is with our spads for clearance so hopefully should be ready as soon as possible



Department  
of Health &  
Social Care

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[REDACTED]

**From:** [REDACTED]  
**Sent:** 21 November 2020 14:32  
**To:** [REDACTED]

**Subject:** Re: Covid-19 stats claims: RRU flag and recommendation

Hi [REDACTED]

Just wondered if you had an update on lines for this?

To note, the [Daily Mail](#) article has grown a fair bit since this morning (19k interactions), and a tweet from lockdown sceptic [Yardley Yeadon](#) has received 1.7k retweets and 3.3k likes in an hour (fast growth).

Many thanks,

[REDACTED]

On Sat, 21 Nov 2020 at 10:40, [REDACTED] wrote:

Thanks [REDACTED] – sure we should have some lines as had similar stories crop up earlier this month.

Will let you know what we clear



Department  
of Health &  
Social Care

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]

**Sent:** 21 November 2020 10:19

**To:** [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Subject:** Covid-19 stats claims: RRU flag and recommendation

Good morning [REDACTED]

Flagging growing engagement with a [Daily Mail](#) article claiming that Covid-19 statistics around fatalities and hospitalisation have been twisted to create fear among the public (6.6k interactions).

Although not very high engagement, the article has now been picked up by several high profile lockdown sceptics such as [Simon Dolan](#) and [Adam Books](#).

Given these damaging claims could affect compliance, **we recommend that the press office contact the Daily Mail to make them aware of the public health impact**, and if possible, include a government line in the article.

Many thanks,

[REDACTED]

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[REDACTED]  
[REDACTED]  
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[REDACTED]  
[REDACTED]  
[REDACTED]



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