

This is form an email received by Council – some useful things; apologies for the slightly odd layout etc.

PRE-CHRISTMAS UPDATE

As the old (probably apocryphal) Chinese curse states, we **are** living in interesting times. While we can see the light at the end of the tunnel with multiple vaccines on the way, we are by no means out of the woods yet. We have the Christmas and New Year break to negotiate first and we have set out below wise advice from the County Council and our team to help you and all your residents stay safe and well at this crucial point in our battle against Covid-19.

This update contains:

- Some advice from our team & the County Council **
- An introduction to our new patron
- Advice for those feeling all has become just too much to bear
- New scheme to provide support for people facing hardship this winter **
- Cut a Tonne in '21 campaign
- More on being Food Savvy & the NORFOLK CREATIVITY COLLECTIVE
- Help needed to take the over 80's to vaccination centres

** means that Posters can be downloaded from here <https://we.tl/t-rlqVCsgkhU>

The posters are, at the request of those who wish to share on Social Media, available in three formats: PDF, Hi-Res JPEG and a low-res JPG which has a much smaller digital (and carbon) footprint and is adequate for most purposes. Please display them if you can.

Norfolk County Council's Christmas Campaign December 2020

The team at County Hall have asked us to pass In this message, with which we whole-heartedly agree, to all our parishes

There is a much higher likelihood of people engaging in any required behaviour if they understand why they are being asked to do it and can see the benefit of it. This briefing is designed to give more detail and context to the desired behaviours that are being promoted by the current campaign. This information will help those who are prominent in giving messages (e.g., via media interviews) or are influential within communities (e.g., group leaders, councillors, faith leaders) to talk around the messages to enhance the public's understanding.

People's behaviour is central to the spread of coronavirus. The Christmas period is a time when many people usually engage in activities which are currently considered a high risk for transmission of coronavirus, and in some cases are against current legislation. Reducing the amount of contact by meeting others less often, for shorter amounts of time or in smaller groups will help to keep the risk of transmission lower. What this means for us in the coming weeks is changing how we do things.

1. **Christmas shopping** – this is an activity which generally means moving around in crowds, which isn't a good idea now. We can reduce the risks from shopping by taking easy steps:

- a. Shop in different ways, for example use home delivery / click & collect. Many local businesses offer these services, so support them when you can.
 - b. Be prepared –making a list before heading to the shops makes your visit easier.
2. And remember when you are around the shops, wear a face covering if you can and keep your distance from others.
3. **Socialising** – this time of year typically sees an increase of people socialising, and often in larger groups. Large gatherings, especially indoors, are a high risk for spreading coronavirus. This year, the safest way to socialise is virtually. Having office quizzes or family get-togethers online can be a good substitute (or may even be preferable) to a crowded venue. If people from different households are meeting up, then:
 - a. Do it outdoors – whilst we're in Tier 2 this is the only option anyway, but even if the restrictions lift, being outdoors will still be a much lower risk for transmission.
 - b. Keep groups small – we're currently working to the Rule of 6 for meeting up outdoors. Smaller groups = smaller risk.
4. **Celebrating** – The immediate Christmas period is traditionally a time for families to gather. Again, having larger mixed household groups indoors is a high-risk activity. The government is planning to ease restrictions between 23 – 27th December to allow for Christmas Bubbles. If you are planning to meet up with family and friends during this time, then the risk will increase for everyone meeting up. Some easy steps to try and minimise this are:
 - a. Do as much outside as possible, weather permitting. Being outside is a much lower risk.
 - b. If indoors, keep windows and doors open – having fresh air flowing through will help.
 - c. Be especially careful if you have any vulnerable people at your gathering. Social distancing should still be followed.
 - d. Ask everyone in the Christmas bubble to keep household mixing to a minimum before your gathering, so that there is less chance of you bringing the virus in with you.
 - e. Keep mixing to a minimum after the event too in case the virus was anywhere in your gathering.
 - f. Try not to travel at peak times (23rd and 27th likely to be busy days) which can help avoid crowds at any stops you need to make – and avoid potential traffic jams.

Using common sense is going to be so important over the coming weeks. Just because we can do an activity doesn't mean that we should. Something being allowed by law doesn't make it low risk, so we need to be sensible to protect ourselves, our friends and family.

THINK OF OTHERS

Angela and Elaine from our well-being team have put together these thoughts and ideas of which we ask you all to take heed – and pass on.

- Christmas can be a lonely time particularly for those on their own, or those caring for a family member they live with. Perhaps a knock on their door and a Happy Christmas wish will help their feelings of loneliness and/or isolation.
- If someone you know is on their own for Christmas, an invitation to share time with your family at Christmas is a lovely thought. Don't be offended if it is turned down. Everyone must do what they feel is right for them.
- This has been a difficult year for young people too. Try to encourage them not to remain in their rooms on the computer for too long on Christmas Day by having activities they will enjoy and have fun with.
- Young people can meet with their friends over Christmas outside getting some fresh air. Perhaps they can use your garden to do this.
- People experiencing isolation and loneliness can come across as irritable and unfriendly. Be patient. It doesn't mean they are, just that they may not know how to accept kindness.
- If you live alone and have no-one to spend Christmas with, perhaps there is a neighbour who is in the same position. Why not ask if they would like to spend some time together with you - taking care and socially distancing
- If you live alone, think of the things you enjoy - eating, drinking, activities you like doing or programmes you like watching on TV - and make a plan for your Christmas Day, doing the things that make you smile. 😊
- **Most importantly**, stay safe this Christmas and remember it is OK for you to do what feels right for you.

Advice to give to make Christmas Safer.

- Suicidal thoughts? please phone a helpline. See [here](#) for a list
- Don't make Covid-19 your gift to parents and grandparents
- Consider seating arrangements - leave a space if possible
- Wearing a visor gives you protection and you can share your smile
- Drink sensibly - don't lose your inhibitions
- Invite friends and family to join you for Christmas lunch via Zoom, FaceTime etc
- Go for a walk, it lifts your spirits
- Knock on the door of someone on their own and wish them a Merry Christmas
- Phone someone on their own and wish them Merry Christmas

ABOVE ALL STAY SAFE

OUR NEW PATRON & HER MISSION STATEMENT

We announced in our December 8th Bulletin that

The Lady Dannatt MBE, HM Lord-Lieutenant

had graciously offered to become our patron and that we were looking forward to working with her team. We are confident this will be a productive relationship for all of us in serving our communities across the county.

I thought it might be helpful to publish here the **Mission Statement of the Lieutenancy** which you can see puts wellbeing of the community right at the top

MISSION STATEMENT

The Norfolk Lieutenancy represents the Crown's lifelong commitment to the wellbeing of the entire community.

It offers active support to the voluntary, commercial, social and spiritual lives of its citizens, also aiming to

- **Respond** when approached
- **Assist** when invited
- **Improve** where possible
- **Sustain** where necessary
- **Encourage** where practicable

and in all its actions to consider the interests of the whole of Norfolk.

New scheme run by NCC for people facing hardship this winter

New scheme to provide support for people facing hardship this winter

Even in 'normal' years we know that winter can be tough, and the impact of Covid-19 on individuals and families may only make that worse this year. Ill health, job losses, additional caring responsibilities and an increase in food and energy costs could all lead to some people facing real hardship. But help is at hand, thanks to a new scheme run by NCC and their partners.

They'll be supporting Norfolk residents who are worried about paying for food, utility bills or essentials - helping with access to financial and other support. Help is also available for daily essentials such as toiletries, sanitary products and nappies.

The scheme is open to any Norfolk resident. So if you work with, or know residents, particularly families, who could benefit from the scheme, please talk to them about the support available and how they can apply.

Applications to the new support scheme can be made online, via the existing Norfolk Assistance Scheme pages at www.norfolk.gov.uk/covidwintersupport or applicants can call 0344 800 8020

They have also partnered up with food voucher company Edenred, to provide support for all those eligible for free school meals, children in the early years who receive pupil premium and all of the council's care leavers during the Christmas holidays. We are encouraging eligible families to register and apply for free school meals through their school, so that they begin to receive support in time for the school holidays.

Cut a Tonne in '21

We all know that we have to reduce our production of CO₂e to stop the worst effects of climate change but too many of us are relying on the government to do it. But actually, it is up to us all to do our bit. **Cut a Tonne in '21** is a campaign to persuade every resident of Norfolk to cut their own emissions permanently by 10% before the end of

2021. As the average output is about 10 tonnes per person per year in the UK it is, therefore, on average, one tonne. But we really mean 'cut your emissions by 10%'

The campaign launched jointly by the Well-Being initiative and GIKI sets out to help people with this, and show them how this can be achieved without any monetary cost. Indeed, how it will result in actually saving money.

The formal launch is on 7th January at 7 p.m. on Zoom – and if you would like to come, please email WellBeing@NorfolkALC.gov.uk with the subject/title of 'Save a Tonne'

A substantial part of the tonne can come from reducing waste and the recent webinar of food waste had a number of pointers to the way forward – you can watch it by downloading the video from here <https://we.tl/t-Zxm4fmwJ6z> and the slides from here: <https://we.tl/t-9ndrE3srix>

We are encouraging all other organisations to join in this campaign – unless, of course, they are a company which practices 'green-washing'

If you represent such an organisation, please contact us by emailing either jo.hand@giki.co.uk or Wellbeing@norfolkalc.gov.uk

Help needed to take the "over 80's" for vaccination

The County Council are supporting the Clinical Commissioning Groups with how they transport people to the N&N and James Paget for Covid vaccines (there will be 6 more sites coming online next week across Norfolk TBC).

It notes that many people will be well used to getting to and from the hospital, many will use public transport and be linked in with volunteer transport already, which is great. However, many will not and will need help getting there.

They have asked us to get a message out to all members asking you to contact local driver schemes and volunteer groups you are aware of and ask them to upload details to the community directory so they can help connect people to local services.

They should go to <https://communitydirectory.norfolk.gov.uk/> to upload this information.

Whilst the volunteer driver scheme that NCC manages will be able to help a lot of people, they are a limited resource centrally and affected by the fact that many of their drivers are older people, so we are trying to make it as easy as possible for people to get transport

We will give more information as it becomes available.

Have Yourself a very Savvy Christmas!

Food Savvy, a collaborative food waste reduction campaign led by Norfolk County Council, Suffolk Waste Partnership, and environmental charity Hubbub, is here to help households to reduce food waste and save money this Christmas.

It is estimated that UK residents will waste the equivalent of 54 million platefuls of food during December. This not only equates to a lot of unnecessary spending but causes problems for the environment too. However, there are some simple steps we can all take to help to combat this.

Visit the [website](#) for more information

#MAKEITMERRY WITH NORFOLK CREATIVITY COLLECTIVE

The Norfolk Creativity Collective is targeting children and families and anyone who finds themselves isolated for whatever reason - especially those in poverty. The aim is to distribute booklets of creative inspirations and complementary creative materials to those groups before Christmas. At the moment due to the generous financial support of the County Council, NUA and NNF Bridge and the support in kind of many other organisations. They say, "we have funds to print and distribute 10,000 booklets and 940 packs of materials. The fundraising campaign hopes to raise enough money to enable the printing of 6,000 more booklets and as many more packs as possible - we have had requests for over 8,000". More details [here](#)

😊 The apocryphal, ancient Chinese Curse probably originated from this quote: 寧為太平犬，不做亂世人. Your holiday quiz question is to find out its meaning. 😊

Finally: Please remember those who cannot access the internet, face book and all the things we take for granted. Make a special effort in your parish to see they get the same information we so readily get, but which is unreachable by them

The Well-Being Team wish you all a very happy Christmas and a Prosperous New year but above all of that, we want to see you all next year, refreshed and relaxed to deal with the post pandemic problems which we know will be many.