

YORK OUTBREAK CONTROL

Communications update

9 December 2020



Key messages

Stopping the spread of the virus is in all our hands:



Wash them regularly



Wear a face covering



If you have symptoms
stay home and get tested



Socially distance -
2m is best

The three 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

Phase 3

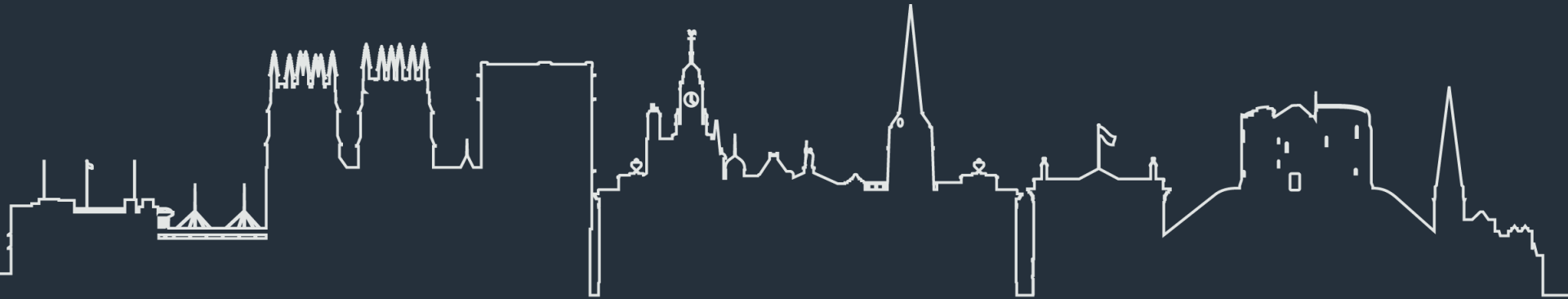
- Manage the outbreak

A phased approach

Phase		Approach (including aims)	Timing
Phase 1	Regular updates of current situation to try and prevent outbreaks	<p>Keep residents, businesses and partners informed</p> <p>Ensure consistent messaging and build advocacy through the Let's be York campaign.</p> <p>Show how keeping city safe for different audiences, eg. visitors – Visit York/Feel at Home in York</p> <p>Share case data regularly so people understand current situation</p> <p>Continue partnership approach including working together on discrete issues</p> <p>Develop specific messaging for target audiences</p> <p>Maximise reach and understanding of what to do.</p> <p>Embed public health messages in recovery work and communications</p>	Current work in progress
Phase 2	Alert following spike in cases	<p>Public health warning following increase in cases</p> <p>Reiterate public health messaging in clear way</p> <p>Offer guidance and practical support.</p> <p>Share message widely</p> <p>Share video content from public health professionals to explain latest advice in an engaging way</p> <p>Address inaccuracies/provide context</p>	
Phase 3	Manage outbreak (more details in subsequent slides)	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> • Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase • Signpost support • Promote unity and community cooperation • Target information 	

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

NEWS
15 hrs ago

Tier 2: What York residents can do from today

By Daniel Willers
Reporter

York Press
'Disappointment' as York put in Tier 2 - despite low infection rate
Reacting to news this morning that York has been placed in Tier 2 High restrictions from December 2, City of York Council leader Keith Aspden ...
6 days ago

York Press
Reader poll: Which tier should York be in post-lockdown?
Under the three new tiers, essential and non-essential retail can remain open, but in Tier 2, pubs and bars must close, unless operating as ...
6 days ago

York Press
Tier 2: What York residents can do
York goes green in latest Covid infection rate map | York Press
The continuing fall in York's rate may bolster hopes that the city could be moved from Tier 2 to Tier 1 during a review later this month.
22 hours ago

York Press
York's weekly Covid rate falls to just 100.2 cases per 100,000 ...
YORK'S coronavirus infection rate has fallen to a key milestone - and ... from Tier 2 to a more relaxed Tier 1 during a review in mid-December.
1 day ago

City of York Council
5 h • 🌐

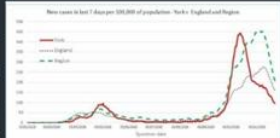
DAILY UPDATE: The latest "validated" data for the last 7 days of new COVID-19 cases per 100,000 as at 26 November:

York 7 day rate: 96.9... See more

COVID-19 Update:
7-day rate of new COVID-19 cases

Data as of 26 November (validated) per 100,000:

York 7 day rate:	96.9
Regional average:	207.8
National average:	162.3



Tier 2

Remember hands, face, space.

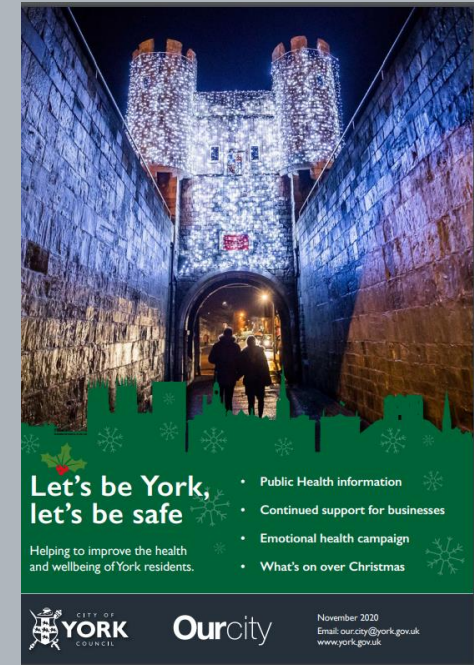
26 13 comments 2 shares

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

The council is working closely with partners and using a variety of channels to reach as many people as possible.

Continued our regular communications and updates:

- 2x weekly email updates to members and partners
- 2x weekly resident e-newsletter
- Weekly business e-newsletter
- Weekly families e-newsletter
- Regular press releases and media interviews
- Social media campaigns / weekly public health video
- Our City – resident newsletter



Our City - November 2020



Let's be York
Explore Inspire Learn

Face coverings

Please remind secondary school children they should wear facecoverings:

- 🧐 on school buses
- 🧐 on public transport
- 🧐 in corridors and other communal areas of schools and still keep a distance!



and make a difference

Build engagement through conversation

#AskThe Leaders Live Q&A

Friday 27 November, 5:00 - 6:00pm
Join us for the latest public health update and questions about the support available for businesses.

Monday 30 November, 5:00 - 6:00pm
Join us as we discuss your questions about tier 2 changes and looking after your own, and others emotional health.

Comment during the livestreams or email us at: YourQuestions@york.gov.uk

CITY OF YORK COUNCIL

- Continued Facebook live Q&A
- Radio call-ins
- Launched Our Big Conversation “temperature check”

Jorvik Radio
@JorvikRadio

From 10 - midday we've all the reaction to York being put into Tier 2 on today's Love in the Morning. Nick is joined live by Sharon Stoltz Director of Public Health at City of York Council @CityofYork & Greg Mulholland from the national @CampaignforPubs

10:06 AM · Nov 27, 2020 · Twitter for Android

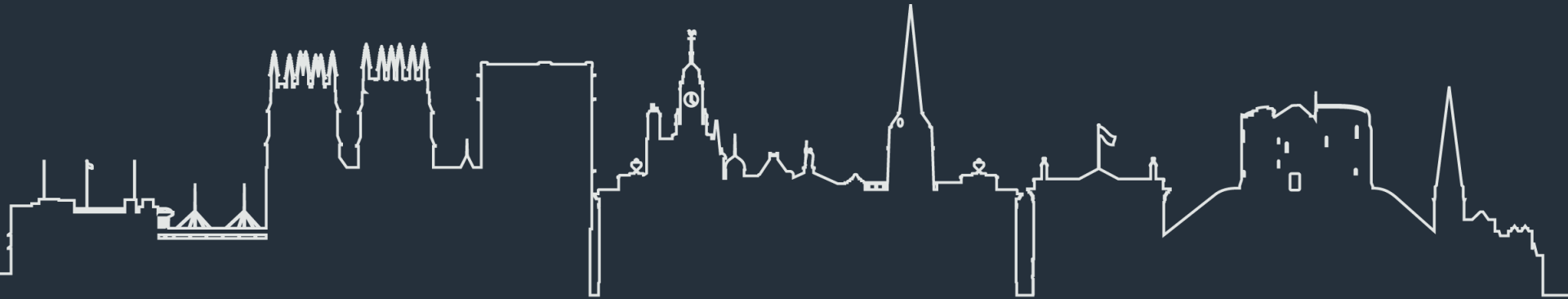
Our Big Conversation

CITY OF YORK COUNCIL

Join the conversation that is shaping our city's recovery.

Phase 2

Alert following increase in cases



Tier 2 communications

1. Share accurate and timely information
2. Further engage residents by using the tier process as a catalyst for increased communications:
 - Resident, partner and members update
 - Internal communications
 - Social statement and social comms to clarify rules
 - Update website
 - Briefing via live facebook Q&A on 27 and 30 November
 - Shared Covid help contact details

NHS Vale of York CCG @ValeofYorkCCG

#York will be in Tier 2 from Wednesday 2 December. Your #GP practice will remain OPEN and continue to run safe services should you need them.

More information about how GP services are operating here: bit.ly/GPpracticesOpen

City of York Council @CityofYork · Nov 26
From the beginning of Wednesday 2 December, York will be in Tier 2: High Alert: york.gov.uk/coronavirus

0:55 1.1K views

CITY OF YORK COUNCIL

My Account Search COUNCIL

Coronavirus and council services
To control the spread of coronavirus, from Wednesday 2 December York will be in Tier 2: High Alert; get the latest COVID-19 information, relevant to our area...

Information on coronavirus
Home > Information on COVID-19 > Information on coronavirus

OUR COVID-19 UPDATES

Read our latest news and statements about coronavirus to keep up to date with our response and recovery...

SEE OUR LATEST NEWS

York is currently following local restrictions in Tier 2: High Alert.

Get [information from GOV.UK about the 3 tiers of local restrictions](#) and including what you can and cannot do in each tier:

- Tier 1: Medium alert or
- Tier 2: High alert or
- Tier 3: Very High alert or

See more [information about restrictions in York during Tier 2: High Alert local restrictions](#).

Find out about [making a Christmas bubble with friends and family](#) or between 23 and 27 December.

To stay alert, control the virus, and save lives, you must follow advice from the government. Public Health England, 19th Nov 2020

1. Tier 2 guidance

We know that over recent months residents, businesses and communities have worked very hard to help bring down case numbers and we want to thank you for all your efforts.

From [tomorrow](#) (2 December) the national restrictions will be lifted and York will enter the new tier 2 regulations. We know the change in regulations may be confusing, but as a reminder from [tomorrow](#) you can:

- Meet people you do not live with outdoors, in groups of up to six and socially distanced.
- Visit our city's great shops and Covid-safe hospitality businesses, with your household or support bubble.
- Continue to use early years and childcare settings, including childminders, after-school clubs and nannies.
- Visit the hairdressers, leisure centres and gyms and other entertainment and personal care services.
- Get married – with up to 15 guests.
- Attend your place of worship.

We will continue to lobby the Government to be moved into Tier 1 restrictions, and also request that the Government provide further financial support,

Thread

✓ Weddings, civil partnerships, wedding receptions and wakes can take place with 15 guests, and 18 guests for funerals at York crematorium

TIER 2 HIGH ALERT

15 guests for weddings, civil partnerships, wakes; 18 for funerals at York crematorium. Number of journeys you make and walk or cycle if

york.gov.uk/coronavirus

Web App

@CityofYork · Nov 26
reduce the number of journeys you make and walk or

eholds indoors (apart from support bubbles) six for meeting others outdoors

RT

useholds indoors apart from support bubbles outdoors
ngs, schools, colleges and universities open

in visit york.gov.uk/coronavirus

@CityofYork · Nov 26
s, schools, colleges and universities remain open

NHS

CORONAVIRUS TIER 2 HIGH ALERT

YOU MUST:

- Not mix with other households indoors
- Only meet people outdoors in groups of up to six
- Work from home if possible
- Reduce the number of journeys you make

For further details, go to gov.uk/coronavirus

STAY ALERT. CONTROL THE VIRUS. SAVE LIVES.

reference

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: remember and understand that whilst in lockdown there are still things we can safely enjoy

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

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

Continued :You can Still

HM Government NHS

TIER 2 HIGH ALERT

FROM 2 DEC

MEETING FRIENDS AND FAMILY	BARS, PUBS AND RESTAURANTS	RETAIL	WORK AND BUSINESS
No mixing of households indoors, apart from support bubbles. Maximum of six outdoors.	Pubs and bars must close, unless operating as restaurants. Hospitality venues can only serve alcohol with substantial meals. Venues must stop taking orders at 10pm and must close by 11pm.	Open.	Everyone who can work from home should do so.
EDUCATION	INDOOR LEISURE	ACCOMMODATION	PERSONAL CARE
Early years settings, schools, colleges and universities open. Childcare, other supervised activities for children, and childcare bubbles permitted.	Open.	Open.	Open.
OVERNIGHT STAYS	WEDDINGS AND FUNERALS	ENTERTAINMENT	PLACES OF WORSHIP
		Open.	Open, but cannot interact with anyone outside household or support bubble.
		RESIDENTIAL CARE	LARGE EVENTS
		COVID-secure arrangements such as substantial screens, visiting pods, and window visits. Outdoor/airtight visits only (rollout of rapid testing)	Sport, live performances and business meetings limited to 50% capacity or 2000 people outdoors (whichever is lower) and 50%

What does Tier 2 mean for business?

- All businesses/venues to follow COVID-secure guidelines.
- Non-essential shops can open.
- Official/registered tradespeople (including hair dressers and beauticians) can still work in other people's home - following strict national guidance.
- COVID secure gyms and
- Pubs and bars must close
- Hospitality venues can open
- Venues must stop taking
- No mix of households at
- Food delivery and drive-t

Stay up to date at

Tier 2: High Alert - from 2 December

You CAN still

- Meet people you do not live with outdoors, in groups of up to six and socially distanced
- Visit our city's great shops and Covid-safe hospitality businesses, with your household or support bubble
- Continue to use early years and childcare settings, including childminders, after-school clubs and nannies
- Visit the hairdressers, leisure centres and gyms and personal care
- Get married - with up to 15 guests
- Attend your place of worship

Find out more at www.york.gov.uk/LocalRestrictions

Tier 2: High Alert - from 2 December

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HANDS FACE SPACE

CORONAVIRUS PROTECT YOURSELF & OTHERS

What does this mean for families?

- You can meet friends outside, provided you follow Space and the rule of 6
- Don't meet friends and family inside your home unless you have formed a support bubble with them
- Don't mix households indoors in any setting, including restaurants
- Schools will remain open
- You can continue to use early years and childcare, including registered childminders, after-school clubs and nannies

Tier 2: High Alert - from 2 December

Keep up to date with local restrictions. Visit www.york.gov.uk/coronavirus

CORONAVIRUS PROTECT YOURSELF & OTHERS

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

Emotional health



Feel Real York

NHS Vale of York NHS Tees, Esk and Wear Valleys

Supporting your emotional wellbeing



The impact of COVID-19 has not only affected people physically but it's also taking its toll on people mentally. Feelings of worry, depression or social isolation may be influencing how you feel, or if you have a pre-existing emotional health condition, your symptoms may be heightened at this time. It's important that you take time to look after your emotional wellbeing, whether that's taking time for yourself, speaking to friends and family or seeking wider support. If you're feeling low or anxious you're not alone and can be reassured that help is at hand, with a range of services locally to support you. Talking Therapies, often known as IAPT, is a service run by Tees, Esk and Wear Valleys NHS Foundation Trust. The service is open to anyone aged 16 or over, who is registered with a GP practice in York and Selby and is experiencing mild to moderate symptoms of anxiety or depression. Therapies range from virtual face-to-face sessions, to online courses and you can self-refer by visiting yorkandseabyapt.co.uk or by calling 01904 556840. Alternatively you can discuss your concerns with your GP and if appropriate, they can refer you.

Recovery College Online

recoverycollegeonline.co.uk provides a range of resources and self-help information for people who are experiencing mental health difficulties. You'll also find lots of information about how to manage any worries about COVID-19 on the site too. Young people aged 11-18 can also access [Kooth](http://kooth.com) (kooth.com), a website offering free online counselling and emotional wellbeing support whenever they need it. The site incorporates self-help articles and online tools such as a mood tracker, as well as professional online therapy and moderated peer-to-peer forums. Young people can register without having to provide personal details and it provides a safe and non-judgemental place for them to talk, connect and chat with others. So if you are struggling during this time, know that you're not alone, take a look at some of the many options available which can help improve your mood and give you the skills to cope.

Emotional health

Where to find help Dealing with difficult emotions isn't easy. To help you or someone you know, here's a list of organisations which can help.

Organisation	Support	Website	Telephone
Age UK York	Mental health support for older people	ageuk.org.uk	01904 627995
Blurt	Signs and resources on depression	blurt.org.uk	
Drinkaware	Alcohol advice and information	drinkaware.co.uk	020 7766 9900
City of York Council	Mental health recovery service	york.gov.uk/MentalHealthRecovery	01904 555111
Every Mind Matters	Mental health support	nhs.uk/everymindmatters	
GamCare	Gambling advice and support	gamcare.org.uk	0800 8020 133
Harmonies	Preventing self-harm	harmonies.org.uk	info@harmonies.org.uk
Healthwatch	Guide to mental health in York	healthwatch.york.gov.uk	01904 621123
Improving Access to Psychological Therapies (IAPT) Talking therapies service	Support for mild mental health problems such as depression, anxiety and stress	yorkandseabyapt.co.uk	01904 556840
IDAS York	Domestic abuse and sexual violence	idas.org.uk	01904 646036
Kooth	Online mental health support for young people	kooth.com	
Kyra	Support for women in York	kyra.org.uk	01904 632332 or email contact@kyra.org.uk
NHS UK	Self-assessment help	nhs.uk/conditions/stress-anxiety-depression	
NHS Apps	Library of mental health resources accessed by the NHS	www.nhs.uk/apps-library/category/mental-health	
Oxford Mindfulness Centre	Free mindfulness sessions	oxfordmindfulness.org	
Payrns	Suicide prevention for under 35s	payrns-uk.org	0800 068 4141
Recovery College Online	Providing a range of self-help resources and courses for emotional wellbeing	recoverycollegeonline.co.uk	
Samaritans	Listening support	samaritans.org	116 123
Shout 85258	Mental health text support	giveshoutout.org	Text: 85258
Stay alive	Suicide prevention app - for those with and those supporting someone with suicidal thoughts	preventsuicide.org.uk/first-help-now/stay-alive-app	
Stress Management Society	Help with stress	stress.org.uk	0203 142 8650
Talk Suicide Campaign	Suicide prevention training	talksuicide.co.uk	01482 389235
Tees, Esk and Wear Valleys NHS Foundation Trust	Provider of mental health and learning disability services in York	teeswhs.uk	
TEWV crisis services	Mental health crisis support	tees.nhs.uk/services/crisisadvice	0800 0516 171
The Haven	Mental health support in York	nhs.uk/whaeban-30carecentre	07463 141310
Time to Change	Mental health support	time-to-change.org.uk	
York Mind	Local mental health support	yorkmind.org.uk	01904 643364
York OK	Young people's mental health resources during Covid-19	york.gov.uk/young-people/wellbeing-hub	01904 556400 or text: 07624 802244
YoungMinds	Support for young people and their parents	youngminds.org.uk	0800 802 5544
Zero Suicide Alliance	Awareness training to help prevent suicide	zerosuicidealliance.com	



@CityofYork is asking us all to talk more about how we are really feeling during the pandemic, and share and use resources to support our wellbeing.

#FeelRealYork aims to signpost available support for all to help benefit mental wellbeing.

loom.ly/7Qnw9DQ

NHS Vale of York CCG @ValeofYorkCCG - Dec 1
Many of us are struggling with difficult emotions in the pandemic.
#FeelRealYork has been launched to encourage openness about emotional health and to help people find resources to help them.
valeofyorkccg.nhs.uk/feel-real/york/

HOW ARE YOU REALLY FEELING?
#FEELREALYORK
www.time-to-change.org.uk

Hey, how's you?
I'm fine
Honestly? Not really hard being confined feel like I'm missing full uni experience.

12:01 PM · Nov 30

Hi, I miss you!
miss you too, how are you doing?
I'm doing okay, how are you?
I'm glad you're doing okay, I wish I was. I hate not being able to be with each other during all of this, I feel so alone!

Email to employer or employer network

Feel Real York

Recent data from York's resident consultation, Our Big Conversation, identified that nearly 50% healthy as a result of covid-19 with 57% less optimistic about the future. Employees and employee pressure like never before. Whether financial insecurity or adapting to new ways of working, circumstances like no other.

To address this, partners across the city are encouraging more openness to help make talking mental health or difficult emotions more usual. The campaign, called #FeelRealYork, aims to set ourselves or others to help benefit or maintain our mental fitness.

The campaign shares hints for emotional fitness and we will be encouraging residents to share wellbeing as together the city responds to the impact of the pandemic. We will share more info how you can let us know your own top tips.

A single pool of resources from a range of experts is available on the Live Well York [website](http://www.livewellyork.org.uk) and national campaigns such as time to change, as well as tailored resources for York including [Foundation Trusts](http://yorkandseabyapt.co.uk), [York and Selby IAPT](http://yorkandseabyapt.co.uk) and [Recovery College Online](http://recoverycollegeonline.co.uk)

Partners include mental health service providers Tees, Esk and Wear Valleys NHS Foundation Trust, Time To Change York, city partnership [LiveWellYork](http://livewellyork.org.uk), higher education providers, North Yorkshire LEP and City of York Council.

Attached is a special toolkit to help you, as an employer, share resources with your employees to help improve and maintain emotional fitness. Thank you for sharing this support. Working together we hope to help improve our city's emotional health and maintain better emotional fitness.

With best wishes [your name/title/organisation](mailto:yourname@organisation)

How do you manage feeling lonely while working from home?
I pick up the phone to a colleague for a chat - not always necessarily about work! That instantly makes me feel less isolated," says Vicky.

HOW ARE YOU REALLY FEELING?
#FEELREALYORK

Working together to improve and make a difference

Planning outbreak communications

- Preparing for 16 December
- Christmas
- Testing
- Vaccination



Working together to improve and make a difference

Covid: Complacency/Christmas communications

Let's keep the places we love open and people we love safe

DRAFT PLAN

Objectives

Think – audiences understand the importance of the new guidance when lockdown lifts on 2 December. they know the risks from spreading the virus and the potential repercussions of not following the guidance.

Feel – all audiences feel they can visit York and see others but can do this safely.

Do – everyone follows the new guidance after lockdown/tiers lift. We keep the places we love open and people we love safe.

Strategy

Understanding the implications through case studies

Working with partners across the city, use images and quotes from real people and case studies so residents, businesses and visitors to understand what they can do to help keep people safe and places open, as well as understand the risks if they don't follow the guidance. Create feeling of collective responsibility (a city-wide effort) to tackling the pandemic in York.

Regular drumbeat of information/ sense of York pride

Reinforce narrative around the importance of the measures (recognising 'lockdown fatigue') to protect the population from greater harm. Give people something to feel positive about. Recognise and champion the efforts of York residents and businesses to date (cases coming down, etc). Share what people 'can do' and demonstrate good practice. Tackle 'lockdown fatigue' through regular recognition and reinforcement of progress to date.

Signpost to information, support and advice

Provide consistent and clear messaging of the rationale behind the restrictions at every stage. Provide clear and accessible guidance around what is and is not permitted. Help residents and businesses get the support they need.

Create specific messaging around the arrangements for Christmas (23-27 December)

KEY MILESTONES

Complacency campaign – to launch December 2020

1st review of tier restrictions – 16 December

Christmas arrangements come into force – 23-27 December inclusive

Complacency/Christmas communications campaign -

OBJECTIVES

Think – audiences understand the importance of the new guidance when lockdown lifts on 2 December. they know the risks from spreading the virus and the potential repercussions of not following the guidance.

Feel – all audiences feel they can visit York and see others but can do this safely.

Do – everyone follows the new guidance after lockdown lifts. We keep the places we love open and people we love safe.

AUDIENCE

- Residents
- Local businesses/employers
- Stakeholders e.g. York BID
- Local MPs
- Partners, e.g York Hospital, GPs
- York Schools, academies and MATs
- CYC staff
- Councillors
- Visitors to York

IMPLEMENTATION

Encourage sense of shared responsibility with emotionally engaging case studies

- Further develop the hyper-local approach used in the ‘We’ve got it covered’/York Kind campaigns.
- Develop a social media campaign with the help of partners, creating case studies of people who have a strong interest in keeping the city open and people safe - families, NHS staff, school teachers, care home staff, university staff etc etc Use this to stress the importance of not being complacent, taking individual responsibility and working together for York
- Based on the theme ‘ help keep my.... open’ the campaign will feature images of real York residents, appealing to others to keep their shop, hospital, school, bar, etc open
- Share with partner organisations across the city, creating a sense community expectation to follow the rules.

Signpost to information, support and advice

- Provide a consistent flow of information re support and advice to make it easier for individuals and businesses to comply
- Send direct information out to anyone who has been informed they need to self isolate (via the local tracing team).
- Share the information on the website and signpost to it through social media and partner comms, so it can accessed by all.
- Update existing coronavirus web pages to create an information hub

Regular drumbeat of information/sense of York pride

- Create a short animation showing that York’s cases continue to decline, and how, if we follow the guidance and are not complacent, we can continue to keep each other safe, building on the ‘let’s be York’ campaign promoting collective responsibility.
- Update the signage in and around key areas of York (street light banners and racecourse) with new campaign messages to encourage revived interest and appeal to visitors
- Update www.york.gov.uk/coronavirus with the latest information
- Link to the self isolation campaign animation to show how quickly the virus spreads from one person (1:2.5)
- Share with partner organisations across the city, creating a sense community expectation and support.
- Thank people for their continued support to community support and recognise impact of ‘lockdown fatigue’ in messaging, creating sense of empathy and building on feeling of shared community experience
- Create copy, messages and visuals that can be shared in a partner pack with partners across the city, including schools and GPs, to reinforce the messaging and ensure audience coverage.

Christmas messaging

- Use the look and feel of the overarching campaign to remind people about the specific arrangements for Christmas. Promote a sense of enjoyment with responsibility

EVALUATION

•Volume and sentiment of local and regional media responses to the consultation

•Engagement - views/shares & sentiment of comments

•Number of partner organisations sharing the messaging

Audiences	Channels
Residents (students)	<p>To reach the targeted age bracket:</p> <ul style="list-style-type: none"> - Social media (organic and paid) – - High education - York College, Universities, apprenticeship programmes - Local businesses as employers - Local media - Direct e newsletters – families and residents - Forum groups, such as parent groups - Webpages - York FIS - Libraries - Direct mail (through local tracing team) - Messages from GPs surgeries - Posters in York Hospital - Schools (if parents) - Employers
CYC staff	<ul style="list-style-type: none"> - Direct weekly emails - CYC website - Social media (organic and paid) - Local media - Hazel Court posters, screens and frontline newsletter
Businesses/employers	<ul style="list-style-type: none"> - MIY/CYC business newsletter - York BID/Chamber of Commerce - Webpage - Social media - Local media - Local authority leads