



THE CABINET OFFICE
LONDON SW1A 2AS

Meg Hillier MP
Chair of the Public Accounts Committee
House of Commons
London
SW1A 0AA

By email

30 March 2020

Dear Meg,

Follow up information on 'Get Ready for Brexit' campaign

Following my appearance at the Public Accounts Committee on Wednesday 18 March 2020 regarding the 'Get Ready for Brexit' campaign, I am writing to provide some follow up information requested by the Committee.

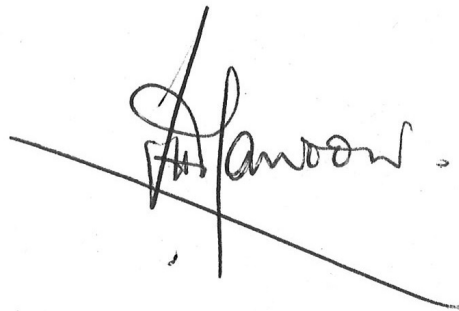
Firstly, I agreed to provide you with the polling data on handwashing behaviour change relating to COVID-19. Please see below:

- There has been an increase in reported preventative handwashing behaviours. 50% reported they washed their hands thoroughly and regularly with soap and water more than usual (up 4%pts from previous week) and 37% reported using hand gel more than usual (up 3%pts). Nearly all focus groups participants reported they were washing their hands more regularly.
- Levels of reported preventative respiratory behaviours remain stable: 24% have carried tissues more than usual (up 1%pt); 25% have used tissues when sneezing or coughing more than usual (up 1%pt) and 28% of those have put tissues in the bin after use more than usual (no change).

This data was correct as of 19 March 2020. As you can imagine this is continually updated and reported as the situation changes.

Secondly, I agreed to provide you with the KPI metrics for the 26 priority action messages. Please find this attached at **Annex A**.

I believe the Committee also requested further information on how many of the 700,000 printed materials were given out at distribution stands. I regret it is not now possible to disaggregate how and where these materials were distributed.

A handwritten signature in black ink, appearing to read 'J. Manzoni', is written over a horizontal line. The signature is stylized and cursive.

Sir John A Manzoni KCB

Chief Executive of the Civil Service & Cabinet Office Permanent Secretary

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