

Vaughan Gething AS/MS
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref: WQ81206

Rhun ap Iorwerth MS
Welsh Parliament
Cardiff Bay
Cardiff
CF99 1SN

19 October 2020

Dear Rhun,

I'm writing in response to WQ81206: What resources has the Welsh Government set aside for promotion of uptake of a coronavirus vaccine, and will this include a specific social media strategy and targeted advertising?

A integrated communications strategy for the vaccine has been developed by Welsh Government and Public Health Wales, in cooperation with UK comms counterparts, covering communications for the initial priority groups. This will be followed by a full public campaign in due course – to include social media and targeted advertising.

Yours sincerely,

A handwritten signature in black ink that reads "Vaughan Gething". The signature is written in a cursive, slightly slanted style.

Vaughan Gething AS/MS
Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.