

# **Community video toolkit**

## **Sharing essential information to continue keeping our communities safe**

# Introduction

The past months have been a challenging time for our communities in Camden. While restrictions are now easing, it remains important that we continue to follow public health advice carefully and keep ourselves and each other as safe as we can.

This toolkit has been developed by Camden Council and with Public Health guidance. It includes the latest general government guidance as well as some more specific guidance on topics that may be causing concern in your community. We have also included a number of links to the most up-to-date government information which may help you if you are looking for more detail on a specific issue.

This information may help your organisation answer questions from residents. It can also be used to help you create content, for example short videos to be shared across social media, including any community WhatsApp groups you are part of, or aware of. This will help us reach more people, including those who may have been misinformed, have fears about coronavirus, or be confused around the revised advice.

If recording a video, please try and keep it under two minutes. This makes it more likely for people to watch to the end, and also means you can share it on your organisation's or your own Twitter feed (Twitter only allows you to share videos that are 2 minutes 20 seconds or shorter). It will be more effective to film and share several shorter videos than one longer one.

Thank you for your help. Working together, we can make sure everyone in Camden is aware of the situation we are in, and we can keep Camden safe.

**In the following pages you will find:**

- **Key messages to share in your video, as well as information about specific topics**
- **Links to useful websites and resources**
- **Filming advice to help you film yourself, or to help someone in your household film you**
- **Advice to help you share your video on WhatsApp and social media**

In the Government's guidance and in this toolkit, there are some references to support bubbles and face coverings. Here is some information to help you understand what these are and who they are for.

### **What is a 'support bubble'?**

If you live by yourself or are a single parent, you can join with one other household and meet inside or outside, including staying overnight. You can do this without needing to keep a social distance. This is called a support bubble and is designed to support people who may be feeling lonely. Your support bubble counts as one household.

### **Face coverings**

Some people don't have to wear a face covering for health, age or equality reasons. An overview of who is not required to wear a face covering can be found at <https://www.gov.uk/guidance/coronavirus-covid-19-safer-travel-guidance-for-passengers#exemptions-face-coverings>

There is a simple guide to making your own face covering available here: <https://www.gov.uk/government/publications/how-to-wear-and-make-a-cloth-face-covering/how-to-wear-and-make-a-cloth-face-covering>

# Key messages

## Keeping safe and recent easing of restrictions

- Let's keep Camden safe.
- If you're heading out into our community, please stay safe and follow the guidance in place:
  - Keep 2 metres apart from anyone not in your household or support bubble wherever possible
  - If you cannot stay 2 metres apart, you can be at a 1 metre distance for a short time (and ideally wearing a face covering)
  - Plan ahead and check whether businesses are busy before you go
  - Avoid public transport wherever possible
  - Remember to take your face covering with you when you're out and about in Camden – you must wear one in all shops and shopping centres including takeaway food outlets, supermarkets, banks and building societies and post offices
  - You must also continue to wear a face covering on public transport and in hospitals. Please also wear one in any other enclosed public spaces where safe social distancing may be difficult
  - Use cashless payments when possible
  - Wash your hands regularly and carry hand sanitiser
- You can now also meet members of one other household indoors, and also stay overnight away from your home at another household – but you must continue to social distance from them, both indoors and outdoors.
- It does not always have to be the same household, but you should not meet with more than one other household inside at any time.

# Public health information and guidance

## Symptoms

- The main symptoms of coronavirus are a high temperature; a new continuous cough; and a loss or change to your sense of smell or taste.
- Further information on coronavirus symptoms can be found on the NHS website: <https://www.nhs.uk/conditions/coronavirus-covid-19/symptoms/>

## NHS Test and Trace

- NHS Test and Trace prevents further spread of coronavirus by allowing people with symptoms to get tested; and for those who test positive, tracing their recent close contacts so they can also self-isolate.
- If you develop coronavirus symptoms, self-isolate for 10 days and organise a test. You can do this by going to [nhs.uk/ask-for-a-coronavirus-test](https://nhs.uk/ask-for-a-coronavirus-test) or by calling **119**.
- You may be able to stop self-isolating earlier than 14 days if everyone in your household with symptoms gets a negative test result.
- If you have had close recent contact with someone who has coronavirus, you must self-isolate if the NHS Test and Trace service advises you to do so.
- However, if you are worried about being able to self-isolate for whatever reason, help and support is available from the Council. Please call them on **020 7974 4444 (option 9)**.
- If you're worried about your health or coronavirus symptoms call **NHS 111** or visit [nhs.uk/coronavirus](https://nhs.uk/coronavirus) for advice on symptoms, testing and self-isolation.

- If you own a business where customers spend a longer time in one place, please keep a record of all staff, customers and visitors – including their contact details.
- This is because if there's a confirmed case of coronavirus with someone who's been on-site, the NHS Test and Trace service will want to identify the people they've been in close contact with to prevent further spread of infection.
- Public Health England has produced a [Customer Logging Toolkit](https://coronavirusresources.phe.gov.uk/Enjoy-Summer-Safely/resources/customer-logging-businesses) to provide further information and guidance on keeping records of staff and visitors attending premises. The toolkit is available here:  
<https://coronavirusresources.phe.gov.uk/Enjoy-Summer-Safely/resources/customer-logging-businesses>

### **Public health guidance in detail**

- More businesses and community buildings are now able to open – with social distancing in place.
- This includes restaurants, pubs, cinemas, hotels, community centres and places of worship.
- You can now also meet members of one other household indoors, and also stay overnight away from your home at another household – but you must continue to social distance from them, both indoors and outdoors.
- It does not always have to be the same household, but you should not meet with more than one other household inside at any time.
- It remains the case that you must continue social distancing from anyone who isn't in your household or support bubble whenever you go out. This should be a 2 metre distance wherever possible.
- Where a 2 metre distance cannot be maintained, take other actions to look after yourself and others.

- Steps people can take to help reduce the transmission of coronavirus include:
  - planning ahead and checking if the place you want to visit is busy
  - avoiding public transport wherever possible – try and bike or walk instead
  - remembering your face covering when you're out and about – you must wear one in all shops and shopping centres including takeaway food outlets, supermarkets, banks and building societies and post offices
  - You must also continue to wear a face covering on public transport and in hospitals. Please also wear one in any other enclosed public spaces where safe social distancing may be difficult
  - using cashless payment in shops
  - washing your hands or using hand sanitiser regularly. Remember to wash your hands for at least 20 seconds.

### **Shielding restrictions**

- People who have been shielding can now socialise outside with friends and family in groups of six or fewer people.
- Extra care should be taken to minimise contact with others by maintaining social distancing.
- Those who are shielding no longer need to observe social distancing with other members of their household.
- Those who are shielding are able to create a 'support bubble' with one other household, as long as one of the households in the bubble is a single adult household.
- From 1 August, shielding guidance will be relaxed which will mean that people who are clinically extremely vulnerable will be advised that they can go to work (where they cannot work from home ) or to the shops, as long as they are able to maintain social distancing as much as possible and their workplace is COVID-19 secure.



# Support for employees and business owners

## For employees

- If you have returned to your workplace, please try and avoid public transport to get there – see if it is possible for you to cycle or walk there instead.
- If you do have to take public transport, you must wear a face covering, maintain social distancing, avoid rush hour and allow extra time for journeys.
- Your employer should now be taking clear, practical steps to help protect you and create safe places to work. Guidance is available for workplaces to ensure that they are COVID-19 secure: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>
- If you are concerned about going into work or your organisation's social distancing measures, please make sure you speak to your manager or employer about your working arrangements.
- If you have this conversation with your employer and you're still concerned about your safety, support is available to you – check the Health and Safety Executive website for more information, or contact your HR department, local Citizens Advice, or union.
- Further advice for people at higher risk from coronavirus is available on the NHS website: <https://www.nhs.uk/conditions/coronavirus-covid-19/people-at-higher-risk/>. This includes older people, people with health conditions and pregnant women.

## For business owners

- If your business is reopening, it is really important your premises are safe and COVID secure: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>
- Please keep your staff and customers safe. Wherever possible, please encourage them to keep a safe 2m distance from others and remember that it is now compulsory for people to wear face coverings in all shops and shopping centres including takeaway food outlets, supermarkets, banks and building societies and post offices
- Where they can't keep 2m apart, occasional time can be spent at 1m apart – as long as other precautions are taken to keep people safe. The mitigations will depend on the workplace or setting and COVID-19 secure guidance, but may include:
  - Use of screens and barriers
  - One-way systems for customers to navigate through the premises
  - Stagger opening and closing times
  - Provide hand-sanitising and washing facilities
  - Minimise queuing and manage unavoidable queues
  - Take payment by card or contactless payment – try to avoid cash payments.
- If you own a business where people spend a longer time in one place, please keep a record of all staff, customers and visitors – including their contact details. This is because if there's a confirmed case of coronavirus with someone who's been on-site, the NHS Test and Trace service will want to identify the people they've been in close contact with to prevent further spread of infection. More information is available on our website: <https://www.camden.gov.uk/nhs-test-and-trace#ylst>
- Public Health England has produced a [Customer Logging Toolkit](#) to provide further information and guidance on keeping records of staff and visitors attending premises: <https://coronavirusresources.phe.gov.uk/Enjoy-Summer-Safely/resources/customer-logging-businesses>

# Community services and places

## Keeping safe in places of worship

- A lot of people will be looking forward to returning to their place of worship after praying and worshipping from home.
- However we still need to be careful and keep each ourselves and each other safe.
- Before going to your place of worship, call ahead to check how they are implementing social distancing and whether there's anything you need to do differently.
- When you are in your place of worship, please maintain social distancing guidelines and keep 2 m away from others wherever possible.
- Where this isn't possible, please take other precautions, like wearing a face covering and washing your hands regularly or using hand sanitiser.
- While gatherings of more than 30 people are allowed in some certain places – like places of worship – whether or not this is possible in certain buildings will ultimately be determined by the size and circumstances of the gathering.
- There should be no group singing inside places of worship when worshippers are present. Outside, one individual only should be permitted to sing or chant, and the use of plexi-glass screens should be considered to protect worshippers from them. You are advised only to play musical instruments that are not blown into.

## Accessing health services

- At the moment it can be hard to know what to do if you're unwell.
- It's still important to get medical help if you need it.
- Further information on using the NHS and other health services during coronavirus can be found on the NHS website: <https://www.nhs.uk/conditions/coronavirus-covid-19/social-distancing/using-the-nhs-and-other-health-services/>
- If you need urgent care, hospital is still the safest place to be.
- If you are invited to a routine appointment, please attend. A routine appointment might be antenatal appointments during pregnancy, vaccinations or treatment for a condition that is unrelated to coronavirus.
- If you're unsure or nervous about the measures to keep you safe, please call your doctor or the hospital. You can also check if there's anything you need to do differently.

## Mental health

- Many people are feeling overwhelmed, anxious and scared because of the pandemic. This is understandable, and it is important to know that there is help available.
- If you're feeling anxious or worried about your mental health you can call your GP, or through iCope. You can find help on the iCope website at <https://www.icope.nhs.uk/> or by calling iCope on **020 3317 6670**.
- As part of Camden's iCope service, Nafsiyat also provides intercultural therapy in over 20 languages.
- They provide help to people experience psychological and emotional problems and who may be finding it difficult to access help due to barriers, like culture or language.

- Nafsiyat is currently only accepting self-referrals. You can find out more and refer yourself at [www.nafsiyat.org.uk/](http://www.nafsiyat.org.uk/), or you can call **020 7263 6947** If you are experiencing a mental health crisis and you don't feel you can keep yourself safe, seek urgent specialist mental health support – phone the 24 hour crisis line on **020 3317 6333**. If it is an emergency and cannot wait you should call **999**.
- There are also a number of local organisations and local help available that can be found at <https://mentalhealthcamden.co.uk/>

## Physical health

- We know people have spent a lot of time at home over the past few months, to keep each other safe.
- While we still need to social distance wherever possible, it's also important we look after our physical health – whether that's doing exercises in your home or going for a walk or run outside with your family.
- If you are heading to a park or outdoor space to exercise, please continue to follow social distancing guidelines and keep yourself and others safe.
- Keep a safe distance (2m wherever possible) and wash your hands for 20 seconds when you are back inside, or carry hand sanitiser with you when you are out and about.
- If you are looking for ways to exercise and keep healthy at home, please visit <https://www.camden.gov.uk/staying-active>

## Back to school

- Children are returning to school – if you have children their school will have been in touch with you about your child returning.
- You and your child may have a mixture of feelings about returning to school.
- The Council has been working closely with schools to make sure they are re-opening safely, and schools are doing everything they can to help children feel safe and happy.
- Schools are following government advice on being COVID-safe and some aspects of school will be different – for example, class numbers might be smaller and the school day timings might be different.
- They will also be making sure students stay safe by encouraging frequent handwashing and having clear procedures if anyone has symptoms. This is all for students' and teachers' safety.
- Schools will be in touch with you so you and your child are prepared and reassured. They will provide support to those who need more help.
- School is the best place for children to learn – but if you have concerns about your child returning, or they have been shielding, please discuss these concerns with your school and your GP.

# Useful links and resources

These are some of the links mentioned in the toolkit, as well as other useful resources.

- For the latest information on Camden Council's services during the pandemic: [camden.gov.uk/coronavirus](https://camden.gov.uk/coronavirus) (you can also call the Council on 020 7974 4444 and select option 9)
- For full details of coronavirus symptoms: [www.nhs.uk/conditions/coronavirus-covid-19/symptoms/](https://www.nhs.uk/conditions/coronavirus-covid-19/symptoms/)
- To organise a test if you have coronavirus symptoms: [nhs.uk/ask-for-a-coronavirus-test](https://nhs.uk/ask-for-a-coronavirus-test) (or by calling 119)
- Government guidance for workplaces to ensure they are COVID-19 secure: <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>
- Government guidance for places of worship: <https://www.gov.uk/government/publications/covid-19-guidance-for-the-safe-use-of-places-of-worship-during-the-pandemic-from-4-july/covid-19-guidance-for-the-safe-use-of-places-of-worship-during-the-pandemic-from-4-july>

- Information on using the NHS and other health services: <https://www.nhs.uk/conditions/coronavirus-covid-19/social-distancing/using-the-nhs-and-other-health-services/>
- For mental health support through iCope: <https://www.icope.nhs.uk/> (or call iCope on 020 3317 6670); and to access Nafsiyat's intercultural therapy offer: [www.nafsiyat.org.uk/](http://www.nafsiyat.org.uk/) (or call **020 7263 6947**)
- Urgent specialist mental health for anyone experiencing a mental health crisis: 020 3317 6333 (24 hour crisis line). If it is an emergency, call 999
- Other local organisations and local help available for mental health support: <https://mentalhealthcamden.co.uk/>
- For ways to exercise and keep healthy at home: <https://www.camden.gov.uk/staying-active>



# Filming advice

This will help you film a video on your phone.

## Setting up

- To film a video you will need a smartphone.
- Please check your lighting and background – make sure it isn't interfering with the picture, and that there's enough contrast.
- If you can, film somewhere quiet and without too much background noise.
- If you can, please try to avoid wearing clothes with big logos, brands or messages on them, as it might be distracting.

## Filming

- If you have someone in your household who can film you, ask them to film you in landscape mode.
- If you're filming yourself and you'd like to film in landscape mode, try and prop your phone up against something stable.
- Otherwise it's fine to do a handheld 'selfie' video using your front-facing camera.
- If you can, film the video in one take – it's absolutely fine to have a few slip-ups and pauses, and actually makes it look more authentic.
- Try and speak clearly and not too fast, and to look directly at your phone or tablet while you record.
- If you can, try and keep the video reasonably short – ideally under two minutes.

## Technical guidance

- To record a video on your phone or tablet, open the Camera app and switch to Video mode, then tap the Record button to start and finish recording.
- The video will automatically be saved to your camera roll or photos section of your phone.

# How to share your video

## WhatsApp

If you are in any community WhatsApp groups, please share this video with these groups.

- Open the WhatsApp group.
- Click the '+' next to where you type your message, and select 'Photo & Video Library.'
- Select the video you would like to share, and click 'Send'.
- You can do this in multiple groups.

## Twitter

- If your organisation has a Twitter account, you can also share the video on Twitter.
- You can tap the Tweet icon to upload a video.
- Below the Tweet compose box, you'll see quick selection options to add a new video. Your most recent videos from your gallery will appear as thumbnail previews for easy access.
- [Click here](#) for more guidance on how to share videos on Twitter.
- If you can, tag @CamdenCouncil in your tweet. This will mean we see it and share it.