

**We Are EEAST Briefing – Thursday 22<sup>nd</sup> July 2021**

**Marcus Bailey – Chief Operating Officer**

**Question 2** - *I have heard from my adult children, that the general public are deleting the Track and Trace app to avoid having to isolate. What are your thoughts on this?*

Look, it's really difficult. I think the messaging is kind of clear, and we can see that by the amount of people who are being pinged and it's now being referred to within that as well. I think the ping element of that is important, and that we do follow it.

I guess it comes back to the conversations of PPE and why we're asking people to maintain PPE. It's the same question and some of this is about individual responsibility, some of it is about how we are able to work our way through that and we would ask everyone to do the same with LFTs, in the community PCR testing, vaccinations, social distancing, choice of masks, that leaves a confused message. If you take an objective view then it's everything you can to protect, until we get to a point where we learn to live with Covid.

It's not going to go away in that sense, so I would be urging all of us to follow reasonable, practical, sensible elements and that includes where people delete it, it's really difficult but there is mechanisms to try and enforce it and they are looking at the ping element. They are looking at it and all of this is risk balanced, following it, not following it, especially when they start to explore that for essential and key workers as well.