

**LET'S KEEP  
COVID  
IN CHECK**



Essex County Council

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# The new Covid-19 campaign for Essex



Let's Keep Covid in Check is the new campaign identity for our Covid-19 communications. It heralds the transition from lockdown restrictions to a new normal, where we can do more of the things we love because we are all still observing Covid-safe behaviours.

Let's Keep Covid in Check aims to motivate and unite Essex residents behind a collective responsibility to:

- practice core Covid-safe behaviours (Hands, Face, Space, Testing, Vaccination)
- protect everyone's health and wellbeing
- learn to live with the ongoing risk of Covid-19
- be aware of – and equipped to face – future surges and variants.

It is supported by a campaign brand and messaging that feels 'inherently Essex' in spirit, promoting Covid-safe behaviours in an optimistic, benefits-driven way.

The campaign is designed to be both authentic and slightly quirky. It features real people. It uses simple, everyday language that people can understand and relate to. It has a warmth and touch of humour to make it more approachable and accessible.

Our partners' support will really bring this campaign to life. You know your local residents and how they will be motivated to keep Covid-19 in check. Join us in this positive new campaign and let's bring everyone together to keep Covid-19 in check.



# Campaign strands

The campaign is split into three strands: awareness, testing and vaccination.

## Awareness

This strand of the campaign focuses on the broad message of staying safe, being aware and sticking with hands, face, space.

### Core behaviours

- HANDS: wash and sanitise your hands regularly
- FACE: wear a face covering in indoor public places
- SPACE: socially distance where you can
- WORK FROM HOME: if you can

### Messaging framework

This messaging framework explores how everyone stays safe by carrying out the core behaviours around hands, face, space. The messages harness the four key behavioural motivators of social proof, fear, control and making it easy to act.

Motivator	Messages
<b>Social proof</b>	Together we can protect each other from Covid-19
	In Essex/local area, we're all depending on each other to stay safe
	Everyone is acting to help protect and show respect to others
<b>Fear</b>	Covid-19 is still a real threat – it is lingering silently, waiting to return if we let it
	We must continue to protect ourselves and our loved ones from the danger of new variants
	The vaccine isn't 100% effective so we still need to follow the hands, space, face guidance
	We don't know yet how much protection the vaccine offers against new variants or for how long
<b>Control</b>	We can help keep Covid-19 under control if we act together
	Together we can keep Covid-19 in check
	We must act to control Covid-19 to get our lives back faster
	Keeping Covid-19 in check means we can enjoy the life we love
	I'm controlling Covid-19 by doing the right things
	Don't give Covid-19 another chance
<b>Easy to act</b>	Don't take chances with Covid-19
	These habits are easy to do and I'm used to them
	Easy ways to remember to be Covid-safe

# Campaign strands

## Testing

The testing strand is about encouraging people who do not have symptoms to regularly self-test. Around 1 in 3 people who have Covid-19 do not have any symptoms, so they could be spreading it without realising.

Residents should aim to do two self-tests a week to make sure they do not have Covid-19. This is particularly important if they are going out and mixing with others, or if they cannot work from home.

Residents can get packs of self-test kits by:

- collecting them from local libraries and pharmacies
- ordering them online to their home from GOV.UK

### Core behaviours

- SELF-TEST: keep testing yourself regularly, particularly before mixing with others
- SELF-ISOLATE: if you test positive
- BOOK A FOLLOW-UP PCR TEST: if you test positive

### Messaging framework

This messaging framework explores how everyone can stay safe by regularly self-testing. The messages harness two key behavioural motivators of benefits to me and others and social proof.

Audience	Motivator	Messages
<b>Those who want to mix with others</b>	Benefits to me and others	By taking regular self-tests, we can get back to what we love and keep Covid-19 in check together
		Get your free Covid-19 self-tests from a local collection point or order online
		Free twice-weekly tests to protect yourself and those you care about
		Get a clear test before seeing the people you care about
		Take a test before seeing family and friends to help keep Covid-19 in check
		Free twice-weekly tests give us peace of mind to go about our lives safely
	Social proof	Every test result must be uploaded if we are going to keep Covid-19 in check together
		Covid-19 is contagious before symptoms appear – 1 in 3 have no symptoms so anyone could be spreading it without knowing
		If we all test ourselves twice a week, we can find cases faster
<b>Those who can't work from home (tradespeople, micro businesses &gt; 10 people)</b>	Benefits to me and others	Twice-weekly tests to protect you and your customers
		I test twice a week for my customers
		I'm safe to check in with my customers
		I'm safe to check in with my workmates
	Social proof	7 in 10 people said they would only hire a builder who has had a negative test

# Campaign strands

## Vaccinations

The vaccinations strand is about encouraging uptake of the vaccine when it is available to people.

We want to reassure and remind people in Essex of the importance of Covid-safe behaviours, particularly of getting the vaccine. We are signposting to relevant guidance and resources across key areas including safety, effectiveness, side-effects, fertility, pregnancy, accessibility, dispelling myths and needle phobia.

### Core behaviours

- Get vaccinated: the best way to protect yourself and others from Covid-19
- Check before you share: sharing false information about the vaccines can be dangerous.

### Messaging framework

The messaging framework explores how we can encourage the uptake of the vaccine. The messages address the key reasons that residents might be hesitant: complacency, doubts around the vaccine's safety, inconvenience, and needle phobia.

Hesitancy	Messages
<b>Complacency</b>	You can still get Covid-19 if you are young and healthy.
	Having the vaccine doesn't only protect you – it protects those around you – your family and your friends.
	There are many people (young and old) who can't have the vaccine – you can help protect them by having the jab.
	You can get Covid-19 more than once.
	You might be young and having fun – but you can still get Covid-19.
<b>Lack of trust</b>	There is a lot of misinformation about the vaccines. The NHS provides accurate information. Check before you share.
	The vaccines have been well tested and are tightly regulated to make sure they are safe to use.
<b>Safety</b>	The vaccine is safe – millions of people have been given a Covid-19 vaccine, and reports of serious side effects have been very rare.
	The Covid-19 global crisis has meant that more people were able to be recruited to test the vaccine much quicker than would normally be the case.
	Covid-19 is in the SARs group of viruses which scientists have been working on to find a vaccine for many years.
	There's no evidence the vaccine is unsafe if you're pregnant or breastfeeding, but you should speak to your healthcare professional for advice.
	There's no evidence that the vaccine affects fertility in men or women.
<b>Inconvenience</b>	You can book your vaccine at your GP, pharmacy, vaccination centre as well as at a hospital, pop-up, walk-in clinic or vaccination van, Monday to Saturday.
	Most vaccination centres are accessible by public transport and offer free parking at the centre.
	Some people do experience mild side effects but they usually only last a few days.
	The vaccine is free of charge and you do not need to be registered with a GP to receive it.
	Some people who live in rurally isolated areas or have no other means of transport may be eligible for community transport.
<b>Needle phobia</b>	Needle phobia is very common – so there is no need to be embarrassed.
	Healthcare assistants are used to looking after people who have needle phobia and will take care of you.
	There is <u>free help and advice</u> if you suffer from needle phobia.

# Audiences

## Awareness

Certain groups and types of residents have seen higher rates than others at various times throughout the pandemic.

Our Research and Citizen Insight team has tried to identify who these groups are, why this might be and how best to communicate with them to reduce the infection and transmission rates.

There are three main consumer profiles of the people testing positive and their households. We used Experian Mosaic groups which cluster households into 15 different profiles. These three groups have been identified as ones to watch due to a rising trend increasing above the Essex average.

## Aspiring Homemakers

Other than the rise in September 2020 (possibly the impact of Eat Out to Help Out) there seems to have been very little reaction from this group to changes in restrictions. This could indicate that those households within this group are feeling fatigue and have relaxed their following of guidelines or precautionary measures.

- Younger households
- Full time employment
- Household income £40–£49k
- Private suburbs
- Affordable housing
- Starter salaries
- Buy and sell on eBay
- Mixing in a social setting
- 13.6% of total cases
- 2.09 contacts per case

## Modest Traditions

There was a rise in September 2020 for this group (possibly the impact of Eat Out to Help Out). However, there seems to have been very little reaction to changes in restrictions. Again, this seems to be a gradual change in attitudes towards the restrictions and a cultural relaxation of some of the protective measures that individuals can take.

- Age 56–60
- Household income £20–£29k
- Affordable housing
- Children are grown up
- Suburban locations
- 4.5% of total cases
- 1.53 contacts per case

## Family Basics

This group saw rates above the Essex average in July 2020 soon after the first lockdown was relaxed. This reduced in August and September to below the Essex average, however the rates have been since increasing to above the Essex average.

The deviation away from the Essex average started in October, possibly due to the impact of schools returning.

- Age 31 to 35
- School age children
- Household income less than £15k
- Social housing or own low-cost homes
- Squeezed budgets
- Limited resources
- 12.9% of total cases
- 2.25 contacts per case

# Audiences

## Further demographic insight

### Ethnicity

People from Black, Bangladeshi, Pakistani and Indian backgrounds are at significantly higher risk of serious illness or death from Covid-19. Some people have lower confidence in the vaccines because of lack of trust or concerns about safety, long term effects or side effects.

But Black, Asian and minority ethnic people are not a homogenous group. Other factors such as age, employment, deprivation, housing and health conditions influence the risks from Covid-19. Questions about the vaccines are shared across demographics.

(Sources: [Health Inequalities and COVID-19 – Essex Open Data](#); NHS England and NHS Improvement, Covid-19 vaccinations in under-50s, evidence summary, March 2021).

### Location

The highest case rate areas are scattered around Essex, suggesting that we should look at types of people and their risk factors and behaviours rather than geography alone.

### Deprivation

More deprived areas in Essex have had higher infection rates. In January 2021, the two most deprived areas increased, where all other areas decreased. 75% of the cases in the most deprived segments were in Tendring (43%) and Basildon (32%).

## Key areas

- Clacton-on-Sea: the highest number of cases among deprived segments in January 2021
- Basildon: the highest overall cases in the most deprived segments to date
- South East Fryerns (Basildon): the third highest overall cases in the most deprived segments to date
- St Johns Ward south (Tendring): the second highest cases in the most deprived segments in January 2021
- Coppins Ward south (Tendring): the third highest cases in the most deprived segments in January 2021

## Testing

Our main audiences for the testing strand are people who want to start mixing with others and people who cannot work from home such as tradespeople and those who work at micro-businesses.

### Anyone mixing with others

It is important that anyone who wants to socialise with others from outside their households develops the habit of self-testing. This will help reduce the spread of Covid-19.



# Audiences

## Further insights on Testing

Two groups experienced rises in cases around the time of the Eat Out to Help Out scheme: Aspiring Homemakers and Modest Traditions. This is thought to be due to the increased mixing with others in social settings.

These groups are similar in that they want to mix with others and tend to have expendable income. They also do not tend to have children living at home which could make them likely to socialise more often.

## Age

Since August, university age residents have had the highest rates of positive cases. The younger working age between 23 and 39 years old have had the second highest rates of positive cases.

Young adults in areas of deprivation have higher rates. This may be those who live independently.

## Workplaces

Many of the variations in workplaces have been in line with the changes in the restrictions to opening and going to work, PPE and distancing regulations for different industries.

The changes in different workplace types vary from the Essex average in many of the types analysed.

## Vaccinations

Our main audience is 18 to 39-year-olds who are being invited to get vaccinated in age-range cohorts between now and the end of July.

National research shows that younger people are less likely to say they will take the vaccine and more likely to think it is not for them. Social media users are more likely to respect anti-vaccination campaigners. (NHS England and NHS Improvement, Covid-19 vaccinations in under-50s, evidence summary, March 2021).

Younger women are more likely to have questions about vaccines and fertility/ pregnancy.

We are also targeting older people from previous cohorts who have been invited but have not had the vaccine or are due for their second jab.

We also want to reach people who are less confident about the vaccines for various reasons including but not limited to:

- lack of trust in vaccines/pharmaceutical companies or authorities
- safety, side effects or long-term impacts
- needle phobia
- questions about fertility or pregnancy
- younger people who may feel they don't need the vaccine because they're less likely to get ill
- people who may face practical barriers attending vaccination centres, for example due to lack of transport, lack of time, support needs
- groups which are hard to reach or seldom heard, for example new migrants, homeless people, those not registered with a GP.

# Strategy

## Paid channels

We are using multiple paid channels to increase our reach. This table shows the channel, strand and dates the paid activity will be live.

If you would like more information about how we are targeting or running our paid activity, please [email our Campaigns team](#).



Type	Strand	Start date	End date
Instagram influencers	All strands	14 June 21	14 July 21
Facebook/Instagram	Awareness	28 May 21	21 June 21
Snapchat	Awareness	28 May 21	13 June 21
YouTube	Awareness	28 May 21	13 June 21
DV360	Awareness	28 May 21	13 June 21
Heart Essex	Awareness	28 May 21	17 July 21
DAX	Awareness	28 May 21	17 July 21
ITV VoD – 30s film	Awareness	31 May 21	28 June 21
Phone box wraps	Awareness	14 June 21	27 June 21
Phone box wraps	Awareness	26 July 21	8 August 21
Heart Essex	Testing	27 May 21	16 July 21
Facebook/Instagram	Testing	31 May 21	13 June 21
DAX	Testing	28 May 21	17 July 21
DV360	Testing	31 May 21	13 June 21
Phone box wraps	Testing	28 June 21	11 July 21
Heart Essex	Vaccinations	19 May 21	14 June 21
DAX	Vaccinations	19 May 21	14 June 21
Facebook/Instagram	Vaccinations	31 May 21	13 June 21
YouTube	Vaccinations	31 May 21	13 June 21
DV360	Vaccinations	31 May 21	13 June 21
Kiss, Kisstory and Kiss Fresh Instream	Vaccinations	14 June 21	28 June 21
Phone box wraps	Vaccinations	12 July 21	25 July 21

# Strategy

## Earned channels

We are looking to earn coverage with media outlets through press releases and news stories. We are using case studies to add local interest and create a human element to the campaign.

- Media editorials
- Media releases

## Shared channels

We are looking for ongoing support from partners with this campaign. We're sharing this toolkit with the following partners:

- the 12 city, district and borough councils across Essex
- the Essex Association of Local Councils
- Essex Police
- Essex Fire and Rescue Service
- NHS Clinical Commissioning Groups across Essex
- Anglian Community Enterprise
- Anglia Ruskin University and University of Essex
- community and voluntary sector organisations
- Essex Wellbeing Service
- Essex Coronavirus Action Group
- services across Essex County Council

## Owned channels

Our activity on owned channels is ongoing. Keep an eye on our channels and you'll see plenty more content to share or reuse.

- Organic social media:
  - [Facebook](#)
  - [Instagram](#)
  - [Twitter](#)
  - [LinkedIn](#)
  - [Next Door](#)
- E-newsletters
- [News stories on our website](#)



# Content

The following pages of this toolkit provide you with assets and copy for different channels. Please feel free to use and edit them.

## Tracking links

Our website has a whole host of Covid-19 information that you can point people to for more information about Covid-19, testing and vaccinations.

Alternatively, you might want to point people to your own website.

We are asking our partners to use the UTM tracking links provided when you are signposting to the Covid-19 information on our website. This will help us evaluate where our traffic is coming from and how our partners have collectively supported the Let's Keep Covid in Check campaign.

Note: please ensure the links do not break or have any spaces when you post them.



## Awareness link

Please use this UTM when you are linking to our general Covid-19 webpage:

[https://www.essex.gov.uk/topic/coronavirus?utm\\_medium=organic&utm\\_campaign=lets\\_keep\\_covid\\_in\\_check&utm\\_source=partner\\_comms&utm\\_content=awareness](https://www.essex.gov.uk/topic/coronavirus?utm_medium=organic&utm_campaign=lets_keep_covid_in_check&utm_source=partner_comms&utm_content=awareness)

## Testing link

Please use this UTM when you are linking to our self-testing webpage:

[https://www.essex.gov.uk/getting-tested-for-covid-19-if-you-dont-have-symptoms?utm\\_medium=referral&utm\\_campaign=lets\\_keep\\_covid\\_in\\_check&utm\\_source=partner\\_comms&utm\\_content=testing](https://www.essex.gov.uk/getting-tested-for-covid-19-if-you-dont-have-symptoms?utm_medium=referral&utm_campaign=lets_keep_covid_in_check&utm_source=partner_comms&utm_content=testing)

## Vaccinations link

There is a dedicated Covid-19 vaccine website for Essex from the NHS. You may like to link straight there:

<https://www.essexcovidvaccine.nhs.uk/>

Alternatively, you can link to the Essex County Council vaccines webpage. If you do, please use this UTM:

[https://www.essex.gov.uk/covid-19-vaccine?utm\\_medium=organic&utm\\_campaign=lets\\_keep\\_covid\\_in\\_check&utm\\_source=partner\\_comms&utm\\_content=vaccines](https://www.essex.gov.uk/covid-19-vaccine?utm_medium=organic&utm_campaign=lets_keep_covid_in_check&utm_source=partner_comms&utm_content=vaccines)

# Content

## Social media

### Awareness

#### Facebook and Instagram

We want to thank everyone for doing their bit to keep family, friends and loved ones safe.

Continue washing our hands, wearing our masks, social distancing and getting twice weekly self-tests.

Let's Keep Covid in Check.

You can find out more about testing here: [UTM LINK]  
**#StaySafeEssex**

#### Twitter

Thank you for doing your bit to keep family, friends and loved ones safe.

Continue washing our hands, wearing our masks, social distancing and getting twice weekly self-tests.

Let's Keep Covid in Check.

Find out more here: [UTM LINK]  
**#StaySafeEssex**

### Testing

#### Facebook and Instagram

By testing regularly, we can protect ourselves, each other, and the life we love.

Let's Keep Covid in Check.

For more information visit: [UTM LINK]  
**#StaySafeEssex**

Getting tested regularly will help keep Covid in check. You can get a test from participating libraries and pharmacies or they can be ordered online and sent to you by post.

You can find out more about testing here: [UTM LINK]  
**#StaySafeEssex**

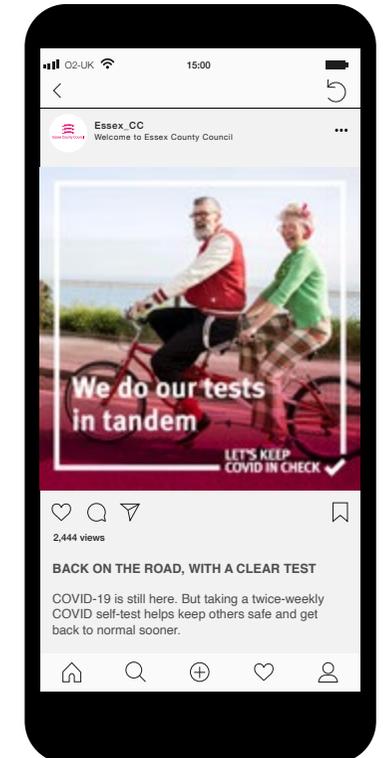
#### Twitter

Taking self-tests will help keep others safe. Everyone without symptoms can take free Covid-19 tests twice a week. Collect from participating libraries and pharmacies or order online.

For more information visit: [UTM LINK]  
**#StaySafeEssex**

Getting tested regularly will help keep Covid in check. You can get a test from participating libraries and pharmacies or they can be ordered online and sent to you by post.

You can find out more about testing here: [UTM LINK]  
**#StaySafeEssex**



# Content

## Vaccinations

### Facebook and Instagram

The NHS or your GP will let you know when it's your turn to have the vaccine.

When contacted, you can visit the National Booking Service to make your appointment.

Together, we can keep Covid in check.

You can find out more about vaccinations here:

[UTM LINK]

**#StaySafeEssex**

If you're pregnant, you should be offered a Covid-19 vaccine at the same time as others, based on your age and clinical risk group.

Please talk to a health professional for further advice based on your own circumstances.

For more information visit: [UTM LINK]

**#StaySafeEssex**

As the vaccination age groups extend, we want to say a massive thank you to all those who have had their vaccine or have booked to receive their vaccine.

For those still waiting to be called up, ensure you're registered with your GP and your details are up to date. For more information and to check whether you're eligible to receive your vaccine now, visit the Essex County Council website: [UTM LINK]

**#StaySafeEssex**

Got questions about the Covid-19 vaccines?

Get the facts and check rumours before you share them.

Visit the Covid-19 Vaccine Information for Essex website for information you can trust:

[www.essexcovidvaccine.nhs.uk](http://www.essexcovidvaccine.nhs.uk)

**#StaySafeEssex.**

### Twitter

Thank you to everyone who has come forward to have their vaccination so far. Don't forget you can check online to see if you're eligible.

Click here for details: [UTM LINK]

**#StaySafeEssex**

For maximum protection against Covid-19, you need to have two doses of the vaccine.

Find out how to book your second dose if you have not done so already here: [UTM LINK]

**#StaySafeEssex**

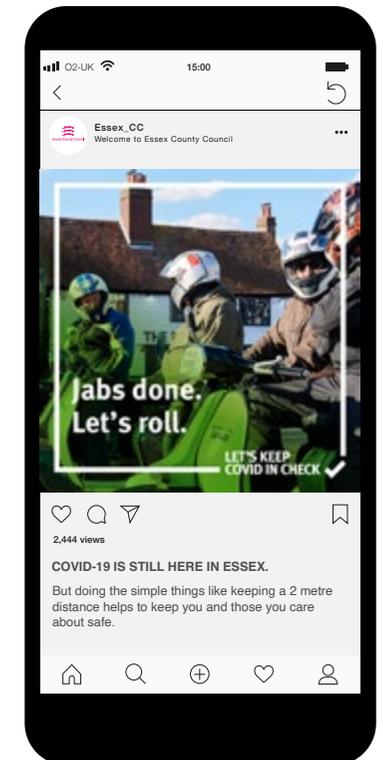
Got questions about the Covid-19 vaccines?

Get the facts and check rumours before you share them.

Visit the Covid-19 Vaccine Information for Essex website for information you can trust:

[www.essexcovidvaccine.nhs.uk](http://www.essexcovidvaccine.nhs.uk)

**#StaySafeEssex.**



# Content

## Newsletter and website



## Awareness

### Tending, let's keep Covid in check

We're all relying on each other to stay safe. The more of us that do the right things, the better chance we have of keeping Covid-19 away for good.

So, when you're hanging out with mates, give them a little space. If you're heading into town, sanitise as you shop. When you're mixing this summer, keep your face covered. And if you're seeing friends and relatives, make sure you've tested negative.

Let's work together and keep Covid-19 in check. For more information about testing, vaccines and support near you, [visit the Essex County Council website.](#)

### Hands, face, space — just in case

Let's not give Covid-19 another chance. Keep washing your hands, wearing a face covering and keeping your distance when you can.

## Testing

### Collect self-test kits from libraries and pharmacies

By testing regularly before big days out or special moments in, we can protect ourselves, each other and the life we love. If everyone in Essex chooses to do the same, we keep Covid in check, together.

Pop into a local library or pharmacy to [collect self-test kits](#) for your family. Alternatively, you can [order self-test kits](#) to your home on GOV.UK.

Businesses with 50 employees or fewer can set up [workplace testing](#) for those who can't work from home.



# Content

## Vaccinations

### Aged [INSERT AGE] or over? You're up for the jab!

People aged [AGE] and over can now get the vaccine. The NHS or your GP will be in touch when it's your turn.

Find out about getting your vaccine, attending your appointment and more [vaccine information for Essex](#).

### Worried about the vaccine? Here's some reassurance

If you're worried about the vaccine, it's worth reading the [NHS's frequently asked questions](#) on the Essex Vaccine website.

They debunk the myth that the Covid-19 vaccine has been 'rushed through', explain the chance of flu-like side effects. The NHS also breaks down the safety of the vaccine for different groups, such as pregnant women, those with allergies and high-risk people.

## Let's keep getting jabbed, Basildon

We want to say a huge thank you to everyone who has had or has booked their Covid-19 vaccine. You're playing your part to keep Covid in check.

If you're still waiting to be called up, make sure you're registered with a GP and your details are up to date. This will make it easy for the NHS to contact you when it's your turn.

For more information and to check whether you're eligible to receive your vaccine now, [visit the Essex County Council website](#).



# Content

## Film

We have created a campaign film that you can use on your channels. You can watch or share it from our YouTube channel or social media pages or upload the file to your own channels.

[Share the Let's Keep Covid in Check video from our YouTube channel.](#)

[Share the Let's Keep Covid in Check video from our Facebook page.](#)

[Share the Let's Keep Covid in Check video from our Twitter profile.](#)

[Share the Let's Keep Covid in Check video from our LinkedIn page.](#)

To download the video and post it to your own channels, please see the WeTransfer file in the Assets section. If you're sharing the video on social media, please tag Essex County Council and use the hashtag **#StaySafeEssex**.



## Case studies

This campaign is about real people in real places, doing the right actions to keep everyone safe. Case studies help us to be authentic, quirky and optimistic.

We need your help to find stories of local people who are keeping Covid-19 in check. We can work with you to create and promote any stories you source.

Some examples of case studies that you could look for are:

- tradespeople who self-test regularly to keep their customers safe
- community figures like religious leaders and volunteers who self-test regularly to keep others safe
- young people who self-test to keep themselves and their friends safe
- pregnant women or vulnerable groups who have had their vaccine
- ethnic minorities who advocate for testing or vaccine uptake
- doctors, nurses and NHS staff who encourage hands, face, space.

If you have a case study idea, please [email Gabby Colenso](#) in our External Communications team. We will work with you to develop and share the story. We look forward to hearing from you!

# Content

## A3 posters

All designs are available with and without ECC branding.



# Assets

We've created lots of ready-to-use digital assets, without the ECC logo, to make it easy for you to join Let's Keep Covid in Check. There are also design files for the posters to apply your own branding if you wish.

Please see the full list of assets below and download them from [WeTransfer](#).

You can find these assets at the link:

- Social media assets for Facebook, Instagram, Instagram Stories, Twitter
- Newsletter assets
- A3 posters

If you're missing anything you need, please [email our Campaigns team](#).

**#StaySafeEssex**

**[www.essex.gov.uk/covid-19](http://www.essex.gov.uk/covid-19)**

**LET'S KEEP  
COVID IN CHECK**

