



Our ref: ATISN 19380  
Date: 21 December 2023

Dear \_\_\_\_\_,

**ATISN 19380**

Thank you for your request which was received on 7 December 2023. You asked for the following information:

*Prior to the UK Government introducing its "Stay Alert" message in the pandemic in 2020, did the Welsh Government do or commission any work regarding any different messages from "Stay at Home" that it might have used instead?*

*If so, please disclose what other messages it considered and a copy of any polling or research in relation to these other messages, that aren't Stay at Home or Aros Gartref, that it looked into.*

*Did the Welsh Government look into "Stay Alert" and its possible impact/influence, whether good or bad, or way interpreted etc. by the public and please disclose any polling or research into this message that the Welsh Government may have done or had commissioned at this stage.*

On 11 May 2020, the Welsh Government commissioned focus groups that took place in Swansea (18-44 yr olds) and Llangollen (45+). There was no testing of messaging around 'Stay Alert' undertaken but the 'Stay at Home' message alongside the 'Keep Wales Safe strapline' was tested. The results are attached in Annex 1.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit  
Welsh Government  
Cathays Park



Cardiff  
CF10 3NQ  
or e-mail: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire, SK9 5AF

Telephone: 0303 123 1113  
Website: [www.ico.org.uk](http://www.ico.org.uk)

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely