Sent: 21 November 2020 17:47

To:

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

Thanks

It looks good – will run past spads and copy you in

Department of Health &

From:
Sent: 21 November 2020 17:34
To:

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

Hi

Should we refer to the article such as 'this article is inaccurate' or 'this article is misleading'.

This article is inaccurate. This is a global pandemic National restrictions have been introduced to keep people safe.

It is vital people follow the rules and continue to stay at home so we can bring the transmission rates back down and get back to normality as soon as possible.

What do you think?

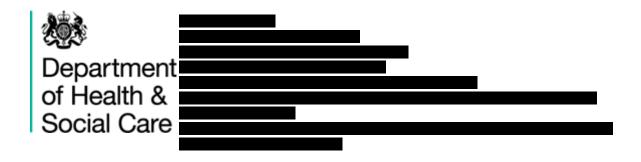


From:
Sent: 21 November 2020 17:05
To:
Cc:
Subject: RE: Covid-19 stats claims: RRU flag and recommendation
Thanks
Sure,

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:	
Sent: 21 November 2020 17:02	
To:	

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?



From:

Sent: 21 November 2020 16:45

To:

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

Hi

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,



From:

Sent: 21 November 2020 16:03

10:

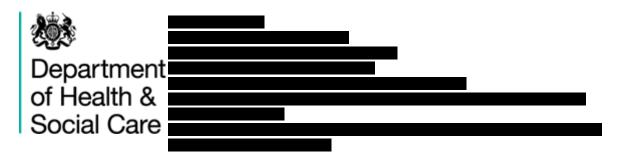
Subject: RE: Covid-19 stats claims: RRU flag and recommendation

Hi

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

Cheers,

Cheers



From:		
Sent: 21 November 2020 16:00 To:		
Subject: Re: Covid-19 stats claims: RRU flag and recommendation		
Hi Market		
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 <u>Daily Mail's post</u> rather than to lockdown sceptics - happy to discuss in more detail over the phone.		
Best,		
On Sat, 21 Nov 2020 at 15:28, wrote:		
Hi The Control of the Control of th		
Please see our cleared lines below which we will send to the Mail now.		
Do you think this is also worth a rebuttal tweet?		

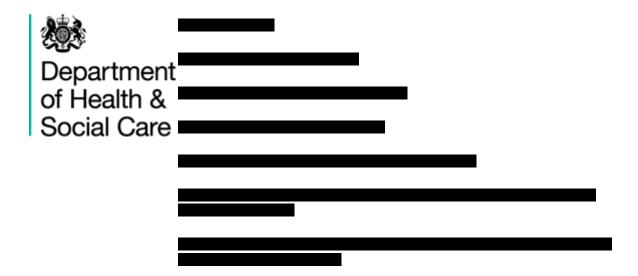
A Government spokesperson said:

"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



From: Sent: 21 November 2020 14:34 To:	
Subject: RE: Covid-19 stats claims: RRU flag and recommendation	
Thanks A line is with our spads for clearance so hopefully should be ready as soon	as possible
Department of Health & Social Care	
From: Sent: 21 November 2020 14:32	
То:	

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

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

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

Many thanks,



On Sat, 21 Nov 2020 at 10:40, wrote:

Thanks — sure we should have some lines as had similar stories crop up earlier this month.

Will let you know what we clear



Sent: 21 November 2020 10:19 To: Subject: Covid-19 stats claims: RRU flag and recommendation
Good morning
Flagging growing engagement with a <u>Daily Mail</u> 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,

This e-mail and any attachments is intended only for the attention of the addressee(s). Its unauthorised use, disclosure, storage or copying is not permitted. If you are not the intended recipient, please destroy all copies and inform the sender by return e-mail. Any views expressed in this message are not necessarily those of the Department of Health and Social Care. Please note: Incoming and outgoing email messages are routinely monitored for compliance with our policy on the use of electronic communications.