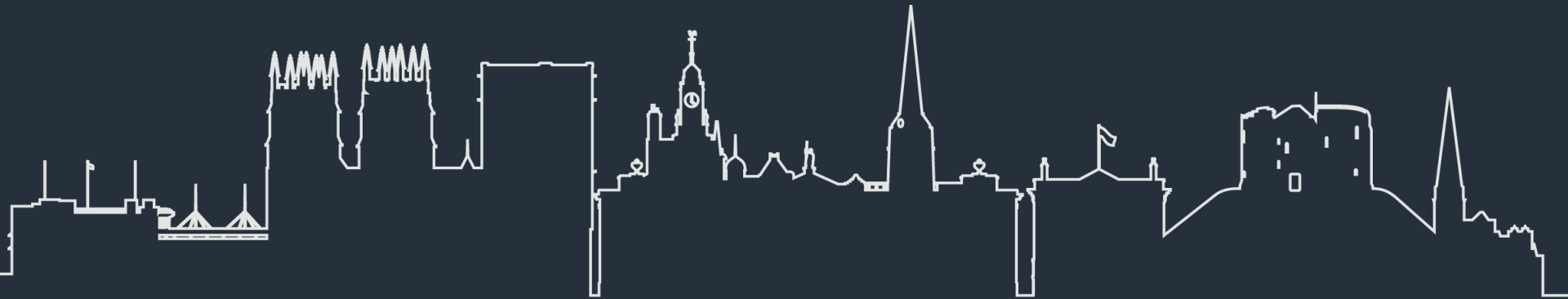


YORK OUTBREAK CONTROL

Communications update

7 July 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



Meet with others outdoors
where possible.

Air



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



Let fresh air in.

Air



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 	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>19 July? 2021: step 4?</p>

Communications roadmap



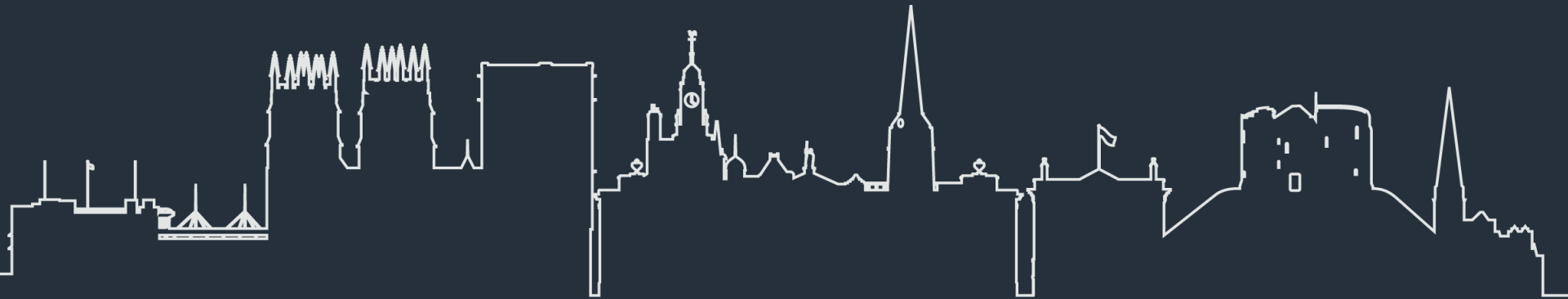
	2021						
	J	J	A	S	O	N	D
Restrictions	Step 3	Step 3 Step 4?					
Regular updates / e-newsletters	1x weekly						
Direct publications, Our City	Quarterly						
Facebook live – ask the leaders	Monthly						
Let's be York (Safe reopen) inc. York Kind: Reopen with care	Signage, social, web, PR – to be confirmed following announcement						
Let's be York (keep open)	Outside, social						
18-34 yo residents	PR, social, partner packs						
Testing	Direct, web, social, signage						
Vaccinations	Support rollout and potential autumn boosters Social, PR, Web, Signage						
#FeelRealYork	Social media, posters, partner toolkit around men's mental week.						
Return to education	Support education settings		Prepare for return of pupils				
#Whatsmynextstep	PR, social, partner toolkit shared on building in more activity around the home, plus case study.						

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

15 of 36 press releases COVID-related; significant focus on recovery comms

27 / 79 media enquiries COVID-related

02/07/2021	York thanks residents for their efforts during pandemic
01/07/2021	New campaign to help residents' fitness ready for lockdown lifting
22/06/2021	Facebook Live Q&A for School Leavers taking place June 23rd
21/06/2021	York parents encouraged to Look Say Sing Play at Acomb Explore
18/06/2021	Citywide surveys to help plan York Education Futures
18/06/2021	Our Big Conversation is back – take the survey today to shape York's future!
17/06/2021	Micro grants' positive impact inspires new support for city festivals
16/06/2021	Free health and wellbeing support
14/06/2021	City of York Council's response following Prime Minister's announcement
10/06/2021	City supports Community Renewal Fund
09/06/2021	Money available for York businesses looking to hire apprentices for winter
08/06/2021	Council to hand out more tests to York residents
07/06/2021	Businesses urged to support employees to be vaccinated
01/06/2021	Council once again encouraging regular Covid testing as staff prepare to hand out free tests in key areas across York
28/05/2021	UPDATED: A message of thanks ahead of Volunteers' Week

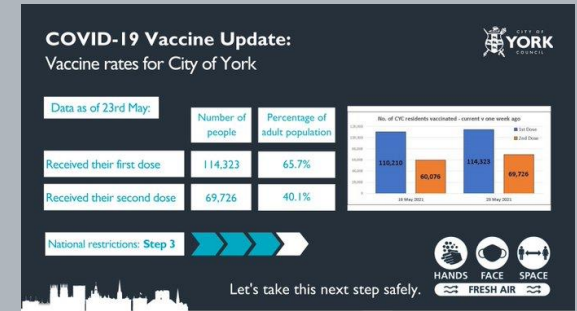
Build confidence in the steps taken and what people need to do

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 %):

- 1 x weekly email updates to members and partners (130 recipients)
- 1 x weekly resident e-newsletter (2,337 recipients + <1%)
- Weekly business e-newsletter (1,587 recipients + <1%)
- Weekly families e-newsletter (1,120 recipients + <1%)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: School leavers Q&A
- 23/06/21 – 669 views, 3 shares, 11 reactions, 1424 reach

Regularly share case data and vaccination update



Working together to improve and make a difference

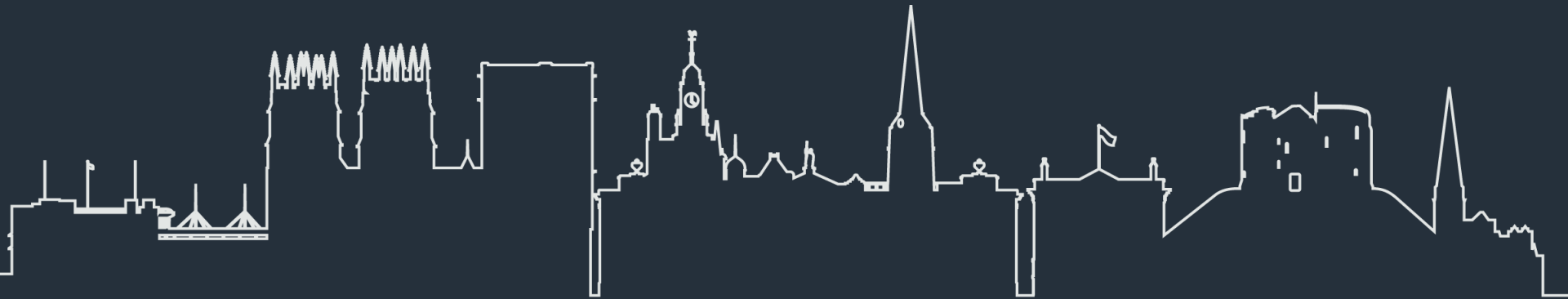
Step and potential dates	What this means (summary). For full details go to the roadmap	Actions (beyond the regular rhythm)	Challenges	Key messages
Step 1 – 8 March Could be announced 1 March	<ul style="list-style-type: none"> Schools and colleges open for all students Some practical HE courses return 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 19 July Announced by 12 July	<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! 	<ul style="list-style-type: none"> Be kind Respect different levels of comfort with easing of restrictions
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Phase 2

Alert – following change in restrictions



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



We've all got a part to play to keep the people and places we love safe

Delay to roadmap

Communications objectives:

Think: there are things to do and support available

Feel: supported and engaged and more control over own safety

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



Make testing part of your routine.
How can I access symptom-free testing?

Get tested at one of our testing centres across the City

Collect home testing kits from our testing centres

Order home testing kits to be delivered to your home

www.york.gov.uk/SymptomFreeCOVIDTest
01904 551559

City of York Council's response following Prime Minister's announcement
[Home](#) > [Latest news](#) > City of York Council's response following Prime Minister's announcement

Share it

Published Monday, 14 June 2021

City of York Council have responded following the Prime Minister's announcement relating to the delayed easing of COVID-19 restrictions.

Councillor Keith Aspden, Leader of City of York Council said:

“ We know today's news is frustrating for many who had high hopes for next week, however, there are still reasons to be optimistic. The vaccine rollout is continuing

Press release, web Partner, resident and business updates Shared partner messages Social Our City – back page advert of resident engagement issue



'There are still reasons to be optimistic' says York council boss – as end of Covid restrictions delayed

14 Jun 2021 @ 7.44 pm in News

Stay safe with friends in your home

- 6 Meeting outdoors is best however, you can meet indoors as groups of up to six or two households.
- Regular symptom-free testing will help you know you are keeping your friends safe.
- Continue to sanitise or wash your hand regularly.
- Keep your distance where possible to do so.
- When indoors, open a window to improve air flow and help minimise the chance of spreading COVID-19

A hand is shown opening a window. At the bottom right, there is a circular icon with the same 'HANDS FACE SPACE FRESH AIR' text as seen in the top right of the page.

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

Rising cases

- Daily tweet
- Letter to parents, headteachers with practical advice
- Reactive media enquiries
- Share key messages – focus on jabs and testing



Office of the Director
Customer and Corporate
Public Health
West Offices
Station Rise
York YO1 6GA

Date: 29 June 2021

Dear Headteacher,

Subject: Keeping cases down in York schools

Thank you for your continued efforts in supporting our pupils and staff.

As you will be aware the new Delta variant is here in York. It is more transmissible than we have seen before and we are seeing a rise in cases, particularly among those groups who are unvaccinated.

Station Rise
York YO1 6GA

Date: 29 June 2021



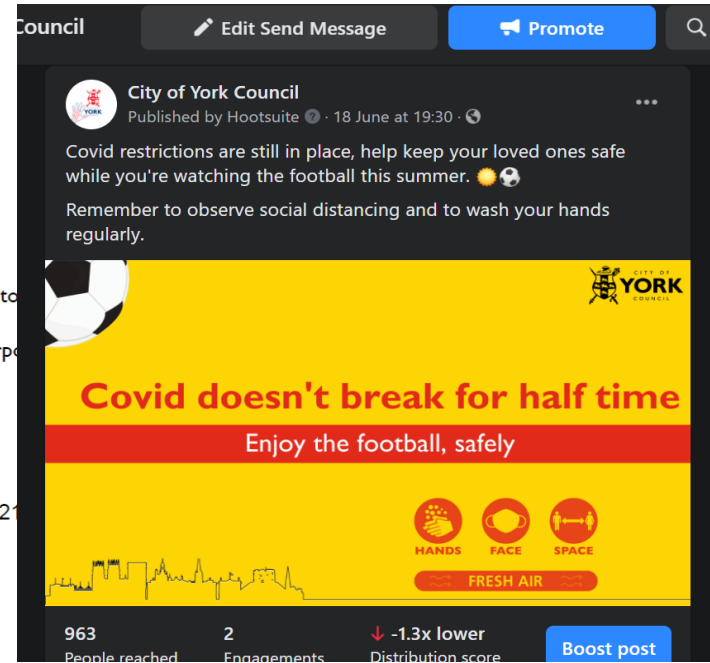
Dear parent/carer,

Subject: Keeping cases down in York schools

As we near the end of the most challenging academic year imaginable we wanted to say a huge thank you for your continued support.

You have home-schooled, self-isolated when asked and carried out regular tests to help keep your school community and the wider city safe.

As you will be aware the new Delta variant is spreading across the country and is here in York. It is more transmissible than we have seen before and we are seeing a rise in cases, particularly among those groups who are unvaccinated.



Support and information during coronavirus

There have been so many changes to our lives over the past few weeks because of Coronavirus. This can make it difficult to speak to the people we want to, to get support from our families and friends, or to know where to go for advice.

Coronavirus and your wellbeing

You might be feeling overwhelmed, sad, or anxious about the coronavirus outbreak, or about something else, and feel worried about yourself, or your family and friends.

This is completely normal – things keep changing as we learn more about the virus, schools are still not open for everyone, and people are social distancing to protect themselves and others.

You can find lots of helpful information at:

youngminds.org.uk
yorkmind.org.uk/how-we-help/young-peoples-service-covid-19-response
or text York Mind on **07483 167931** to speak to an advisor

Health

Our school nurses can help with information and advice about a wide range of health issues, including physical, emotional and sexual health.

You can get in touch with them confidentially by texting or calling **07833 437363**, 8.30am-5pm, Monday- Friday.
yor-ok.org.uk/families/5-18-years-old

Feeling unsafe or in need of extra support?

If you feel unsafe or need extra support, or you are worried about the safety of others, there is help available.

To get information, support or to speak to someone in confidence, the Young People's Information Service can help.

Telephone: **01904 555400** (Mon - Fri 10am - 4pm)
Email: fis@york.gov.uk Text: **07624 802244**
You can also call Childline on **0800 1111**
childline.org.uk

Or if you or another young person are in immediate danger, call the police on **999**

Stay safe online

Get advice about keeping you and your friends safe online at thinkuknow.co.uk

General information and advice

If you're a mum, dad, carer or young person and have a question, our Family Information Service & Young People's telephone lines are there to help. Contact them by:

Telephone: York Family Information Service on **01904 554444** or the Young People's Information Service on **01904 555400** (Mon - Fri 10am - 4pm)
Email: fis@york.gov.uk Text: **07624 802244**
You can also find lots of helpful information at:
themix.org.uk
bbc.co.uk/newsround

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

Testing

Our City

- Resident update / partner brief
- Community testing handout - door to door testing and leaflet
- Letter to parents – shared by schools
- Social
- Direct communications to residents
- Shared NHS/CCG messaging
- More planned

To help stop the spread of Coronavirus please keep getting tested twice a week



Thank you for playing your part and helping keep people safe.
www.york.gov.uk/SymptomFreeCovidTest
 01904 551559





Our City

Our Big Conversation

Important resident surveys inside page 05




our.city@york.gov.uk
www.york.gov.uk



We've all got a part to play to keep the people and places we love safe

Make testing part of your routine. How can I access symptom-free testing?
 Get tested at one of our testing centres across the City



Join the millions already vaccinated

You're much less likely to get serious Covid-19 or be hospitalised if you've been vaccinated. We'll let you know when your Covid-19 vaccine is ready for you.

EVERY VACCINATION GIVES US **HOPE**

Our City June 2021
 our.city@york.gov.uk
 www.york.gov.uk



Produced by **YOUR CREATIVE SAUCE**



HM Government **Test and Trace**

Regular rapid Covid-19 testing is how we keep those close to us safer. The tests are easy to do and show results within 30 minutes.

FREE, RAPID COVID-19 TESTS **NHS.UK /GET-TESTED**




Covid tests

- 😊 Use home tests for anyone aged 11 and over with **no** Covid symptoms
- ❌ Do not use home tests on children under 11
- 😊 If you or your child have Covid symptoms, book at: gov.uk/get-coronavirus-test

Let's be York
 Explore Inspire Learn



Covid tests are being handed out to some homes in York

But you can still visit testing sites around the city

www.york.gov.uk/SymptomFreeCOVIDTest

PROTECT YOURSELF & OTHERS

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

Vaccinations

NHS
Vale of York
Clinical Commissioning Group

Search words Search

Home About us Your health and local services Campaigns Get Involved News

You are here: > #GrabAJab from this weekend

#GrabAJab from this weekend

As part of
can #Gra
If you ha

LATEST NEWS

- Media / regular communications inc. facebook live and resident newsletter
- Partner communications
- Shared NHS/CCG communications
- Business bulletin to city employers
- Media relations
- Promoted vaccinations to next groups
- Shareable information at vaccinate sites

City of York Council

46.1K Tweets

Nimbuscare @nimbuscare1 · Jun 30

More than 1250 over 18 year olds have visited our pop up clinics in the City so far this week. We've got three more walk-in clinics running at Foss Sports Hall on Lord Mayor's Walk, Wed, Thurs & Fri. No need to book! @YSJUNews @CityofYork nimbuscare.co.uk/our-services/n...

University of York and 5 others

1 retweet 17 replies 29 likes

POP UP VACCINATION CLINICS IN YORK

We're staging a series of walk-in, non-urgent COVID vaccination clinics at venues across the city during the coming week. We've got three more walk-in clinics running at Foss Sports Hall on Lord Mayor's Walk, Wed, Thurs & Fri. No need to book!

THE PRESS

the following clinics:

NEWS
25th June
Pop-up Covid jab clinics planned all over York
By Mike Laycock
Chief reporter

citycouncil

citycouncil As part of the ongoing efforts of the COVID-19 vaccination programme in York there are plenty of opportunities to #GrabAJab in the next few days in York. Find out more at <https://www.valeofyorkccg.nhs.uk/grab-a-jab-from-this-weekend/>

6 likes

Visit the COVID-19 Information Center for vaccine resources.

Nine more walk-in vaccination clinics to open in York – as cases soar

25 Jun 2021 @ 7:59 am in Health
YorkMix



NHS

Women who are breastfeeding are able to have the COVID-19 vaccine. We will let you know when your vaccine is ready for you.

NHS

The vaccine reduces chances of hospitalisation by 85%

We'll let you know when your Covid-19 vaccine is ready for you.

EVERY VACCINATION GIVES US HOPE

Build confidence in next steps people need to rebuild fitness

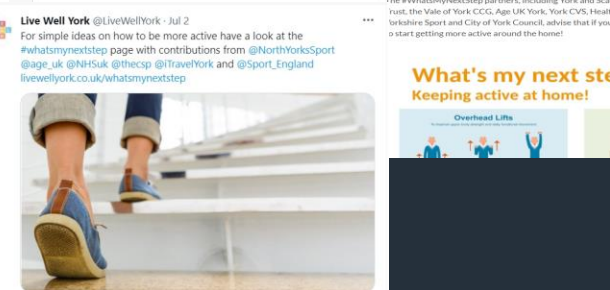
Physical health - deconditioning

What's my next step?
Keeping active at home!



Campaign launched 28 June 2021: PR, articles, case studies, social media, videos, LiveWellYork webpage.

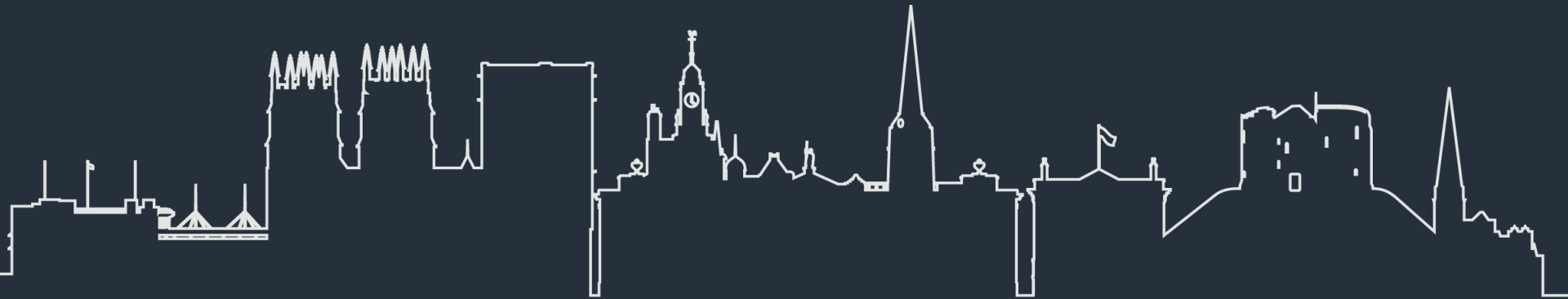
Media coverage: York Press article plus interviews on Radio York and Greatest Hits Radio.



Working together to improve...

Phase 4

Safely recover



Throughout June, PHE Behavioural Insight Science Unit interviewed residents and a business and developed key recommendations. We have discussed these with the Tourist Advisory Board

Behavioural trial – amended plan

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

1. Prior to 29 March – PHE Behavioural science unit reviewed the existing signage and proposed changes. Signage was revised and was installed for 29 March and then, additional signage, for 12 April.
2. Prior to 17 May – focus groups with businesses are not going ahead (over 34 viewed webpages, with 6 registered - need 28 to be significant). Instead PHE will continue to interview residents/visitors to the city about their experiences together with the Our City survey for all residents. Businesses were invited to comment on PHE proposals through the normal meeting cycle.
3. Prior to 21 June – tourist and resident insight together with business comments will inform refined signage together 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.

Build engagement through conversation

25 March 2021

- Held zoom webinar for business with outside space
- Promoted through corporate and partner channels
 - 66 registered attendees

19-20 April 2021/ 10-11 May 2021

4 x focus groups arranged for businesses to discuss direct with PHE behavioural science unit
28 participants to be significant – only 6 registrations (34 web views) - this stage has been cancelled

30 April - 4 May 2021

Holding interviews with residents and visitors, and invited businesses who registered for focus groups
15 registered interest, 8 interviews have taken place

May – Our City survey for all residents

June – businesses invited to comment on proposals ahead of installation through usual meeting rhythm (to make as easy to contribute as possible)

and make a difference



PHE BSI Key recommendations

Reduce

- Reduce congestion
- Direct people to less busy areas using marshals/signs/maps
- Ensure queues are social distanced and separate from those walking by
- Use keep left/right signs, keep clear signs and one-way systems wisely

Improve

- Improve signs and one-way systems
 - More prominent/bigger signs and one-way systems
- Ensure signs explain why certain behaviours are encouraged

Encourage

- Encourage protective behaviours
 - Maintain gel dispensers, make them prominent and widely available
- More outdoor seating and Covid-19 marshals to encourage adherence

Support

- Support businesses
 - Reinforce importance of ventilation and social distancing
- Financial support and Covid-19 marshals to encourage adherence

Next steps

