



This week

- We've generated over 800,000 impressions for the COVID-19 social media prevention campaign so far. We've purposefully targeted young people and 270,000 of those are aged 18-24.
- More than 11,000 people have clicked through to a quiz and 4,000 have taken part. 84% of people answered correctly with some sharing their results on their own social feed. 14,000 people have seen the campaign as a result of that.

Our weekly positive case rate per 100,000

Week 35

24 Aug

7.1

Week 36

31 Aug

14.5

Week 37

7 Sep

12.6

Rate of COVID-19 positive cases per 100,000 population

Tested under Pillar 1 and 2 by upper-tier local authority, England

[Here](#) is the data source (see tab 10 of the most recent spreadsheet)

Week 38

14 - 20 Sept

16.3

43.2 Luton

28.3 Bedford

17.7 Central Bedfordshire