



ATISN 14914

Jonathan Edwards
request-729219-7edb4d52@whatdotheyknow.com

February 2021

Dear Mr Edwards

ATISN 14914: Cost of Covid19 public awareness

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 18 February. You requested information related to Welsh Government awareness campaigns, specifically:

- *To provide a breakdown of the cost of COVID-19 public awareness campaigns*

Our Response

We have interpreted your request to provide only information which relates to the COVID-19 health campaigns that Welsh Government have been running, rather than any wider campaigns such as Keep Wales Safe campaigns for Education or Transport.

Approx. £3,013,091.84 has been spent on COVID19 public information campaigns against Health and Social Services budgets.

Spend is from Mid-March 2020 and includes public information campaigns covering 'Test Trace, Protect' as well as communications around the changes in regulations for 'Stay Home', 'Stay Local', local lockdowns, the firebreak period in the autumn as well as specific messages on household mixing before Christmas. This also includes work to amplify the UK Government campaign on the Covid vaccination to specific audiences in Wales.

The costs cover:

- TV, Radio, Print, and out of home media buying up to 25 March 2021.
- Advertising production to date
- PR and partnerships work up to end of January 2021
- Digital and Social media buying to date
- Delivery and production of a leaflet to all households in Wales

Next Steps

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the data processor for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response.

We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer
Welsh Government
Cathays Park
CARDIFF
CF10 3NQ
Email: DataProtectionOfficer@gov.wales

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
CARDIFF,
CF10 3NQ
Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
CHESHIRE,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.



Jeanette Warren
Government Business Manager

Government and Corporate Business Team