

Digital Self-Trace

July 2021

Public information campaign

The Digital Self-Trace public information campaign highlights the importance of using Digital Self-Trace, the online contact tracing service, to help stop COVID-19 spreading.

The campaign was informed by testing with the general public. Three creative concepts were presented for feedback and the domino effect was identified as the strongest approach, providing a visual representation of the consequences of inaction to the spread of the virus.

The campaign runs from 9 July to 15 August 2021. The campaign includes television advertising, radio and digital advertising.

Campaign aim

General awareness and to encourage use of the Digital Self-Trace service by those who test positive for coronavirus.

Campaign key messages

- With the Delta variant spreading quickly and restrictions easing, contact tracing is really important
- If you test positive for COVID-19 and are aged 16+ years, use Digital Self-Trace to help the Public Health Agency (PHA) trace your contacts and help stop the virus spreading
- Digital Self-Trace can help keep the virus under control, help keep people safe, and help keep daily life as normal as possible
- The service is quick and confidential – your identity will never be shared with the contacts whose details you provide



What is Digital Self-Trace and how does it work?

- Digital Self-Trace is an online contact tracing service that works alongside the StopCOVID NI app to support the manual contact tracing teams by identifying close contacts of positive cases as quickly as possible
- If you test positive you will receive a text from 'HSCtracing' containing a unique DST code to input into the Digital Self-Trace website: trace.covid-19.hscni.net
- The DST code will allow you to access the service
- You will be asked for details about yourself and your symptoms, and information about the people you have been in contact with and the places you have been
- The PHA will get in touch with your contacts and advise them on what to do



Mass media advertising details:

Television: UTV, Channel 4, Sky Adsmart, ITV Hub and All 4

Radio: Cool FM, DTR, DTR Country, Q Radio, U105,

Digital: Programmatic VOD (video on demand), display, Spotify, Google search, social media channels: Facebook, Instagram, Twitter, Snapchat and TikTok

Digital advertising links directly to the [Digital Self-Trace easy explainer](#), and TV and radio signposts to nidirect.gov.uk/coronavirus

The advertising campaign will be supported by PR, organic social media activity, and PVC banners and posters promoting the Digital Self-Trace service at test sites, where the easy explainer is also being distributed.

Help promote the Digital Self-Trace service and encourage its use by using the social media assets and campaign materials, available to download and share from the PHA's testing and tracing resources page at pha.site/COVID-19-resources

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