

Dear Anna,

As we move to living with COVID-19, I wanted to take this opportunity to thank you for the support that you have provided during the height of pandemic to help reduce the spread of COVID-19, protecting the NHS and saving lives.

Thanks to partners such as yourselves we have communicated with a wide range of people: provided them with emergency messaging around staying at home, advised them of behaviours to adopt to help keep them and their loved ones safe, and of course mobilised the uptake of COVID-19 vaccinations, helping break the link between infections and hospitalisations.

As our strategy shifts, we hope to continue to work with you on a lighter touch basis and we will keep you apprised of opportunities to align with Covid-19 guidance and communications.

As we recover from Covid-19, we will continue to be grateful for your support, not just on this topic, but also our wider public health programme designed to:

- Support people to take greater ownership of their own physical and mental health to keep them well for longer.
- Help save lives by encouraging people access the NHS in the right place and at the right time for emergency and chronic illnesses including, heart attacks, strokes and cancer.
- Encourage organ, blood and plasma donation.

Your invaluable support to help get essential information out to our communities has helped get us to where we are today, and we look forward to working together again in the future.

Many thanks once again for your support.



Conrad Bird

Director, Campaigns & Marketing  
Prime Minister's Office and Cabinet Office Communications