

THE

NEW NORMAL

ALPHABET

In April 2020 United States president Donald Trump proposed injecting Coronavirus patients with disinfectant, during a task force briefing at the White House.

“And then I see the disinfectant where it knocks it out in a minute. One minute. And is there a way we can do something like that, by injection inside or almost a cleaning?”

“So it’d be interesting to check that.”

Pointing to his head, Mr Trump went on: “I’m not a doctor. But I’m, like, a person that has a good you-know-what.”

Doctors were quick to respond that such ideas could have fatal consequences and warned against taking medical advice from the president.



A IS FOR ... AMERICANS DRINKING BLEACH BECAUSE
DONALD TRUMP SAID IT WAS A GOOD IDEA

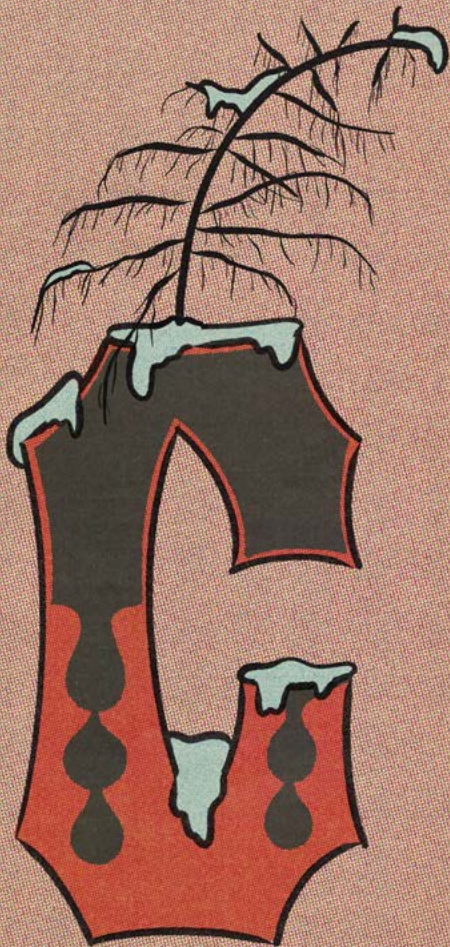
From the beginning of the pandemic, the Prime minister of the United Kingdom defied scientific advice. In the delaying of lockdowns throughout the pandemic, the virus had been able to take hold in the community and spiral out of control, situations that have been avoided in other nations by implementing restrictive measures much earlier on.

Johnson is believed to have stated that he would rather 'let the bodies pile high' than impose a third lockdown. This is unconfirmed, but not at all unbelievable.



B FOR ... BORIS JOHNSON IS AN
ABSOLUTE TWAT.

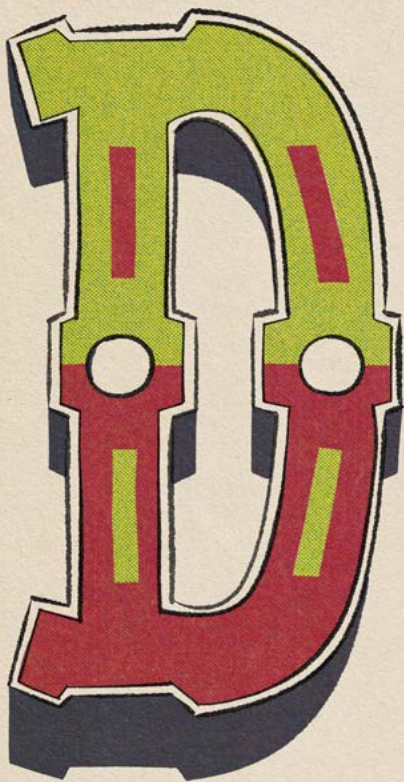
Christmas 2020 was a confusing time, filled with mixed messages from the government. An initial plan to relax Covid rules was soon overturned when the government realised that the spread of the virus was already out of control. With all of the country under different levels of restriction in the tier system, pot luck determined whether you could mix with loved ones or not. Regardless of where you spent Christmas, it would have not been the traditional family-orientated day that it usually is for so many.



C IS FOR ... CHRISTMAS 2020 IS CANCELLED.
BETTER LUCK NEXT YEAR.

There have been huge inconsistencies in the data published since the start of the pandemic. The way in which Covid deaths are counted has been the focus of political debate throughout. In England, any death after a positive Coronavirus test was reported to be a Covid death, and in August 2020 this was altered, to only include deaths within 28 days of testing positive.

In November 2020 an error with a spreadsheet meant that 16,000 English Covid cases were wiped from national statistics, which 'may have led to more than 1500 preventable deaths'- Warwick University.



D IS FOR ... DATA ERRORS FROM DAY 1."16,000
CASES MISSED ON 05/10/20 AFTER IT ERROR."

Eat out to help out was a scheme introduced in the summer of 2020, aimed at encouraging people to eat in restaurants, by offering significant discounts on meal prices. In the midst of an ongoing pandemic this could be viewed as slightly irresponsible, but it seemed as though the economy was more important to the government than people's lives.

It was later reported that 'the treasury's "eat out to help out" scheme could have directly caused a sixth of new Coronavirus case clusters over the summer'- the Guardian.



E IS FOR ... EAT OUT TO HELP OUT. THE (TORY)
50% OFF SCHEME THAT CAUSED INFECTIONS TO RISE

The periods of confinement over the past year have been difficult, for us all, especially for those living alone. The first lockdown saw (usually busy) people utilising their free time in various forms of exercise, baking bread and cakes, working on home projects that were once just ideas, generally trying to stay positive. But, come the second and third lockdowns in the winter months, our morale had really taken a hit. Lockdown seemed like a never ending cloud of doom. I spoke with friends on the phone, we drank together and complained about being unmotivated and out of work. And I don't think we were the only ones.



F IS FOR... "FUCK, I'M FAT, I'M POOR & I'M
DRUNK." - MY BEST FRIEND.

It is no surprise that such a highly transmissible virus affected gatherings of multiple people, but the extent of those effected only became clear once restrictions were introduced.

Weddings, funerals, religious events and simply meeting with friends have been radically affected, not to mention that there has not been an indoor gig in over a year. It makes you realise that not only do entire industries rely on gatherings, but our mental well-being is also very much impacted when these are taken away, as well.



G IS FOR ... GATHERINGS, WHICH AT THE MOMENT SEEM LIKE A THING OF THE PAST.

The hospitality industry; pubs, bars, cafe's and restaurants, rely on a steady footfall to cover their costs, pay their staff and continue to run. Due to social distancing measures, even out of lockdown, the industry has taken a massive hit. A gig in a crowded pub seems to be a thing of the past. Strict rules to prevent people mixing have been in place, and in some instances, outdoor dining and drinking has been the only option.

In November 2020 an article for the BBC found that 'more than a third of hospitality firms say they have little or no confidence of surviving the next three months' (From ONS data).



H IS FOR ... THE HOSPITALITY INDUSTRY, WHO
HAVE SUFFERED THROUGHOUT THE PANDEMIC.

Isolation is a word that has become all too familiar; 'self isolate if you are showing any symptoms of Coronavirus', 'self isolate if you have been in contact with anyone who has tested positive for Coronavirus', 'self isolate if instructed to do so by track and trace'.

Regardless of self- isolation, I am sure that we have all felt somewhat isolated in the past year. The elderly and vulnerable especially, who have been told to shield themselves have had to endure months upon months of loneliness. In an age where we can connect with loved ones online, for some this has been their lifeline, made particularly difficult for those who are not familiar with modern technology.



I IS FOR ... ISOLATION, I DON'T THINK WE'VE EVER EXPERIENCED ISOLATION' LIKE THIS BEFORE.

The most positive development in the pandemic has been the creation of effective vaccines by four separate companies. In the UK the rapid vaccine rollout soon started to push down the positive cases and deaths from COVID- 19. The vaccine has caused much controversy over the past few months with the Oxford AstraZeneca vaccine raising safety concerns after a handful of recipients developed rare blood clots. The news headlines quickly began scaremongering, and the vaccine's roll- out was limited in European countries, highlighting the political issues resulting from Brexit, but the most shocking statistics are as follows; "In the UK, blood clots have occurred in people taking the AstraZeneca vaccine at a rate of roughly one in every 250,000, whereas blood clots caused by the (contraceptive) pill are estimated to affect one in every 1,000 women each year."



J IS FOR ... JABS. THE UK AIMS TO VACCINATE ALL ADULTS AGAINST COVID BY THE END OF SUMMER.

The Kent variant of the Coronavirus was initially detected in September 2020 and by February 2021 was predicted to be the world's 'dominant strain' according to the UK's genetic surveillance programme. The more transmissible Kent variant rapidly spread across the south east and was the reason for the introduction of new lockdown rules in January 2021. Fortunately the variant is not more resistant to current vaccines, but there are still fears that new variants may render the vaccines useless.



K IS FOR ... KENT. THE GARDEN OF ENGLAND
AND HOME OF THE MORE CONTAGEOUS VARIANT.

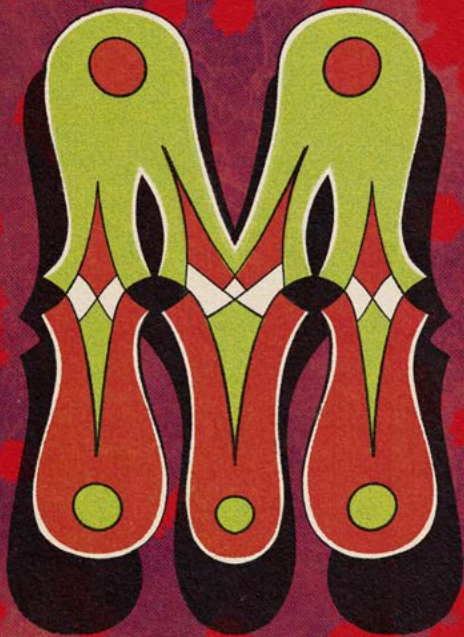
Lockdown; how we have spent a vast majority of the last twelve months. When the virus first emerged in the Hubei Province of China the area was put into lockdown. People were told not to leave their homes. At the time, this seemed a world away, but over the next couple of months the virus edged closer and closer to home, with Italy, Spain and France entering lockdowns before the UK finally succumbed as well. Instructed to stay indoors unless essential shopping, medical care or daily exercise, all but key- workers had to quickly adapt to remote working.



L IS FOR... LOCKDOWN. WE ARE PRISONERS IN OUR OWN HOMES.

Viruses mutate constantly from errors occurring in the viruses copying process. Most of these changes are insignificant but in recent months it has become apparent that some changes can cause worrying new trends. Just when we thought the virus couldn't get any worse, it did.

'More transmissible', 'more deadly', 'more resistant to vaccines' are things that we have heard time and time again as new variants of the virus now crop up around the world. With all the technology in the world how will we possibly overcome such a fast- adapting virus?



M IS FOR ... MUTATIONS. MORE DEADLY, MORE TRANSMISSIBLE, MORE VACCINE RESISTANT- NOT GOOD.

From the start of the pandemic it seems as though the news has taken over our lives. From the announcement of shops and hospitality closing, to the announcement of the first lockdown and from there the governments daily briefings, it felt for a while as though we were simply living for the next piece of bad news. We have experienced bad news and a lot of 'fake news' through the course of the pandemic, but fortunately with the rapid vaccine roll-out in the UK the news of 2021 has become more hopeful.

N IS FOR ... NEWS. SINCE THE START OF THE PANDEMIC, OUR LIVES HAVE BEEN OVERTAKEN BY NEWS.



N

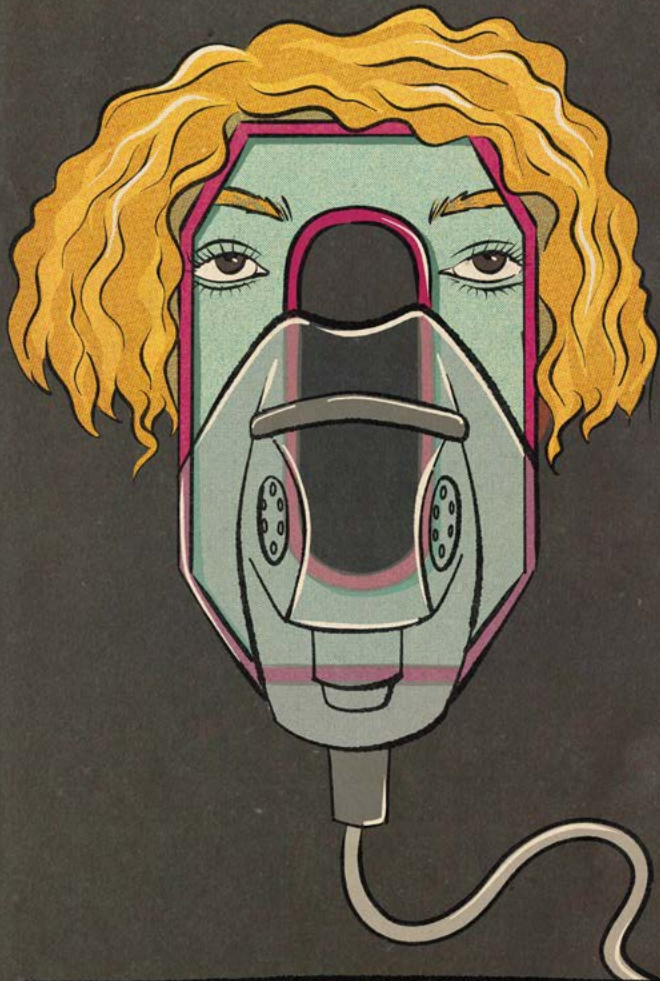
BBC NEWS **BREAKING**

Boris Johnson baby

Downing Street has announced that Boris is a baby

Oxygen is a crucial treatment for many Covid 19 patients as the virus attacks the lungs, causing shortness of breath and pneumonia which fills the lungs with fluid.

During a second deadly wave of the virus, India has been pleading with the rest of the world for oxygen, as they simply do not have enough for all of the cases being admitted to hospital. This has resulted in people dying in the wait for oxygen and desperate families turning to the black market where an oxygen cylinder can be purchased for around \$660- \$1330 (up from its usual price of \$80). Countries have since sent urgent aid to India, but with such poor travel infrastructure, it is still almost impossible to reach those in more remote areas of the country with these vital supplies.



O IS FOR... OXYGEN. A LIFE-SAVING
PRIVILEGE FOR THE WESTERN WORLD.

With the vaccine roll- out rates varying greatly across the world, there has been suggestion of introducing a 'vaccine passport' which will be required to travel, indicating that you have been vaccinated or recently supplied a negative Covid test.

In the UK there has also been discussion as to whether people should have to supply this document before being allowed entry to a pub or restaurant. It is clear to see why this idea is one of controversy, and yet enforces the beliefs of conspiracy theorists that the pandemic has been staged to somehow gain greater control over people.



P IS FOR ... PASSPORT. WANNA GO ABROAD?
WANNA GO TO THE PUB? YOU'LL NEED A VACCINE!

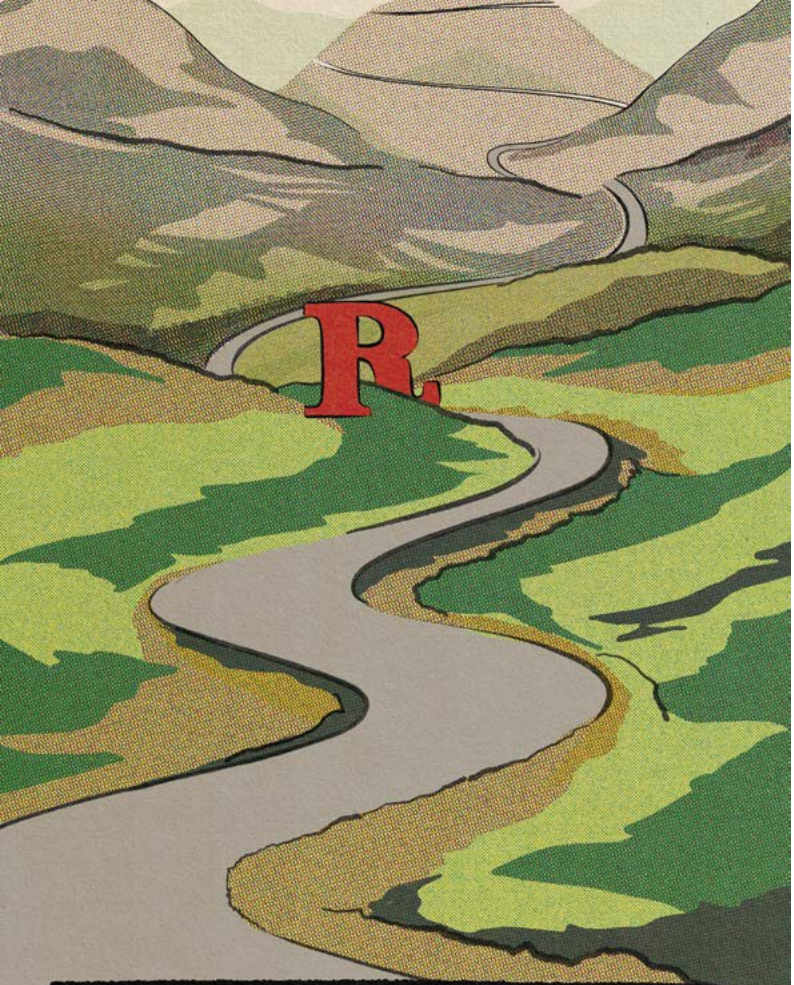
For the last year, the reality of foreign travel has included a quarantine upon arrival. When more serious variants of the virus arose in early 2021 the UK introduced hotel quarantining, where travellers arriving from high- risk countries would have to stay for ten days at the cost of £1750. In an era of globalisation, the strict quarantine measures have restricted not only tourism and leisure travel, but also international business.



Q IS FOR ... QUARANTINE. ONCE SOMETHING WE ASSUMED WAS JUST FOR ANIMALS.

The roadmap out of lockdown consists of the steps put in place by the government in the easing of Coronavirus restrictions. This controlled staggered reopening means that the government will only take the next step once they feel it is safe to do so, and ensures that measures are not eased prematurely.

Having been through two lockdowns, we are all familiar with how the roadmap works; with the reopening of schools being paramount, followed by non-essential shops, outside catering, and then lastly indoor dining and drinking. Social distancing has been a huge aspect of the measures over the last year, restricting loved ones from being together. At long last, the vaccine roll out has meant that we can finally think about embracing loved ones again.



R.

R IS FOR... ROADMAP OUT OF LOCKDOWN.
THAT NEVER ENDING UPHILL ROAD...

Coronavirus symptoms; high temperature, loss of smell and taste, headache and tiredness. We have been warned from the very start of the pandemic not to leave the house if we experienced any of these flu- like symptoms. For some bizarre reason people have been confusing the symptoms of hay fever with those of the Coronavirus, hence articles and informative videos have been released by news channels, highlighting the differences, to ensure people do not mistake the two. But this makes me question the general IQ in the UK as the symptoms are nothing alike...



S IS FOR ... SYMPTOMS. COUGHING, FEVER,
FATIGUE, SORE THROAT? MAY BE CORONAVIRUS ...

Our movements have been extremely restricted through the pandemic, in a bid to limit the spread of the virus. International travel has vastly been limited to essential reasons only, and national travel has been very much restricted as well.

Between January and October 2020 international tourist arrivals fell by 72%. This decline represents 900 million fewer international travellers, resulting in a loss of 935 billion (US) dollars in revenue from international tourism.

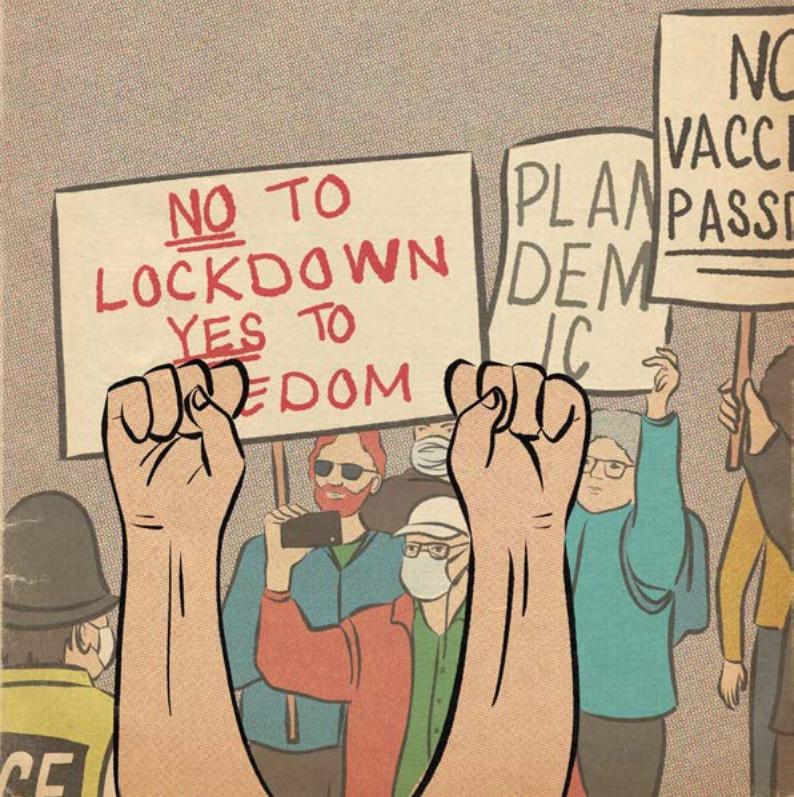


T IS FOR ... TRAVEL. A NORMAL THING
THAT WE HAVE BEEN BANNED FROM.

Having lived our lives up to this point with freedom, it is no surprise that when the world went into lockdown, some flouted the rules, some purposely defied them and others believed that the government had ulterior motives. People were angry that their human rights were taken away from them, and for a while, some thought that the lockdown was in place to spread 5G across the UK. Conspiracy theories and anger towards the government throughout that pandemic led to protests across the world. People of all ages have become tired of lockdown measures, conspiracies were spreading about the vaccine programme, and more unmasked protesters lined the streets.

In March, a new policing bill passed laws to allow fines of up to £2500 to be issued to people who protest, which resulted in days of uproar in Bristol where protests turned violent.

U IS FOR... UPROAR. 'HOW DARE THE GOVERNMENT DICTATE OUR LIVES'!



The pandemic has brought to light just how overlooked the lives of vulnerable people can be. With those at risk and over 70 being instructed to shield themselves, communication with loved ones became difficult. People living in care homes have been cut off from the rest of society, with some residents unaware of why they can only see their loved ones through a closed window. With many countries imposing lockdowns, we have become more aware of those who, for whatever reason, are unable to leave their homes, under normal circumstances. Hopefully going forwards, this gives us more empathy towards people who are suffering more than ourselves.



V IS FOR... VULNERABLE. OVER 70, MEDICAL
CONDITIONS. PEOPLE LOCKED AWAY FOR MONTHS.

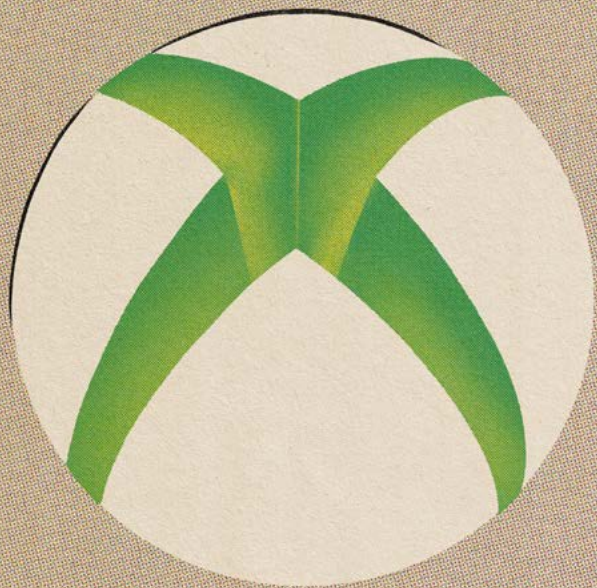
The pandemic has impacted us all in different ways, turning routine on its head and leaving us all in fear of the future. Weight gain is just one symptom of living through such a stressful and fearful time, and being at home more means we are all nearer the fridge! All of the articles online focus on solutions, all to the tune of 'how to lose the lockdown weight' but interestingly there seems to be little discussion of the impact that such an unprecedented time in history affects us mentally.

W IS FOR... WEIGHT GAIN. LOCKDOWN
WEIGHT GAIN HAS GOT A LOT OF US DOWN.



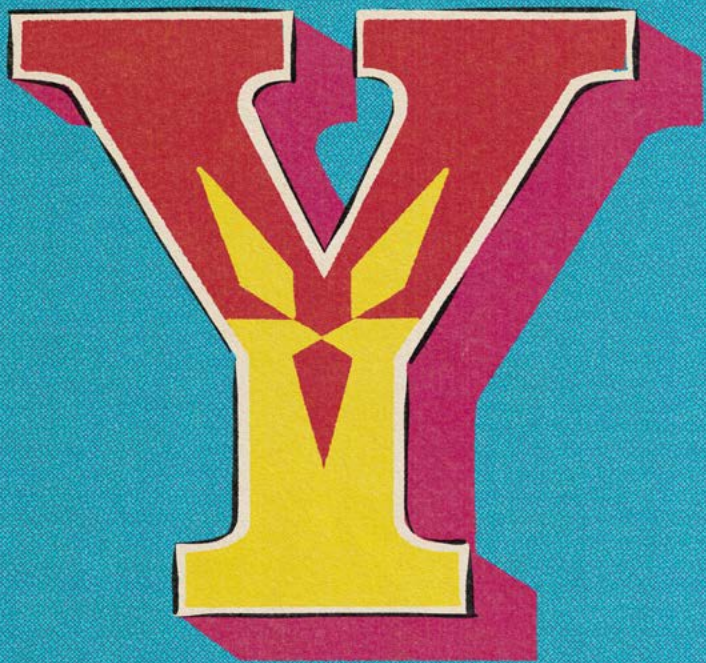
Sales of games consoles in the UK reportedly doubled during the first lockdown, with sales of Xboxes quadrupling! The unprecedented interest in games consoles reflects the nature of the pandemic; people are spending more time at home (with schools and businesses closed) and hence looking for activities that can be enjoyed from home. It is also a reflection of the fact that socialising and communicating with others has increased in a digital format where it has been suffering in a face- to- face way.

“In France, digital downloading increased by more than 180% during lockdown week”



X IS FOR... XBOX. I'M SURE A LOT OF THESE HAVE BEEN GETTING ATTENTION RECENTLY.

The COVID- 19 pandemic has been especially disruptive to the lives of young people, from education to employment. Mental health issues have been increasing as the closure of schools leaves students isolated and lonely. Rising levels of unemployment and financial insecurity have put a huge strain on the lives of children who have no choice but to stay at home. The pandemic has left more children vulnerable to abuse, with 285 reports by councils of child deaths and incidents of serious harm, a rise of more than a quarter on the same period the year before'- BBC news.



Y IS FOR... YOUTH, WHO'S EDUCATION & WELLBEING HAS TAKEN A HUGE BEATING.

Zoom is just one of the conferencing apps that has enabled the smooth transition of jobs and education to be carried out remotely. The pandemic has proven that many jobs can indeed be carried out remotely, and there is a growing awareness that jobs may never be carried out the same way again. Companies have come to realise that they could save a lot of money moving forwards, having employees work from home. With the restriction of international travel, online conferencing has made us realise that business travel may be a thing of the past.



Z IS FOR ... ZOOM. THE CONFERENCING APP WHICH WE HAVE COME TO RELY UPON.

AN A TO Z OF HOW LIFE HAS CHANGED
DURING THE CORONAVIRUS PANDEMIC.
CREATED IN SPRING 2021 TO CAPTURE
A GLIMPSE OF LIVING THROUGH A PANDEMIC.

by Betty Boo Onion