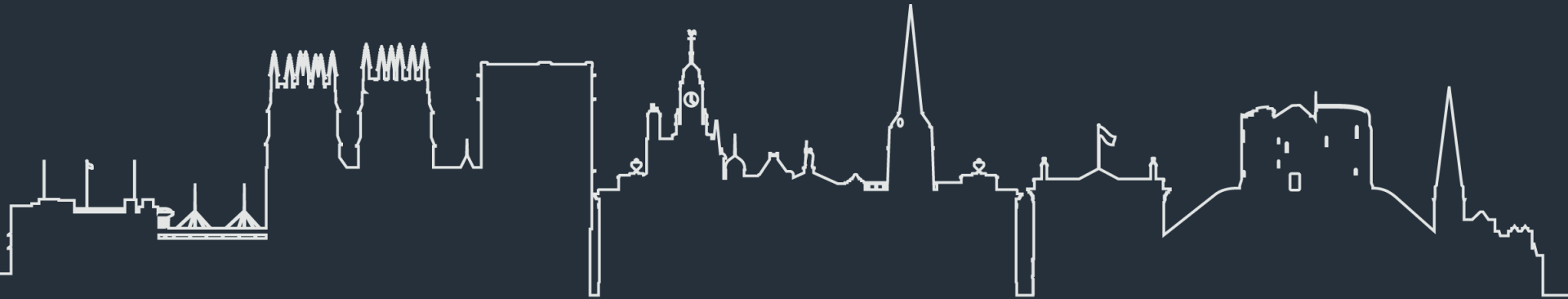


YORK OUTBREAK CONTROL

Communications update

7 April 2021



Key messages

Safe Behaviours



Wash hands frequently,
for at least 20 seconds.

Hands



Wear a face covering in
enclosed environments.

Face



Maintain space
with anyone outside your
household or bubble.

Space



Air

Meet with others outdoors
where possible.



Minimise the number
of different people you meet
and the duration of meetings,
if possible.



Air

Let fresh air in.



Download the
NHS Test & Trace app.



Get a test immediately
if you have any symptoms.



Self isolate if you have
symptoms, have tested
positive, or had contact with
someone with COVID-19.

The four phases of outbreak management communications

Phase 1

- Prevent - Provide updates about the current situation to prevent outbreaks

Phase 2

- Respond – Share information in responses to an alert following increased cases and/or change in restrictions

Phase 3

- Manage the outbreak

Phase 4

- Safely recover

A phased approach

Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p>Share accurate and timely updates: Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing the most up to date information and tools to support behaviour change.</p> <p>Build advocacy: Work closely with partners to ensure consistent messaging across the city. Share public health actions taken by city partners and public health and show how behaviour changes are supported by partners.</p>	15 June 2020: Reopening
2	Alert following spike in cases and/or change in restrictions	<p>Build confidence in the steps taken and what people need to do : Share what the city is doing to protect residents and what they need to do to keep others safe and places open. Use case and vaccination data to update residents and businesses on the current position. Demonstrate partnership approach being taken.</p> <p>Build engagement through conversation: Share messages and updates with residents. Engage audiences to find out how they are feeling and what they need to help the city recover and adapt their behaviours. Work closely with our partners to share insight and ideas.</p>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p>
3	Manage outbreak	<p>Deliver a regular drumbeat of accurate information: Initiate incident communications toolkit, assign roles and establish the rhythm of the incident, with regular and targeted communications and ongoing social media and website updates.</p> <p>Signpost support: Update CYC website and signpost support through all channels, responding to social media and providing information for partners to distribute through their channels</p> <p>Promote unity and community cooperation: Put people first, share stories of the personal impact of covid (MyCovidStory) and of people coming together and showing the very best of themselves and their experience of covid (York Kind)</p> <p>Target information: Provide residents with targeted information about changes, signpost relevant support services, coordinate information through targeted networks for partners to distribute to their channels</p>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p> <p>8 March 2021: step 1a</p> <p>29 March 2021: step 1b</p>
4	Safely recover	<ul style="list-style-type: none"> • Approach as per phase 1 and 2 • Updates are highlighted. 	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>21 June 2021: open in full</p>

Communications roadmap



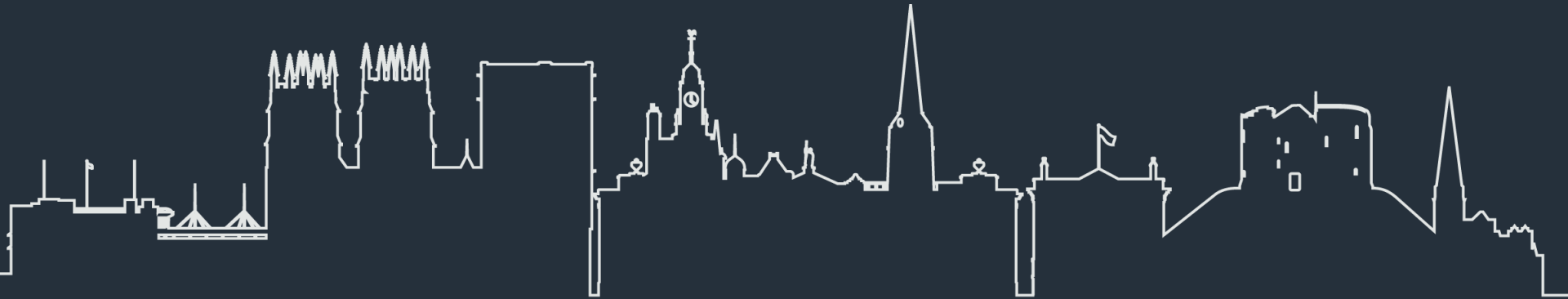
	2020											2021				
Regular rhythm	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Restriction communications	lockdown			Tier I				T2	Lockdown	T3	Lockdown		S1	S2	S3	S4
Regular updates / e-newsletters	daily			1-2 a week												
Direct publications, <i>Our City</i>	monthly				quarterly				monthly		quarterly					
Facebook live – ask the leaders					monthly		weekly					fortnightly		monthly		
Let's be York (Safe reopen)					Business pack, signage, social, web, PR								Signage, social, web, PR (insight trials)			
Let's be York (keep open)					Outside, social											
Let's be York (Xmas/keep going)																
We've got it covered					Social, PR, web											
18-34 yo residents									Social							
Safe return to school					direct, social, web								8			
Emotional health #FeelRealYork									PR, facebook, social, outside, partner packs							
Testing strategy													Direct, web, social, signage			
Complacency: My Covid Story													Web, social, direct, PR			
Vaccinations, inc. mythbusting													Direct, social			
A year on													31		23	

ROADMAP STEPS as published 22/02/2021

	Step 1		Step 2		Step 3	Step 4
	8 March	29 March	No earlier than 12 April		No earlier than 17 May	No earlier than 21 June
		As schools break for Easter Holidays	5 weeks after step 1		5 weeks after step 2	5 weeks after step 3
Education	Schools and colleges open for all students	Practical Higher Education Courses				
Business / activities	Wraparound care, including sport, for all children.	Organised outdoor sport (children and adults) Outdoor sport and leisure facilities All outdoor children's activities Outdoor parent & child group (up to 15 aged 5+)	All Retail Libraries & Community Centres Indoor leisure inc. gyms (individual use only) All children's activities Indoor parent & child groups (up to 15 aged 5+)	Personal care Most outdoor attractions Self-contained accommodation Outdoor hospitality	Indoor hospitality Organised indoor sport (adult) Remaining accommodation Indoor entertainment and attractions Remaining outdoor accommodation	Remaining businesses, including Nightclubs.
Social contact	OUTSIDE Exercise and recreation with +1 INSIDE Household only	Rule of 6 or 2 Households Household only	Rule of 6 or 2 Households Household only	Maximum 30 people Rule of 6 or 2 Households (subject to review)	No legal limit No legal limit	
Travel	DOMESTIC Stay at Home INT'L No international holidays	Minimise travel No international holidays	Domestic overnight stays (household only) No international holidays	Domestic overnight stays Subject to review		
Larger events	LIFE EVENTS OTHER EVENTS	Funerals: 30 Weddings and wakes: 6	Funerals: 30 Weddings, wakes, receptions: 15 Event pilots Small organised outdoor events	Most significant life events: 30 Indoor events 1000 or 50% Outdoor events 4000 or 50% Large seated outdoor venues 10,000 or 25%	No legal limit (subject to review) Larger events (subject to review)	

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

27 x press releases

Date	
05 April 2021	Council responds to announcement that more of the city can reopen
01 April 2021	UPDATED STATS: Enjoy Easter safely and responsibly [copy]
01 April 2021	Volunteer litter picker Pete is one of 520
01 April 2021	Plea for more residents to get tested as new testing site is set to open
01 April 2021	Joint working to help open up the city safely
31 March 2021	Media operation note - press briefing 01/04/21
31 March 2021	Three safe ways to vote in 6 May election
30 March 2021	Council updates businesses on the restart grant payments
30 March 2021	Shielding lifts after 1 April as infection rates fall further
27 March 2021	Enjoy the Easter holiday safely
26 March 2021	Grant support provided to more than 3,500 businesses
24 March 2021	More symptom-free testing slots available
23 March 2021	Support and comfort for bereaved residents
22 March 2021	Council and partners thank the city on the first lockdown's anniversary
22 March 2021	Council makes final urge to businesses to apply for "financial lifeline" before deadline
19 March 2021	Stay safe and follow the guidance this weekend
18 March 2021	Plans to meet York's post-pandemic skills needs to be considered
18 March 2021	York families benefit from Easter holiday activity programme
18 March 2021	City of York council preparing for the safe reopening of the city
17 March 2021	Council to contact trace all positive cases in York
16 March 2021	Rates relief applied to business rates
12 March 2021	York's education leaders thank parents and pupils
11 March 2021	UPDATED: Proposal to establish new York Health and Care Alliance
10 March 2021	Residents and businesses invited to join live Q&A
09 March 2021	Latest guidance shared with city care homes
08 March 2021	Invitation to a media briefing - Tuesday 9 March at 4:30pm
08 March 2021	Support marshalls contribute to falling infection rates

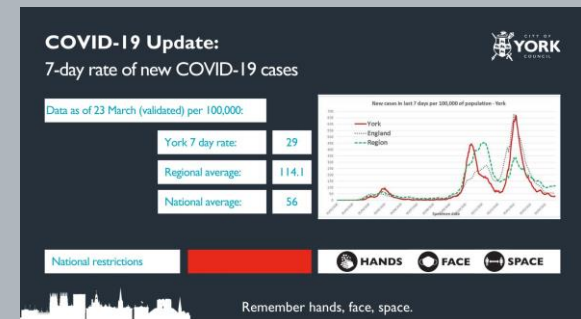
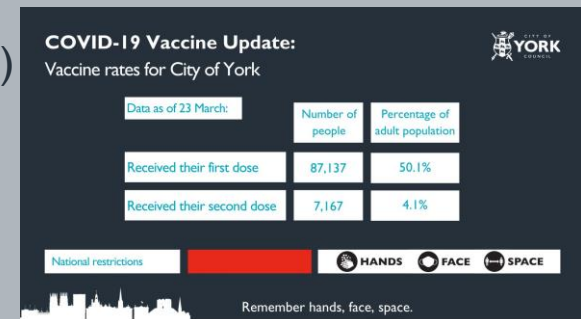
Build confidence in the steps taken and what people need to do

The council works closely with partners and uses different channels to reach as many people as possible.

Our regular communications (increasing registrations throughout the month by %):

- 2x weekly email updates to members and partners (128 recipients)
- 2x weekly resident e-newsletter (2281 recipients **+1%**)
- Weekly business e-newsletter (1533 recipients **+1%**)
- Weekly families e-newsletter (1099 recipients **+1%**)
- Regular press releases and media interviews
- Social media campaigns

Introduced vaccination update twice a week



Working together to improve and make a difference

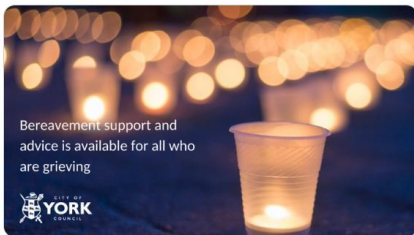
Step and potential dates	What this means (summary). For full details go to the roadmap	Actions (beyond the regular rhythm)	Challenges	Key messages
Step 1 – 8 March Could be announced 1 March	<ul style="list-style-type: none"> Schools and colleges open for all students Some practical HE courses return Funerals (30) and wakes and weddings (6) Exercise outside with one other person No indoor mixing 	<ul style="list-style-type: none"> Facebook Live Information to parents Media briefing 	<ul style="list-style-type: none"> Testing Parental anxiety Complacency 	<ul style="list-style-type: none"> Stay at home Hands, Face, Space Get tested Let's keep going
Step 1b – No sooner than 29 March Announced by 22 March	<ul style="list-style-type: none"> Rule of six or two households outdoors Outdoor sport and leisure facilities reopen Organised outdoor sports return Outdoor parent and child groups (15) Minimise travel, no holidays 	<ul style="list-style-type: none"> Open space/parks signage Map/graphic about local with York in the centre? Community groups/sports briefing (what can do) 	<ul style="list-style-type: none"> What is local? Return of sport Parent and child groups Rule of 6 Staff health and safety 	<ul style="list-style-type: none"> Stay local Hands, Face, Space
Step 2 – No sooner than 12 April Announced by 5 April	<ul style="list-style-type: none"> Still no indoor mixing, rule of 6 outside Reopening of retail, leisure and outdoor hospitality Domestic overnight stays (household only) Indoor parent and child groups (15) Funerals (30), Weddings and wakes (15) By 15 April all phase 1 offered vaccine 	<ul style="list-style-type: none"> Media briefing Information for businesses City centre and district signage Litter campaign Partner briefing Direct comms to residents 	<ul style="list-style-type: none"> Lots reopening Team capacity as this is around Easter break Domestic tourism Business support and café licences Unis face to face learning increases 	<ul style="list-style-type: none"> Hands, Face, Space, air
Step 3 – No sooner than 17 May Announced by 10 May Our City	<ul style="list-style-type: none"> Indoor entertainment and attractions (including pubs) 30 people outdoors, rule of 6/two households indoors (under review) Life events, inc weddings (30) Outdoor entertainment performances Return of crowds (indoor is 1,000 or 50% capacity, outdoor 4,000 or 50%) International travel (subject to review) 	<ul style="list-style-type: none"> Facebook live Media briefing Stadium signage Live well York update? Pub signage Registrar / Crem signage Animation about fresh air What you can do outside Partner briefing 	<ul style="list-style-type: none"> Live spectator sports Indoor mixing Tourism Up to 30 outside Pubs open to indoor trade Furlough support for affected staff Complacency 	<ul style="list-style-type: none"> Hands, Face, Space and air Meet outdoors if you can
GOVERNMENT REVIEW ON THE FUTURE OF HANDS, FACE, SPACE AND HOW WE GET FULLY BACK TO NORMAL				
Step 4 – No sooner than 21 June Announced by 14 June	<ul style="list-style-type: none"> No legal limits on contact and life events Larger events Nightclubs 	<ul style="list-style-type: none"> Open letter to residents? COVID safe celebration pack 	<ul style="list-style-type: none"> What prevention measures are still in? Staying open! 	

For bereavement support in York:

St Leonard's Hospice
stleonardshospice.org.uk
01904 708 553

York Cruse
01904 481162
york@cruse.org.uk or send a message through its Facebook page

Bereaved Children's Support York
bcsy.org.uk
info.bcsy@gmail.com



Bereavement support and advice is available for all who are grieving

9:00 am · 28 Mar 2021 · Hootsuite Inc.

City of York Council Retweeted



York Minster
@York_Minster

Tomorrow marks the first anniversary of lockdown.

We'll be open from 11.30am for prayer, quiet reflection and to light candles for loved ones. The Minster will fall still at 12pm for a 1 minute silence.

You can also join an online service at 5.30pm.

#NationalDayOfReflection



4:36 pm · 22 Mar 2021 · Twitter Web App

16 Retweets 1 Quote Tweet 74 Likes

City of York Council Retweeted



Marie Curie
@mariecurieuk

Today we're inviting you to come together to reflect on our collective loss, support those who've been bereaved, and hope for a brighter future.

Join us for a minute of silence at 12 noon and find out more about the National #DayOfReflection:
bit.ly/394cm5f



City of York Council Retweeted



Nimbuscare
@Nimbuscare1

As we light up our 'Tent of Hope' tomorrow to reflect on the past year, we remember those we have lost & thank our teams & our community. @SLHYork @ValeofYorkCCG @CityofYork @FirstYork @EboracumYork @YorkTeachingNHS

#OneYearOn #YorkVaccinationCentre



8:12 am · 22 Mar 2021 · Twitter for iPhone

8 Retweets 46 Likes

My Covid Story

Read about how the pandemic has affected ordinary people's lives in an extraordinary year

www.york.gov.uk/MyCovidStory

1. One year since the first lockdown

Today marks one year since the first lockdown announcement. We want to thank you all for your hard work and sacrifices over the past twelve months to stop the spread of the virus, it all makes a difference.

As the country marks one year since the first lockdown was announced on 23 March 2020, we are joining the nation in reflecting on the last 12 months, and thanking residents and businesses for pulling together in what has been the most difficult of times:

Thank you to everyone in York.

You have home-schooled, stayed at home, volunteered, communicated virtually, looked after your community, practised hands, face space and more.

Thank you to our partners

You have worked so tirelessly to protect residents' lives and livelihoods.

Thank you to our business community

This has been incredibly challenging for us all, you have been affected in ways you couldn't imagine, but by working together and sharing the vast knowledge among York, you quickly adapted to keep your customers and staff safe.

Thank you to the city's key workers, including council staff

23 March 2021 A year on

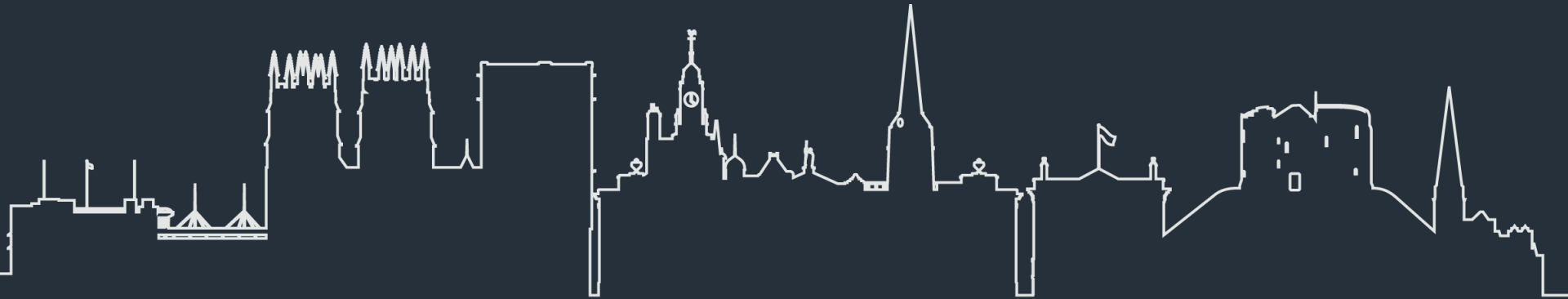
- Press release thanking everyone
- Resident update
- Partner brief
- Shared partner social
- Promoted bereavement support and MyCovid Story case studies on social

Lit up walls in support of St Leonards Hospice



Phase 3

Manage outbreak



Build confidence in the steps taken and what people need to do

Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

Communications objectives:

Think: know that whilst in lockdown there are things they can do and support available

Feel: supported and engaged with Covid safety measures, feeling more control over own safety

Do: stay home and follow hands, space, face to help keep everyone safe



City of York Council is reminding eligible business who have not yet applied for Additional Restriction Grant (ARG) funding to do so before the 31 March 2021.

To check if you are eligible visit: [york.gov.uk/COVID19Business...](https://www.york.gov.uk/COVID19Business...)

Find out more at [york.gov.uk/news/article/5...](https://www.york.gov.uk/news/article/5...)



To find out more visit: <https://www.york.gov.uk/COVIBusiness>

1. Businesses urged to apply for financial lifeline before deadline

City of York Council is reminding eligible business who have not yet applied for Additional Restriction Grant (ARG) funding to do so before the 31 March 2021.

See details of available business grants and check if you're eligible at: <https://www.york.gov.uk/COVID19BusinessGrants>

This additional funding has so far supported around 1,300 York businesses which have not been forced to close but have been severely impacted by restrictions.

Press release, web, partner updates to remind businesses about deadlines

Easter in York

Let's stay safe and have fun

You can still:

- Walk around the Bar Walls
- Find indoor ideas online
- Play in the city's parks
- Go for a bike ride
- Picnic in the Museum Gardens
- Spot wildlife

and remember



Social media key messages based on what you can do or connecting to support



Let's all stay safe on shared paths

It's important for all of us to enjoy exercising outside. When near a shared path, ensure your pet is on a lead or trained to walk to heel.

Let's make space for each other on shared paths.

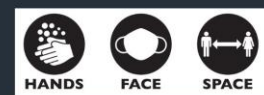


Keep your distance at the park



Are you heading to the park for your exercise?

Please don't gather to keep two metres and stop the spread.



www.york.gov.uk



If you are planning an essential trip to our Household Waste Recycling Centre make sure you follow our guidance to keep your trip safe:

- ✓ Sort your waste before you arrive
- ✓ Only bring what you can handle
- ✓ Keep a 2m distance
- ✗ Don't arrive early

[york.gov.uk/VisitingHWRCsa...](https://www.york.gov.uk/VisitingHWRCsa...)



Build confidence in the steps taken and what people need to do – 29 March

- PR, media briefing, web update
- Business briefings inc. BID
- Shared national messages
- Prepared city centre signage based on PHE behavioural science unit recommendations – bus stop signage, bollards, business posters

Facebook lives:

- 11/03/21 - Business Support: 25 comments, 942 views, 2225 reach, 7 reactions
- 16/03/21 - Public Health and vaccines: 49 comments, 1451 views, 5994 reach, 20 reactions



Let's keep York open

Keep 2 metres distance

nhs.uk/coronavirus

Let's be York
Safe Welcoming Considerate

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus



Sharon Stoltz, director of public health said: "Like everyone I am looking forward to seeing friends or family outdoors from 29 March. However, the virus is still present. Covid loves a crowd so please don't give it the chance to spread. Please continue to follow the rules".



9:09 am · 27 Mar 2021 · Twitter for Android

Build confidence in the steps taken and what people need to do – 12 March

- PR, web update, social
- Shared national messages
- Installed city centre signage based on PHE behavioural science unit recommendations

The reopening is on! Here's what York is planning to make sure the city stays safe after 12 April | YorkMix
at-york-is-planning-to-make-sure-the-city-stays-safe-after-12-april/

The reopening is on! Here's what York is planning to make sure the city stays safe after 12 April

5 Apr 2021 @ 6:16 pm YorkMix



A sign on Clifton Bings in York. Photograph: YorkMix

The Prime Minister has confirmed that the next stage of lockdown easing can go ahead.

At a press conference this evening (Monday), Boris Johnson said: "The net result of your efforts and of course the vaccine rollout is that I can today confirm that from Monday April 12, we will move to step two of our road map.

*Reopening shops, gyms, zoos, holiday campsites, personal care services like hairdressers and of course beer gardens and outdoor hospitality of all kinds.

By clicking "accept", you consent to the use of ALL the cookies.



Working together to improve and make a difference

Build confidence in the steps taken and what people need to do

Testing



Symptom Free Testing made easy

- ✔ Booking a regular test
 - ✔ Collect tests to take at
- Tests are available to book for in person testing or collect at:
- The York Leisure Centre at the York Stadium Leisure Complex
 - Foxwood Community Centre (open from 12 April)
 - York St John University
 - University of York
- Book your symptom-free test at york.gov.uk/SymptomFreeCovidT

If you have symptoms or your symptom-free test comes back positive you should book a confirmatory PCR test through www.nhs.uk/coronavirus or by calling 119

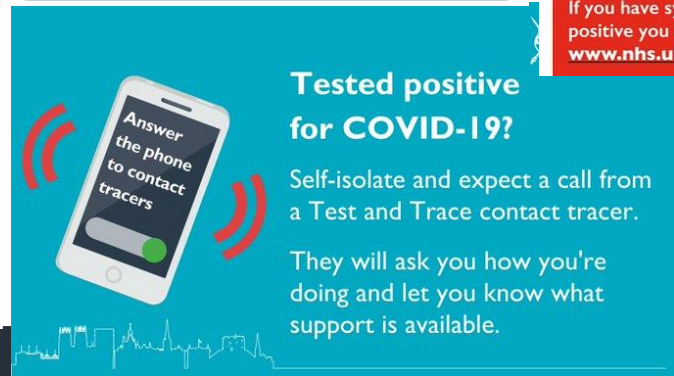


City of York Council @CityofYork

Test and Trace contact tracers will call you if you've had a positive COVID-19 test result. They'll ask how you're doing and make sure you're aware of the help available whilst you self-isolate.

Help them help you - expect the call and answer the phone

york.gov.uk/LocalTracing



Tested positive for COVID-19?

Self-isolate and expect a call from a Test and Trace contact tracer.

They will ask you how you're doing and let you know what support is available.

Media coverage

Direct communications to residents and responded to community facebook groups

Promoted booking a symptom-free test to key groups

Surge testing briefing for officers

Signpost to web page for more information

Surge testing sessions to update councillors on preparations

Build confidence in the steps taken and what people need to do

#FeelRealYork Emotional and physical health

#FeelRealYork updated with tips on how to start meaningful conversations



Partner toolkit
Social

Press release issued on shielding lifting from 1 April

Wellbeing at work – York Head of Comms Group workshop



Keep those muscles working!
Get ready to start carrying



Sitting well can make you more supple
Keep active and strong - even if you're not moving



Use every chance to be active
Stretch yourself a little more daily to feel better



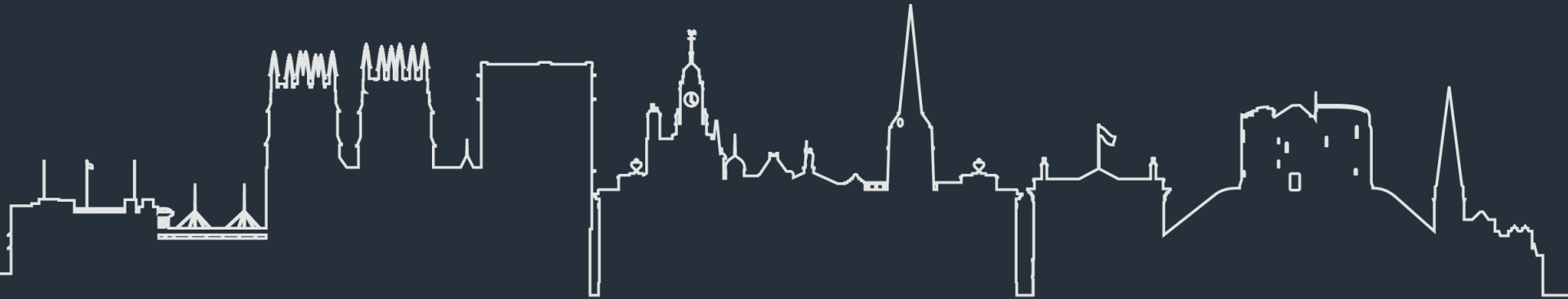
Our bodies are made to move
Keep active and strong to keep up with the kids



Working together to improve and make a difference

Phase 4

Safely recover



The staged plan

The trial will be in stages timed around key reopening dates:

1. Prior to 29 March – review the existing signage and propose changes. Signage will be revised and installed for 29 March and then 12 April.
2. Prior to 17 May – focus groups with businesses with outside space to understand their experiences about how people behave in the outside spaces and the impact the signage had/didn't have AND interview residents/visitors to the city about their experiences together with a city-wide survey for residents. The business insight will inform a second refinement of signage.
3. Prior to 21 June – tourist and resident insight will then further refine signage with recommendations about the interventions installed across the city
4. During the summer, we will poll businesses about how visitors are behaving in open spaces in light of the changes and whether the insight has made a difference.

Stage 1. PHE review existing signage

- PHE behavioural insight unit have reviewed previous/existing signage and made the below recommendations:
 - reduce content
 - focus only on the actions people should take (hands, space or face)
 - Note from 5 April, the Government will also recommend “air” although we don’t yet know what the behaviour is
 - use colour consistently, to act as a prompt
 - be more visible at the points people make decisions
 - Increase size of one-way signage
 - Put more prompts at bus stops or park benches or where people linger (not throughputs like car parks or cycle routes)
 - Reduce clutter - only display signage in locations that make a difference
 - Strengthen city walls signage using what has worked already (eg. exit/no entry signs)

Before

Let's be York
Opening up the city for everyone to enjoy – safely

We've made some changes through the city to help us all – *look out for signs and guides.*

Let's be safe
Wash our hands regularly
Observe social distancing – outside and inside
Let's protect each other

Let's be welcoming
We've opened up more pedestrian areas and spaces
Look out for one way walking streets and signs and maps to plan your routes
Let's park > walk > visit

Let's be considerate
Use the queue markings outside and inside shops
Respect each other
Be patient and show your support for local businesses while they adapt.
Let's support our businesses






Let's be York
Safe Welcoming Considerate

For more information and to help us open up York together, please visit our website:
www.york.gov.uk/letsbeyork




After

Let's keep York open



HANDS



FACE



SPACE

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus



Let's be York
Opening up the city for everyone to enjoy – safely

Let's travel safely on buses
Wear face coverings at all times
Use the queue markings at all bus stops

Let's be safe
Wash our hands regularly
Observe social distancing – outside and inside buses and buildings

Let's be welcoming
We've opened up more pedestrian areas and spaces
Look out for signs and maps to plan your routes

Let's be considerate
Use the queue markings outside and inside shops
Respect each other
Show support for drivers as we all adapt

For more information on bus and other travel in and around York, please visit www.travelinyork.info

Let's be York
Safe Welcoming Considerate



Catch it
Germs spread easily. Always carry tissues and use them to catch your cough or sneeze.




Bin it
Germs can live for several hours on tissues. Dispose of your tissue as soon as possible.



Kill it
Hand sanitizer goes to every surface you touch. Clean your hands as soon as you can.

Let's be safe

Let's be York
Safe Welcoming Considerate



We are now open for use

Let's be safe
Welcome.
Please follow social distancing guidelines
The closer we get to each other the more chance the virus has to spread.
Handwashing, face coverings and social distancing can all help prevent the spread of the virus.
Thank you

Let's be York
Safe Welcoming Considerate



Let's be safe

Avoid touching surfaces and handles
Use paper towels provided to enter/exit cubicles
Discard paper towels in the bins outside cubicles (not in the toilets).
Thank you

Let's be York
Safe Welcoming Considerate

We are now open for use

Let's be safe
The council is responding to play areas. Please read and follow this guidance for the safety of everyone using the play area.

- The equipment is checked regularly for damage and wear and tear but is not replaced or disinfected.
- This is shared equipment, used at your own risk.
- Do not use the equipment if you or any member of your household has coronavirus symptoms or are self-isolating.
- Encourage everyone in your family to wash their hands with hand sanitizer regularly and a minimum before and after using the play area.
- You must keep your distance from other children they are from the same household. If you are unable to keep your distance please consider entering a play session.
- Please do not consume food/drink in the play area.
- Please dispose of your rubbish in bins provided or take it home with you.
- Wash your hands when you get home.

We hope you enjoy using the play area and thank you for helping to keep everyone safe by always following these simple instructions.

Let's be York
Safe Welcoming Considerate

Let's keep York open



HANDS



FACE



SPACE

nhs.uk/coronavirus

Let's be York
Safe Welcoming Considerate



Let's keep York open

Keep 2 metres distance

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus



Let's keep York open

Wear a face covering

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus



Let's keep York open

Wash/sanitise your hands

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus

Let's keep York open



HANDS



FACE



SPACE

Let's be York
Safe Welcoming Considerate

nhs.uk/coronavirus

Build engagement through conversation

City of York Council Retweeted

 **NHS Vale of York CCG** 
@ValeofYorkCCG

Want to hear from behavioural experts about keeping consumers and staff safe? 

On Thursday 25 March, 3-4pm, the Public Health Behavioural Science & Insights Unit will share experience and knowledge on how to keep customers safe.



Reopening the city with behavioural insight
Hear from behavioural experts about keeping consumers and staff safe.
eventbrite.co.uk

25 March 2021

Held zoom webinar for business with outside space

- Promoted through corporate and partner channels
- 66 registered attendees

19-20 April 2021

Arranging 4 x focus groups for business with outside space to discuss direct with PHE behavioural science unit

30 April - 4 May 2021

Holding interviews with 30 residents and visitors

May – Our City survey for all residents