

Notice of a public meeting of

City of York Outbreak Management Advisory Board

To: Councillors Aspden (Chair), Runciman (Vice-Chair) and D Myers

Ian Floyd - Interim Head of Paid Service, CYC
Sharon Stoltz - Statutory Director of Public Health, CYC
Amanda Hatton - Corporate Director of Children, Education & Communities, CYC
Sian Balsom - Manager of Healthwatch York
Marc Bichtemann (First York) - Transport Representative
Lucy Brown - Director of Communications, York Hospitals NHS Foundation Trust
James Farrar (York, N Yorkshire & E Riding LEP) - Business Representative
Prof Charlie Jeffery (UoY) - Further / Higher Education
Dr Andrew Lee - Executive Director, Primary Care & Population Health
Phil Mettam - NHS Track & Trace Lead
Julia Mulligan - Police, Fire & Crime Commissioner
Dr Simon Padfield - Consultant in Health Protection, Public Health England
Mike Padgham - Chair, Independent Care Group
Alison Semmence - Chief Executive, York CVS
Dr Sally Tyrer - General Practitioner, N Yorkshire Local Medical Committee
Lisa Winward – Chief Constable, N Yorkshire Police

Date: Wednesday, 21 October 2020

Time: 5.30 pm

Venue: Remote Meeting

AGENDA

1. **Declarations of Interest**
2. **Minutes of the Meeting held on 30 September 2020, and actions arising** (Pages 1 - 22)
3. **Current Situation in York** (Pages 23 - 24)
4. **Communications and Engagement - Presentation** (Pages 25 - 46)
5. **Update from Sub-Group: Universities and Higher Education Establishments** (Pages 47 - 50)
6. **Theme 4 in the Outbreak Control Plan: Contact Tracing in Complex Settings - Presentation** (Pages 51 - 60)
7. **National Social Distancing Framework - Verbal Update**
8. **Risk Log** (Pages 61 - 64)
9. **Agenda Items for the Next Meeting**
10. **Dates of Future Meetings**
11. **Any Other Business**

For more information about any of the following please contact Democratic Services at democratic.services@york.gov.uk

- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim (Polish)
własnym języku.

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

☎ (01904) 551550

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City of York Council

Committee Minutes

Meeting	City of York Outbreak Management Advisory Board
Date	30 September 2020
Present	<p>Councillors Aspden (Chair), Runciman and Perrett (Substitute for Cllr Myers)</p> <p>Ian Floyd - Interim Head of Paid Service, CYC</p> <p>Sharon Stoltz – Director of Public Health for the City of York</p> <p>Siân Balsom – Manager, Healthwatch York</p> <p>Marc Bichtemann – Managing Director, First York</p> <p>Lucy Brown – Director of Communications, York Teaching Hospital NHS Foundation Trust</p> <p>Lisa Winward – Chief Constable, North Yorkshire Police</p> <p>Professor Charlie Jeffery - Vice Chancellor and President, University of York</p> <p>Dr Andrew Lee – Executive Director Primary Care and Population Health, NHS Vale of York Clinical Commissioning Group</p> <p>Mike Padgham – Independent Care Group</p> <p>Alison Semmence – Chief Executive, York CVS</p> <p>Dr Sally Tyrer – General Practitioner, North Yorkshire Local Medical Committee</p>
Apologies	<p>Cllr Myers</p> <p>James Farrar – Local Enterprise Partnership</p> <p>Amanda Hatton – Corporate Director, Children, Education and Communities, CYC</p> <p>Phil Mettam – Track and Trace Lead for Humber, Coast and Vale, NHS Vale of York Clinical Commissioning Group</p>
In Attendance	<p>Fiona Phillips – Assistant Director of Public Health for the City of York</p> <p>Claire Foale - Head of Communications, Customer Services and Digital, CYC</p>

44. Declarations of Interest, and introductory matters

The Board had no interests to declare.

The Chair had called this urgent meeting because of the changing national scenario and how this had been managed in York.

The Board welcomed Mike Padgham, as a new member of the Board, and Cllr Perrett, who was substituting for Cllr Myers.

45. Minutes of the Meeting held on 9 September 2020, and actions arising

There were no matters arising from the minutes of the previous meeting. The Board agreed the minutes as an accurate record of the meeting held on 9th September 2020.

The Board also noted the updates in the action log.

46. Current Situation in York

Fiona Phillips, the Assistant Director of Public Health, gave an update on the current situation in York. Her presentation is attached to these minutes.

The picture had begun to change at the beginning of August. 14 new cases were being identified every day in York. However it was a very fluctuating picture and York could still easily become an area of concern. Cases were not seen to be confined to particular areas; they were across the whole city of York. Reports of frustrations had been received from Head Teachers as they had been struggling to get through to the Department of Health and Social Care (DHSC). However these frustrations were still being managed through the City of York Council work streams.

The rise in cases in September had been seen to cause an increase in hospital admissions, although this had not transferred over to deaths. Most positive cases in workplaces had been attributed to community transmission. There had been notable change in positivity rates which started to occur early in September. 3.7% of tests taken had now come back with a positive result. The symptom tracker app also showed an increase in reported symptoms around September. Contact was being made with those with a positive test as well as their contacts.

Sharon Stoltz, the Director of Public Health, mentioned that there is a lot of preventative work already being progressed. She asked the Board for any additional suggestions of ways to target messages. Sharon also acknowledged the struggle of accessing testing. She added that York has been identified nationally as a place to establish local testing and contact tracing measures.

Ian Floyd, the Interim Head of Paid Service, City of York Council, supported everything that had been outlined by both Sharon Stoltz and Fiona Phillips. He also wanted to make sure that the messages put out by the council were nuanced, to help people feel safe to carry out their daily responsibilities.

Action: 015: Mike Padgham offered to work with Sharon Stoltz and Claire Foale on a message about the current situation in York to the providers in the Independent Care Group.

The Board noted the presentation.

47. Verbal Update from North Yorkshire Police

The Chief Constable, Lisa Winward, gave an update from the North Yorkshire Police perspective. They were continuing to adopt the four E's approach in their community style policing – Engage, Explain, Encourage, Enforce. At the start of lockdown there had been a lot of restrictions and regulations around essential travel which the police had found many people were breaking. 5 fixed penalty notices had been given for failure to self-isolate.

Pubs closing at 10pm had caused large crowds to gather around both transport links and buskers. On a recent weekend in the city centre, large groups were seen to congregate and had to be dispersed. The police had agreed to increase their presence in the city centre to help control this. It was queried whether a request could be made to buskers to finish at 9:30pm before people started to exit premises at 10pm. The Chair was pleased with how quickly the police had responded to this issue.

Action 016: The Chair agreed to talk to the Police, Fire and Crime Commissioner about what more could be done moving forward.

Marc Bichtemann, the Managing Director of First York, asked whether any partnership work could be done to help assist the police. The Public Transport sector had a lot of eyes and ears on the streets every day. Lisa Winward encouraged the public to report whenever

the guidance wasn't being adhered to through the 101 call line. Continued messaging on public transport was also necessary in order to reinforce the public health messages to the community.

The Board noted the update.

48. Verbal Update from the Universities and Higher Education Sub-Group

Charlie Jeffery, the Vice Chancellor and President of the University of York, gave the update from the Universities and Higher Education Sub-group. Most students were back in York and the vast majority were following the rules being aware of the education setting in the wider community. Charlie noted the exceptional close collaborative work with the CYC Public Health team. He reported that their collaboration was much better than that of his colleagues from other areas. The University wanted to use their resources to help in any way possible with the testing and tracing system.

Ian Floyd stated that York had always welcomed students, as they were an important part of the community and economy. He asked the Board to think about any other wider support that could be provided to students.

Cllr Runciman thought it was remarkable how the four establishments had come together to support and protect students. However with the national messages being quite confusing, she thought the institutions should interpret these communications to ensure students understood them.

Cllr Perrett queried whether there were any additional bursaries provided to students since they usually supplemented their funding with part-time work, most of which was not available during the pandemic. Charlie assured the Board that money had been raised by the university to help combat these pressures.

The Board noted the update.

49. Verbal Update and Presentation on Communications and Actions Arising from Today's Meeting

Claire Foale, Head of Communications, Customer Services and Digital at City of York Council, gave a presentation on communications and engagement. Claire outlined all the different methods used to engage with the community.

On a recent weekend when a lot of people were seen to be breaking social distancing guidance, messages had been shared immediately after to remind people of the public health messaging and their social responsibility to follow it.

‘Keep the places you love open’ and ‘keep the people you love safe’ were the new messages that would now be used to increase guidance adherence. The plan going forward was to continue to maintain these messages and to take advantage of any incident/event to share them.

The Board thanked Claire and the Communications Team for all the work they were doing. The Board also noted the presentation.

50. Agenda Items for the next meeting

It was agreed that the standing agenda items would be considered at the next meeting. Members were asked to notify Tracy Wallis of any particular topics they wished to be included on the agenda.

51. Dates of Future Meetings

The agreed dates of the future meetings were as follows:

- 21 October 2020
- 18 November 2020
- 9 December 2020
- 13 January 2021
- 10 February 2021
- 17 March 2021
- 7 April 2021
- 19 May 2021

Additional meetings could be arranged should the situation change.

52. Any Other Business

The Board had no other business to discuss.

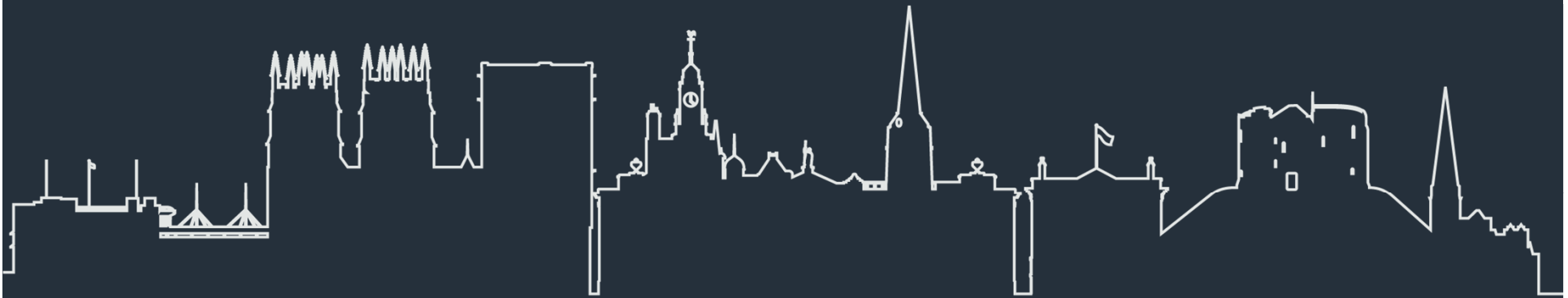
Cllr K Aspden, Chair

[The meeting started at 1.30 pm and finished at 2.53 pm].

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Covid-19 in York:

Data and Intelligence



Symptoms

Cases

Severity

Deaths

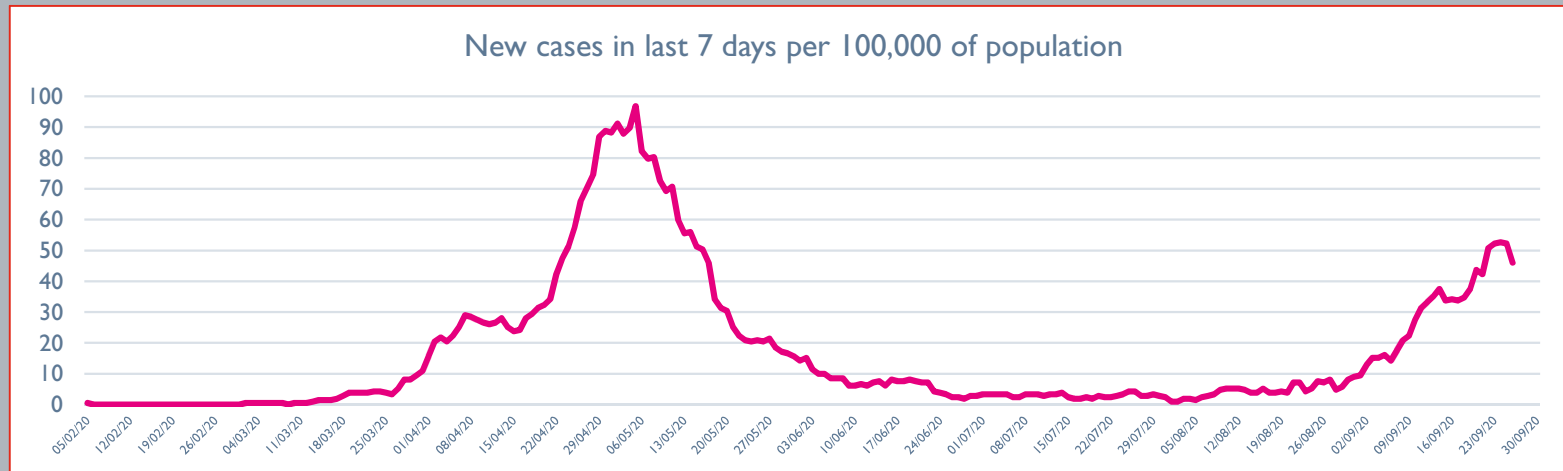
Setting

Hospitalised Recovered

Excess Deaths



Cases



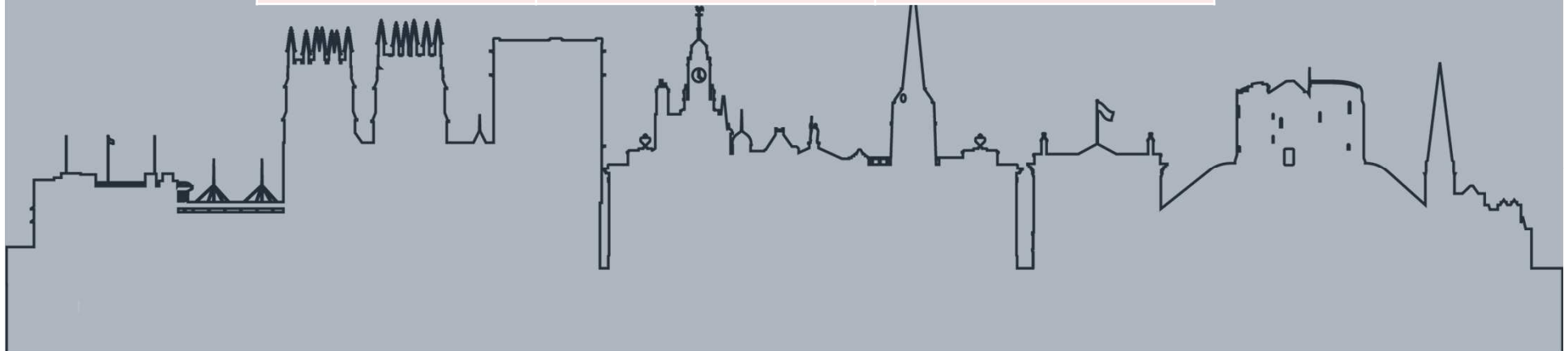
Cases initially peaked in the week up to 5th May 7 day rolling total **97 per 100,000**

26th September 7 day rolling total **46 per 100,000**

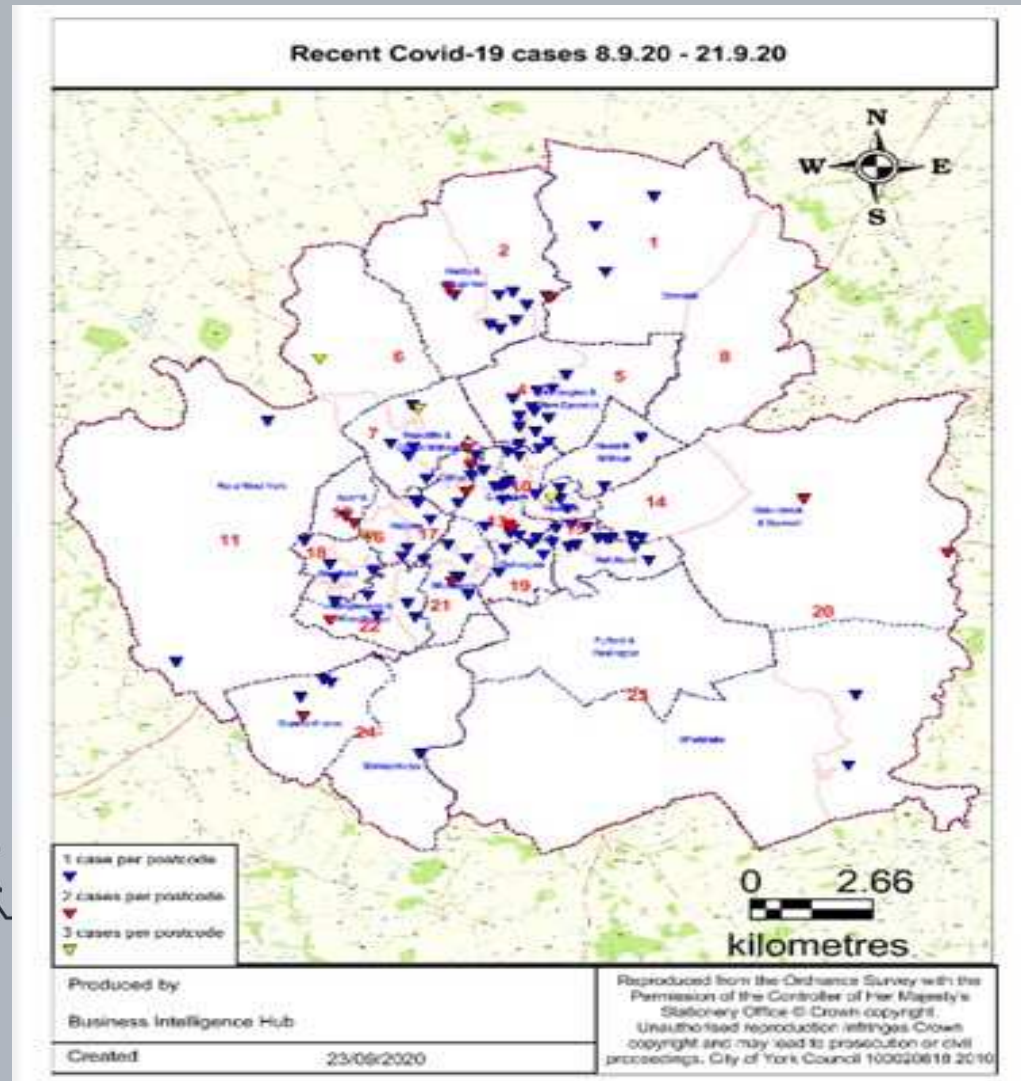


Regional comparisons

	18/09/2020	25/09/2020
	7 day rate per 100,000	
Barnsley	22.43	28.55
Bradford	83.03	116.35
Calderdale	48.08	53.79
Doncaster	19	40.25
East Riding	17.37	18.26
Kingston Upon Hull	10.36	11.89
Kirklees	59.49	79.09
Leeds	62.72	86.92
North East Lincolnshire	6.26	9.39
North Lincolnshire	22.67	19.77
North Yorkshire	27.18	30.76
Rotherham	34	45.34
Sheffield	41.37	44.81
Wakefield	27.53	37.39
York	28.59	34.3



Local Areas



Settings

- 5 Schools 2 + cases
- 7 Care homes 1+ case in last 28 days
- Workplaces

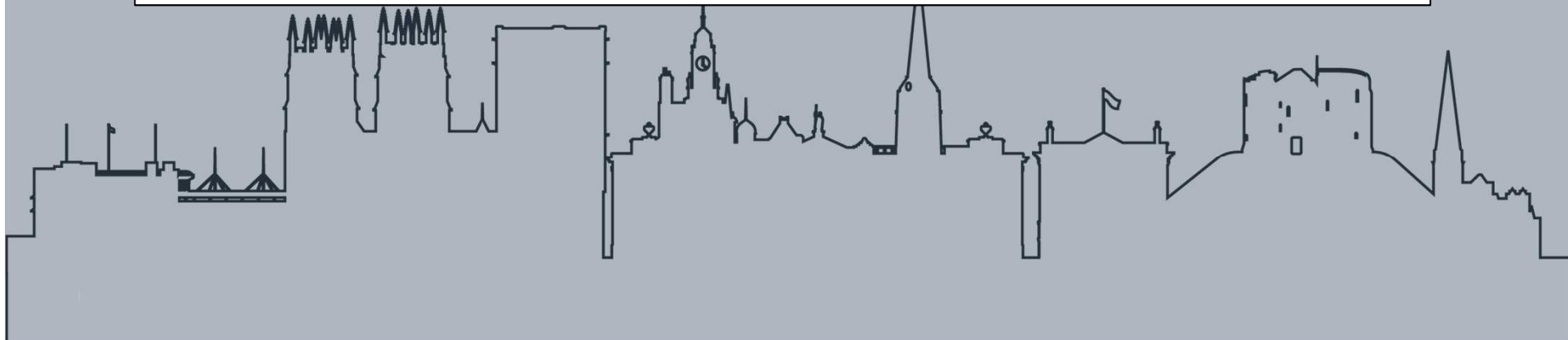
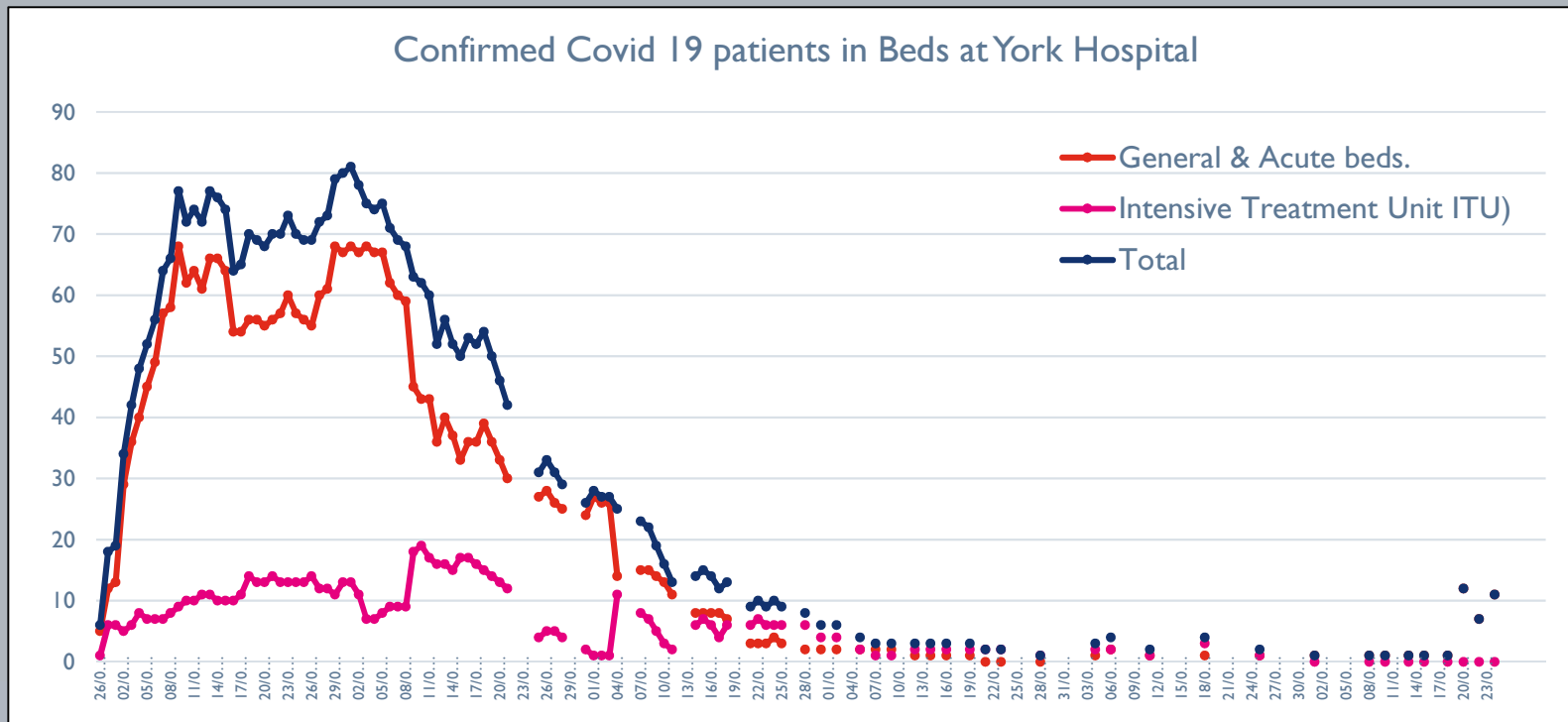


Demographic of cases

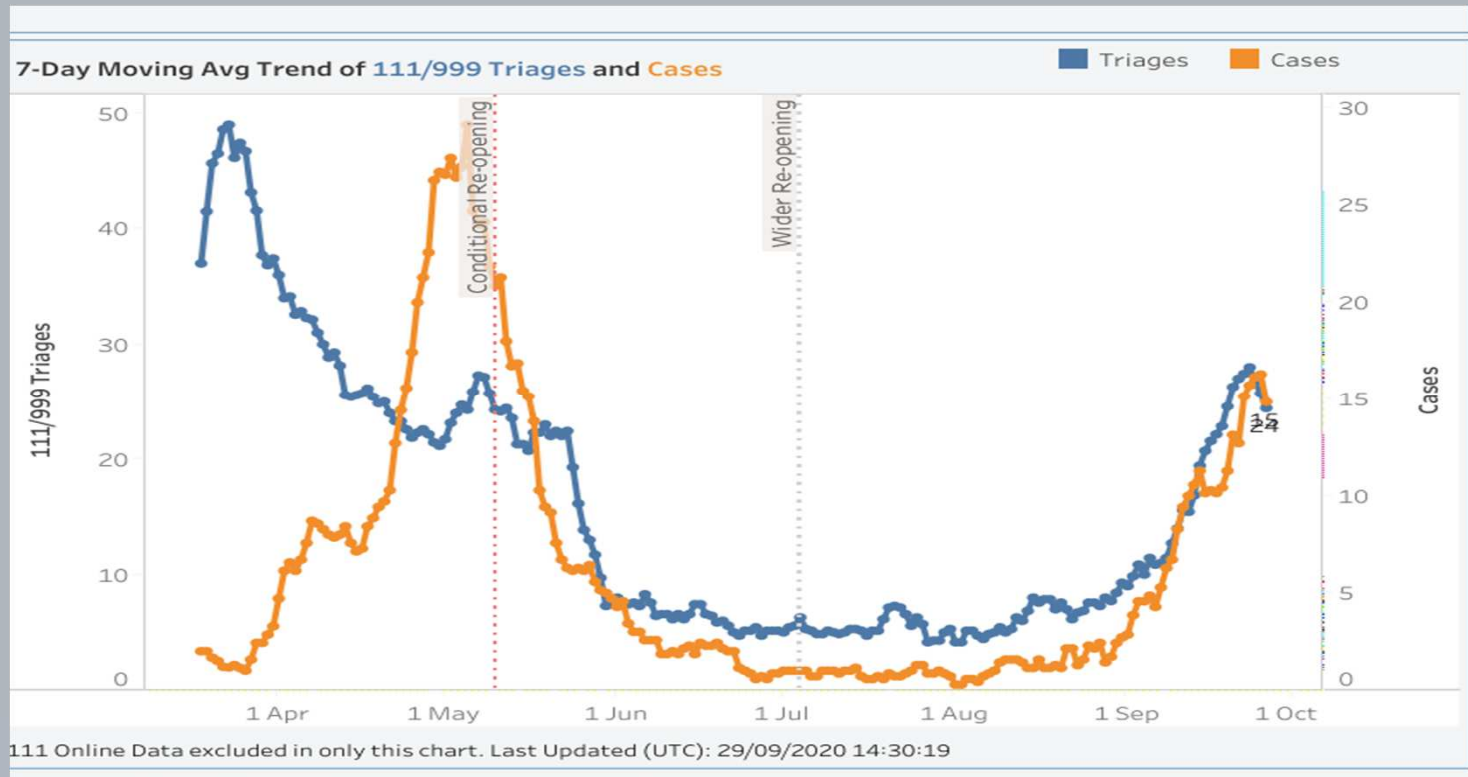
Age Band	No.	%
0-9	5	3.7%
10-19	11	8.1%
20-29	59	43.4%
30-39	24	17.6%
40-49	16	11.8%
50-59	10	7.4%
60-69	6	4.4%
70-79	2	1.5%
80-89	2	1.5%
90+	1	0.7%
All	136	100.0%



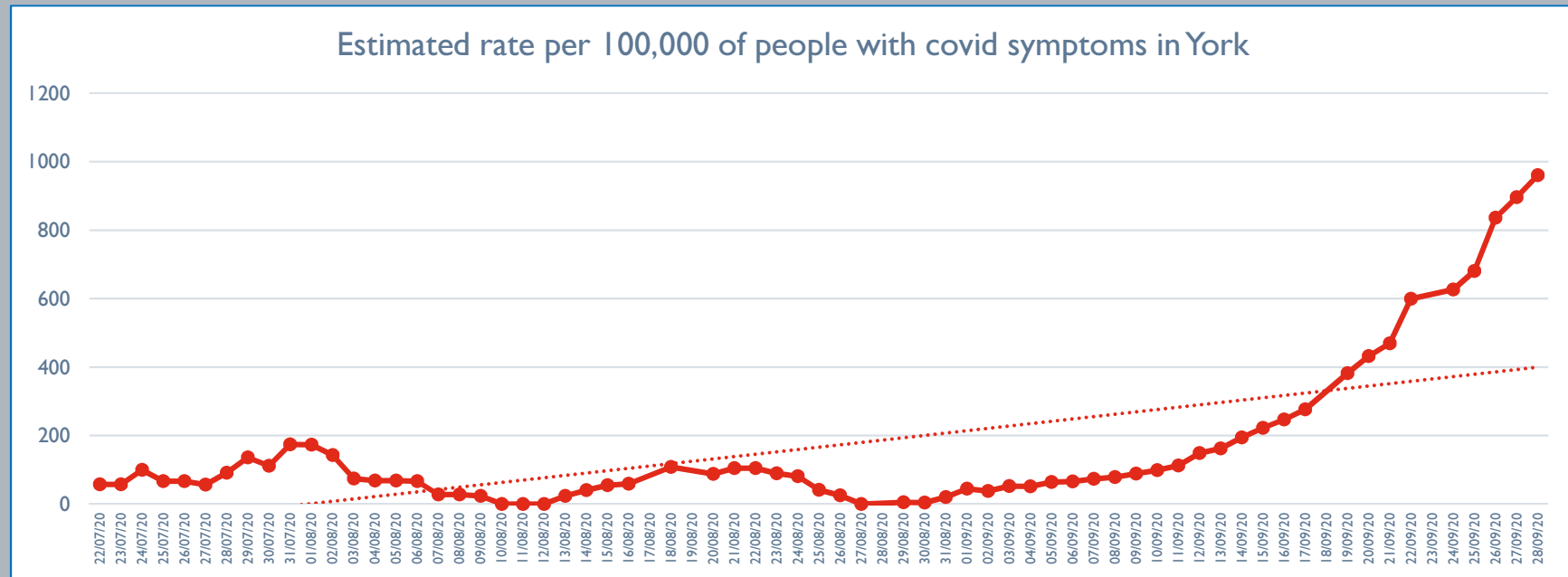
Severity



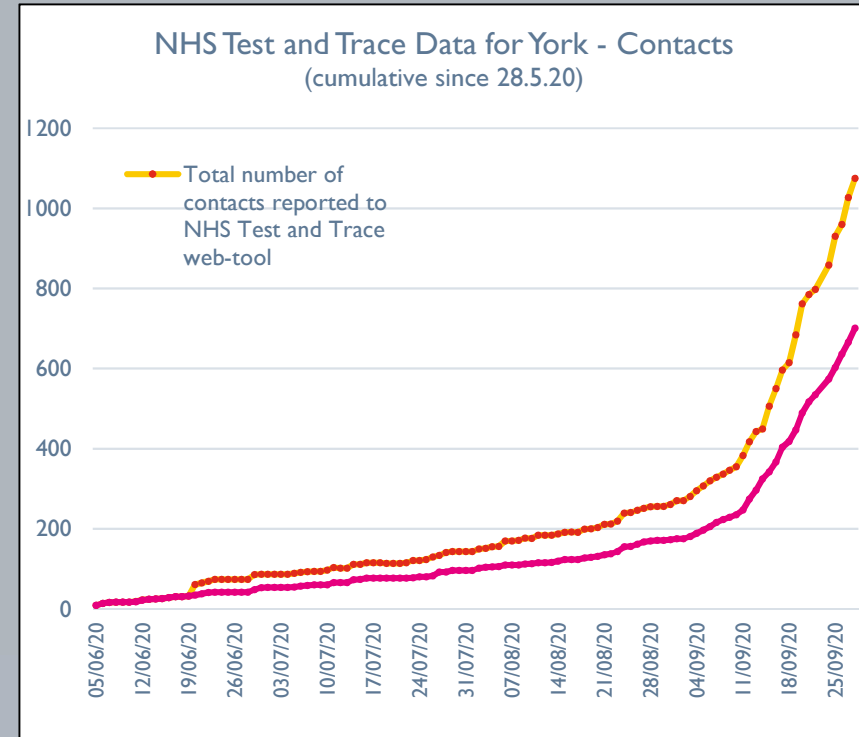
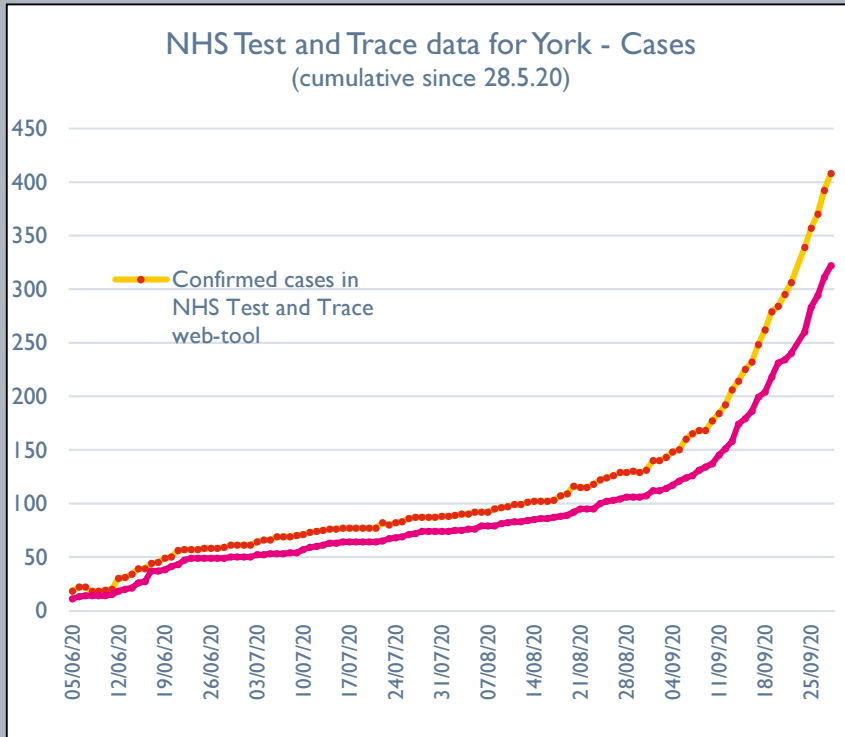
Early warning



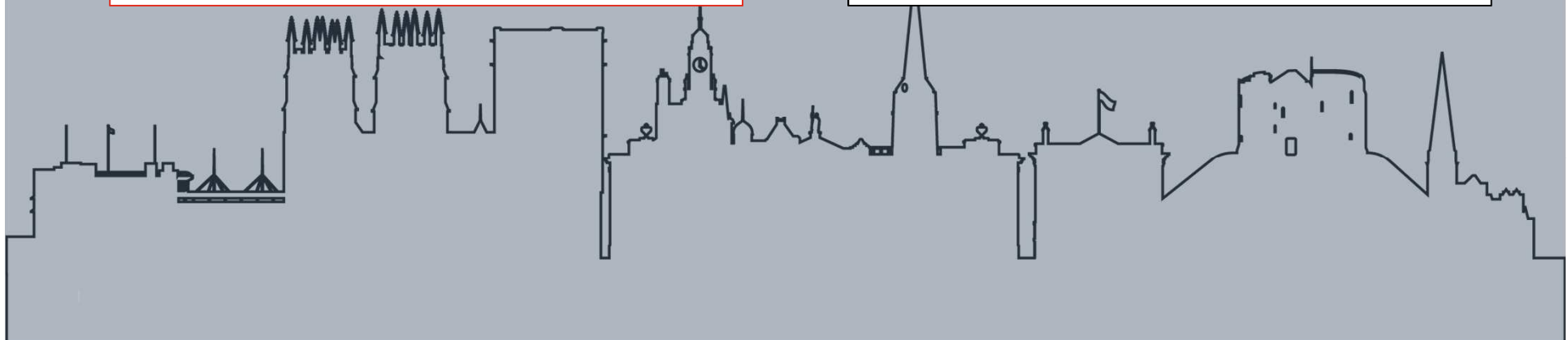
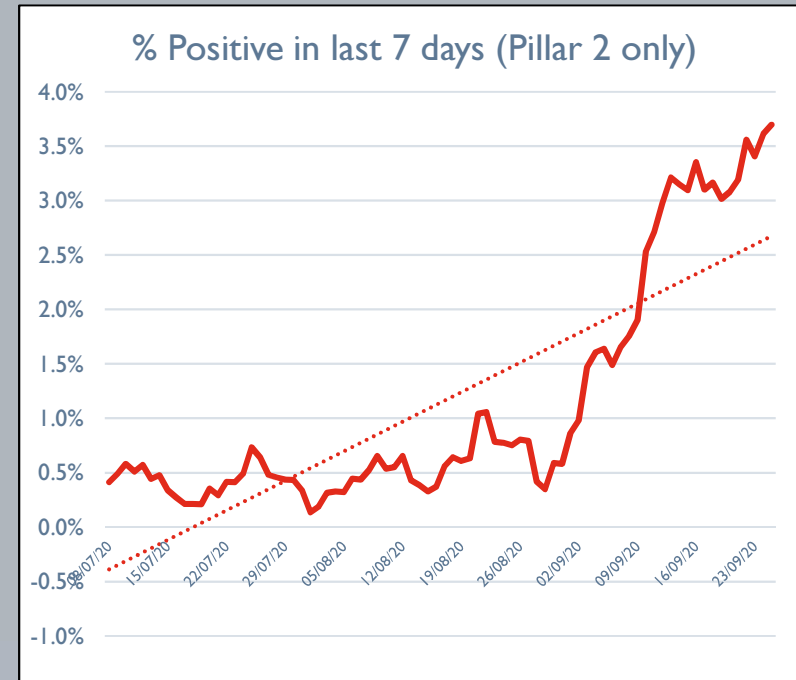
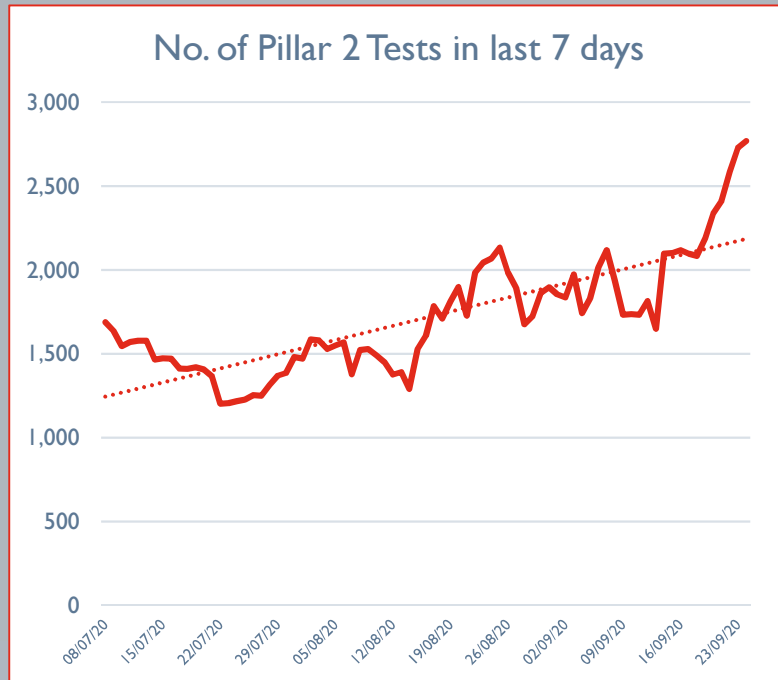
Covid symptom tracker



Contact Tracing

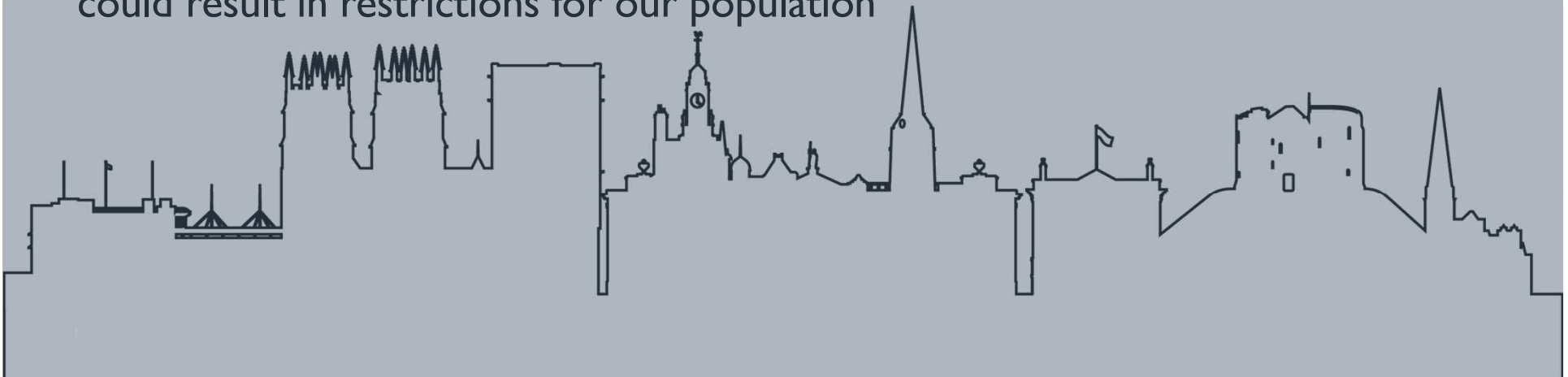


Testing



Conclusions

- Numbers with symptoms is rising
- This has translated into an increase in cases
- This is starting to translate into a rise in hospital admissions
- This has not resulted in deaths at this time
- Outbreaks are being managed
- Need more confidence that people will follow advice to self isolate when they are a case or a contact
- We are nearing the point of being an area on the national watch list, which could result in restrictions for our population



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Outbreak Management Advisory Board Action Log

Action Number	Meeting Date	Work Stream	Action	Action Owner	Notes	Status
006	13.07.2020	Communications	Lead on progressing information packs for school governors	Claire Foale	Communications will provide an update on this as part of their agenda item on 19.08.2020 Update as of 07.09.2020: Have spoken to schools and they have suggested that this is picked up once schools re-open	In progress
012	09.09.2020	Communications	Establish a task and finish group to look at some of the issues raised at the meeting, including an increase in mental health problems that are attributed to Covid-19 with and to agree a joint campaign.	Claire Foale	The first meeting took place on 24.09.2020 and was positive and productive. A comms plan is being drafted for the next meeting on 1st October. A further update will be provided to the October meeting	In progress
013	09.09.2020	Outbreak Control Plan	Update the Outbreak Control Plan to include details of the Covid-19 Contain Framework	Fiona Phillips/Tracy Wallis		In progress
016	30.09.2020	10pm closing time for pubs and restaurants	Following a recent incident in the town centre shortly after the 10pm closing time the Chair agreed to speak with the Police, Fire and Crime Commissioner about what can be put in place to avoid similar incidents occurring	CLlr Keith Aspden		In progress

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Business Intelligence Hub

Covid-19 in York: Public Health Data - One Page Summary (as at 19.10.20)

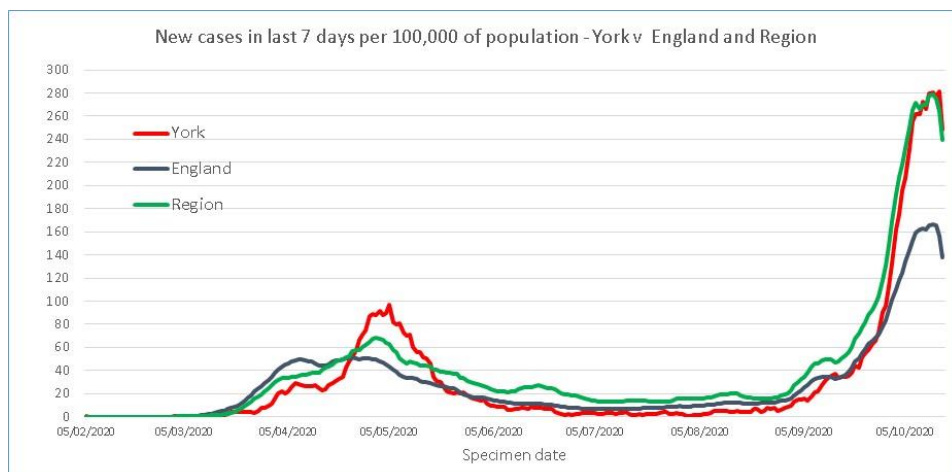
Key Impacts

- As at 18.10.20 York has had **2,686** cases, a rate of **1,275.3** per 100,000 of population. The rate in York is above the national average (1,088.8) but below the regional average (1,586.7).
- The latest local “validated” 7 day rate for York for the period 6.10.20 to 12.10.20 was **279.2**. The national and regional averages at this date were 165.2 and 276.8 respectively (PHE Centre Daily COVID-19 Report 18.10.20).
- As at 15.10.20, the latest 7 day positivity rate in York (Pillar 2 only) was **17.97%**. The national and regional averages are 8.3% and 12.1 % respectively. The number of Pillar 2 tests being carried out in York is increasing.
- The Fulford, Heslington and University MSOA is in the **highest 5%** in the Yorkshire and Humber Region for new cases per 100,000 in the seven day period up to 12.10.20.
- There have been **172** deaths of CYC residents (77 in care homes). The most recent death reported for a York resident was in week 38 (12 to 18 September). The overall death rate in York is **below** the England average but a higher percentage of deaths of York residents have occurred in care homes.

Impact by age and gender

- The age profile of those people testing positive since the easing of lockdown on 4th July is significantly **younger** than for those testing positive prior to that date. 63.5% of those testing positive since 4.7.20 are aged under 30 compared with 17.3% previously.
- **58%** of those testing positive in York were female. **53%** of those who died were male, a slightly lower proportion than the national average (55.1%).

Trends



- The rate of new cases per 100,000 of population has risen sharply in the last month in York in line with the regional average.

NHS Test and Trace

- Since 28.5.20 a total of **2,019** laboratory confirmed CYC Covid cases have been uploaded into the NHS Test and Trace system and **1,579** of the cases have been engaged. **6,442** ‘contacts’ have been identified and **3,752** of these have been traced.

A weekly release of Covid-19 data is published on [York Open Data](#).

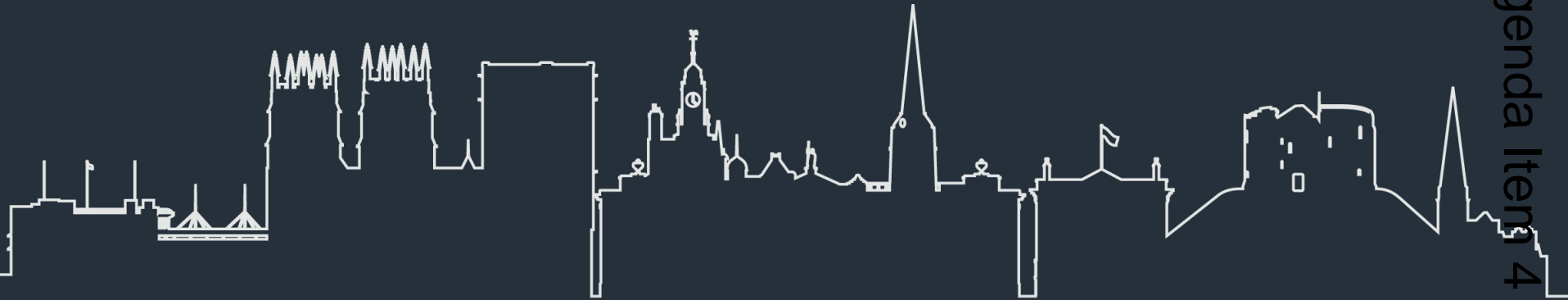
Produced by City of York Council Business Intelligence Hub

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YORK OUTBREAK CONTROL

Communications update

21 October 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

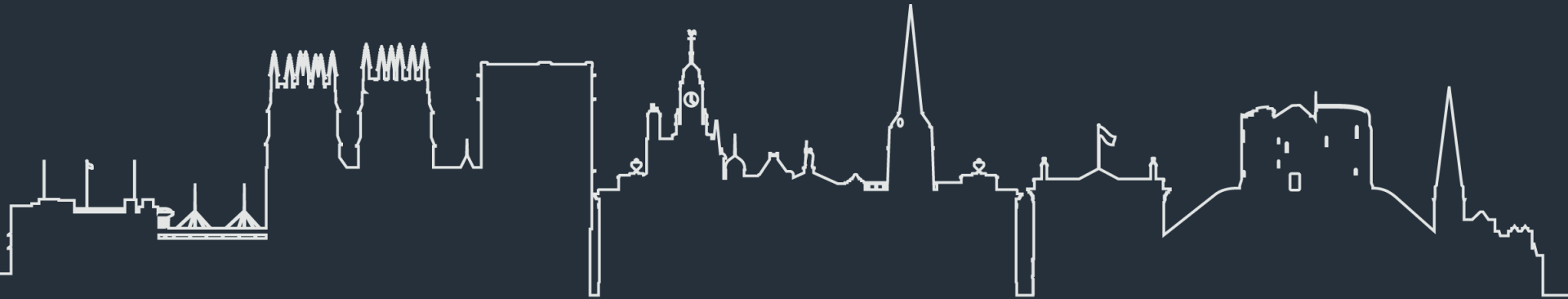
- Manage the outbreak

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



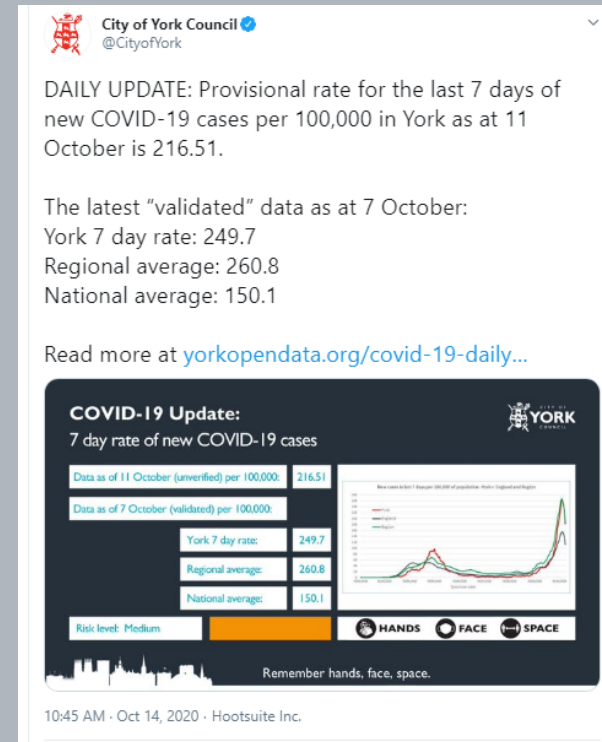
Share accurate and timely messaging

To share the most up to date case data, have introduced a:

- Daily case tweet and social media posts
- Daily radio show on Jorvik Radio at 10.30am

Together with

- Weekly updates published every Friday on York Open Data:
<https://data.yorkopendata.org/dataset/covid-19-daily-data-tracker>



City of York Council @CityofYork

DAILY UPDATE: Provisional rate for the last 7 days of new COVID-19 cases per 100,000 in York as at 11 October is 216.51.

The latest "validated" data as at 7 October:
York 7 day rate: 249.7
Regional average: 260.8
National average: 150.1

Read more at yorkopendata.org/covid-19-daily...

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

Data as of 11 October (unverified) per 100,000:	216.51
Data as of 7 October (validated) per 100,000:	
York 7 day rate:	249.7
Regional average:	260.8
National average:	150.1

Risk level: **Medium**

Remember hands, face, space.

10:45 AM · Oct 14, 2020 · Hootsuite Inc.

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. Examples include:

- 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
- Direct mail/booklets
- Social media campaigns / weekly public health video
- Targeted communications



Hello Claire Foale

Your next resident update has arrived!

To continue to help you and your community stay up to date with the latest information, we've put together some useful guidance on key government messages, updates on York services and direct links to support.

Please visit our coronavirus webpages:

<https://www.york.gov.uk/coronavirus>.

For more news from us, visit:

<https://www.york.gov.uk/news>

1. Self-isolation: what you need to know

If you develop any coronavirus symptoms (new, continuous cough/high temperature/loss or change of normal sense of taste or smell), you must follow the Government guidelines:

- Self-isolate for at least 10 days from when the symptoms began
- Book a test to see if you have coronavirus
- Do not go to a GP surgery, pharmacy or hospital
- After a positive result you will receive a text, email or phone call asking you to log into the NHS Test and Trace website and to provide information about recent

Build engagement through conversation

13 October: Ask the Leaders Q&A - Public Health



City of York Council
12 October at 18:01

Join us on Facebook for our rescheduled Live Q&As this week as panelists answer your questions on Public Health data and guidance in York (Tues 13 Oct) and the safe return of students to Universities across the city (Wed 14 Oct).
Comment live or email yourquestions@york.gov.uk

#AskThe Leaders Live Q&A

Tuesday 13 October, 6-7pm
Join us for the latest public health update, including recent government announcement information.

Wednesday 14 October, 5:30-6:30pm
Join us as we discuss your questions about the safe return of students to Universities and Colleges in York.
Comment during the livestream or email us at: YourQuestions@york.gov.uk

810 People reached 17 Engagements

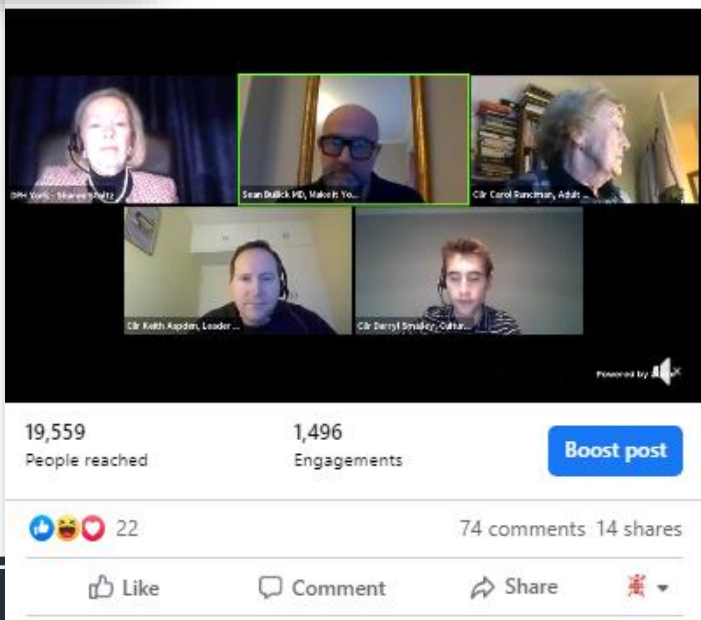
1 comment 1 share

Session original due to held 12 October but changed at last moment due to Government communications



City of York Council was live.
13 October at 18:01

Evening for our next Live Coronavirus Q&A discussing the Health data and yesterday's government announcement. Join today:
Cllr Keith Apden, Leader of City of York Council
Cllr Alan Cunniff, Executive Member for Health and Adult Social Care
Cllr Cheryl Smalley, Executive Member for Culture, Leisure and Communities... See more

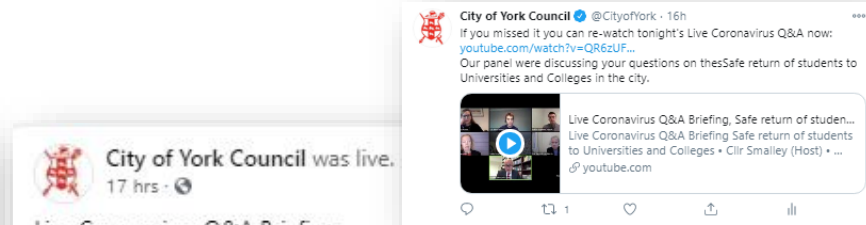


19,559 People reached 1,496 Engagements

22 reactions 74 comments 14 shares

Like Comment Share

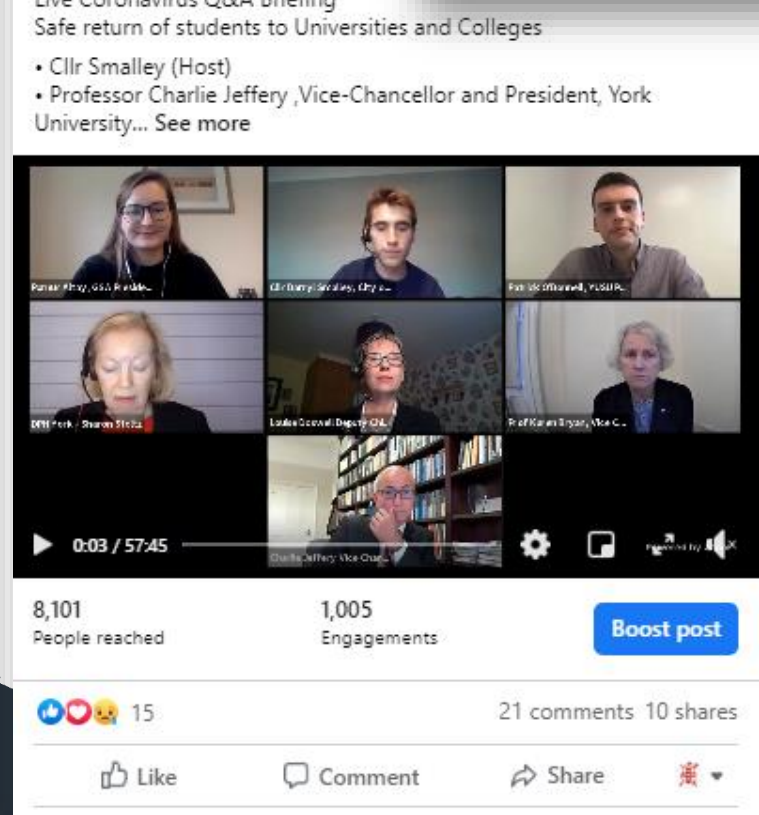
14 October: Ask the Leaders Q&A – A safe return of students



City of York Council @CityofYork · 16h

If you missed it you can re-watch tonight's Live Coronavirus Q&A now: [youtube.com/watch?v=QR6zUF...](https://www.youtube.com/watch?v=QR6zUF...)
Our panel were discussing your questions on the safe return of students to Universities and Colleges in the city.

Live Coronavirus Q&A Briefing, Safe return of students...
Live Coronavirus Q&A Briefing Safe return of students to Universities and Colleges • Cllr Smalley (Host) • ...
@youtube.com



City of York Council was live.
17 hrs

Live Coronavirus Q&A Briefing
Safe return of students to Universities and Colleges

- Cllr Smalley (Host)
- Professor Charlie Jeffery, Vice-Chancellor and President, York University... See more

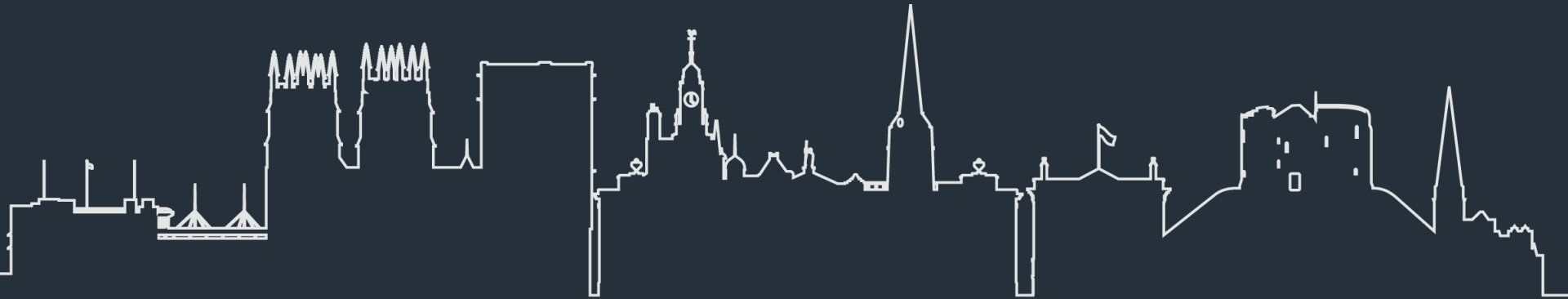
8,101 People reached 1,005 Engagements

15 reactions 21 comments 10 shares

Like Comment Share

Phase 2

Alert following increase in cases



Increased local media



NEWS 1 hr ago

This could be why York was not put in Covid alert tier 2

By Chloe Laversuch | @chloelaversuch
Local Democracy Reporter

MOST READ COMMENTED

- 1 York factory workers test

NEWS 9th October

York's coronavirus rate QUADRUPLES in 10 days

By Chloe Laversuch | @chloelaversuch
Local Democracy Reporter

MOST READ COVID

- 1 York factory workers positive
- 2 Covid map shows how many cases in each area of York recently
- 3 This is why York was not put in Covid alert tier 2

NEWS 13th October

What 'medium' level means for businesses

By Daniel Willers
Reporter



Let's be York
Safe Welcoming Connected

nhs.uk/coronavirus

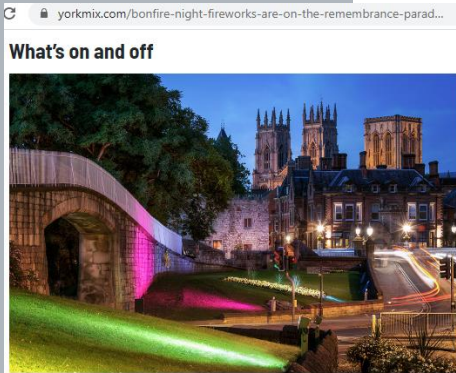
NEWS 10th October

York remains in LOWEST covid alert level under three tier system

By Chloe Laversuch | @chloelaversuch
Local Democracy Reporter

MOST READ COMMENTED

- 1 York factory workers test positive for Covid-19
- 2 Covid map shows how many cases in each area of York recently
- 3 This is why York was not put in Tier 2 Covid alert
- 4 'She loved pets & left everything to the care home' - York resident



A new-look autumn and winter for York

- **Light and Dark** – the Light and Dark experience and Indie York's Magical Medieval Trails will **go ahead** as planned during October half term, as this experience has been designed to encourage family groups to move safely around the city.
- **Halloween** – Trick or treating guidance will be available from the government and we will share it when published. For now, you should plan events **within households or bubbles only**.
- **Bonfire Night** – SAG have confirmed **the event planned for Elvington Airfield will go ahead**, as it is a drive through event only. Residents are advised to keep to the rule of six and maintain a safe distance if outside.
- **Hanukkah** – central government will be providing advice, for now you should plan events **within the rule of six**, or with households or bubbles only. Consider outdoor celebrations where you can.
- **Diwali** – central government will be providing advice, for now you should plan events **within the rule of six**, or with households or bubbles only. Consider outdoor celebrations where you can.
- **Remembrance Day** – to avoid people gathering for prolonged periods of time, the parades, including in the city centre, will **not take place**. Partners, including civic leaders, are working closely together to deliver an appropriate remembrance service, in partnership with York Minster. This will include an online service

11:10
York Christmas Market cancelled due to coronavirus

York's Christmas Market has been cancelled as a result of the coronavirus pandemic.



Geograph/Ian Capper

Council bosses said the decision had been taken to scrap the St Nicholas Fair on Parliament Street as well as the city centre Remembrance Day parade in order to curb the spread of the virus.

York has been placed on the "medium" Covid alert level in the **government's new three-tier lockdown system**, but City of York Council says it is possible the city could be moved onto "high" alert as infection rates are "above the national average".

Sharon Stoltz, director of public health at City of York Council, said: "York currently experiencing increasing rates of transmission – with more hospital admissions, more calls to NHS 111 and more positive test results.

"Reversing the increasing rates of infection and stopping the spread is of importance to our city and country."

York's Christmas market is cancelled, as city leaders declare: 'Safety must come first'

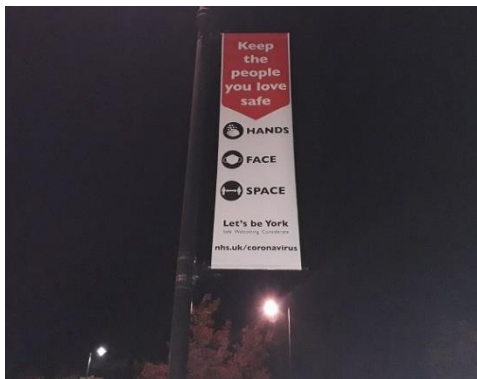


Working together to improve and make a difference

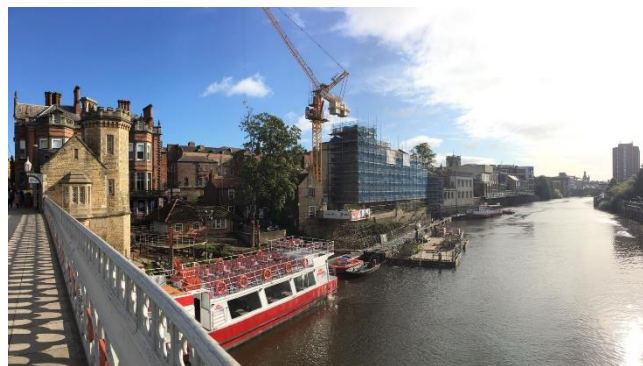
Share accurate and timely messaging

With partners, promoted “warning” public health messaging across the city and in poster packs for businesses

Shopping areas, including Designer outlet



Lamp posts



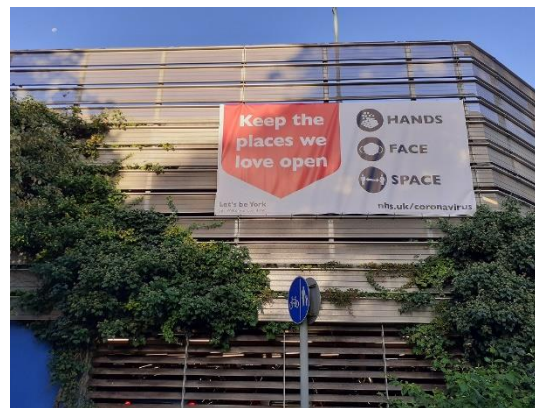
Guildhall



Ward notice boards



Racecourse



Hospital

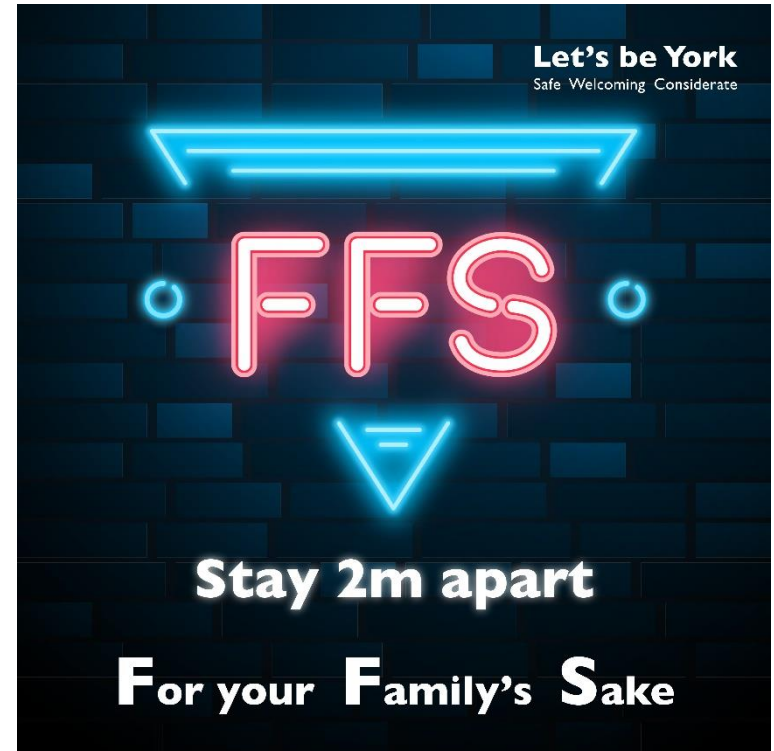


Schools

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

Developed design concepts following feedback from young people, to engage and target younger audience (age 18-26yo)

- Social media collateral shared through partners (student unions, universities and colleges, York Youth Council, Show Me I Matter and I Still Matter, etc) rather than council channels, to maximise reach to target audience
- Posters circulated to pubs, bars and clubs across the city
- Early positive feedback from target audience (evaluation to follow)



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

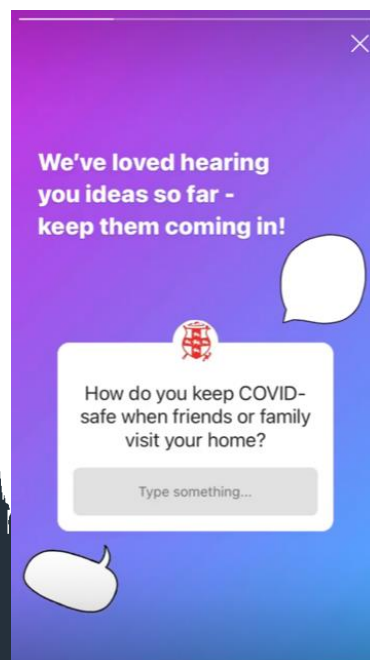
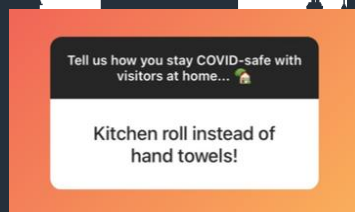
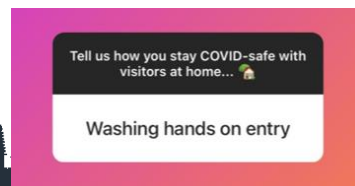
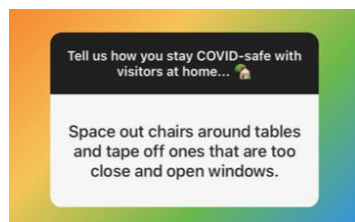
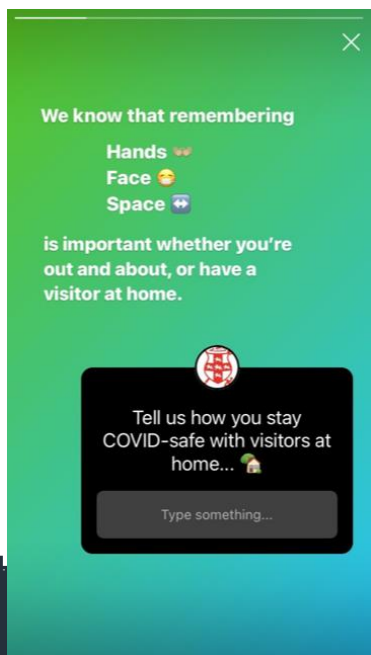
Reminding residents to adopt safe behaviours at home to help stop the spread of the virus and keep homes and families in York safe

Communications objectives:

Think: remember and understand that whilst case figures may change, the potential for spread in homes remains significant

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

Do: follow safety tips and best practise to help keep their own homes and families safe



5. Send us your top tips for Covid home safety

We all know the official guidelines and safety measures when we're out and about, but do you have any top tips for keeping your home Covid safe? If so, we want to hear from you!

We are asking residents to share their tips through our social media channels, so we can share your great ideas with all our followers, helping us all stay safe. It could be making sure you've got an extra bottle of hand sanitiser at the front door or whatever extra steps you might be taking to keep you, your loved ones and visitors safe.

Tweet us your ideas at @CityOfYork or tag us on Facebook at 'City of York Council' and look out for us sharing the best tips we get over the next week.

Tier 2 communications

Share accurate and timely information

Further engage residents by using the tier process as a catalyst for increased communications:

- Extra resident, partner and members update
- Internal communications
- Social statement and social comms to clarify new rules
- Video of Sharon Stoltz, DPH, sharing the rules
- Update website
- PR, FAQs, media “reaction” interviews
- Detailed briefing via live facebook Q&A on Friday

Hello Claire Foale

Your next resident update has arrived!

To continue to help you and your community stay up to date with the latest information, we've put together some useful guidance on key government messages, updates on York services and direct links to support.

Please visit our coronavirus webpages:

<https://www.york.gov.uk/coronavirus>.

For more news from us, visit:

<https://www.york.gov.uk/news>

Our response to York being placed in Tier 2

The Government have announced (15 October) that York will be subject to additional restrictions, following a sharp increase in cases across the country.



City of York Council @CityofYork

Replying to @CityofYork

We know many people will have questions. For families the new rules are:

- ❌ No mixing households at your home or in any public indoor public setting
- ✅ You can meet friends outside if you follow Hands Face Space and the rule of 6
- ✅ Schools and registered childcare are still open

What does this mean for families?

- Don't meet friends and family at your home (inside or outside) unless you have formed a support bubble with them
- Don't mix households indoors in any setting, including pubs and restaurants
- You can meet friends outside if you follow the rule of 6
- Schools will remain open
- You can continue to use early education and childcare, after-school clubs and sports

Keep up to date with government guidance

1:40 PM · Oct 15, 2020 · Twitter Web



15 Oct 2020

Please find attached an updated release following this morning's announcement. Please pay specific attention to the bullet points regarding the new rules for York residents.

Update - Council responds to being placed in Tier 2

City of York Council can confirm that today (15 October), the government has announced that York will be subject to additional restrictions, following a sharp increase in cases across the country.

From 00:01hrs (midnight) on Saturday 17 October, York will be placed at the high level (tier 2) of the government's new three-tier restriction system, introduced in an effort to control the spread of the virus across the country. This

idents and businesses to
w measures will have on our daily

Page 38

Good evening,

Today's update confirms the Government announcement that York will be subject to additional restrictions (tier 2/high).

The next Facebook #AskTheLeaders live Q&A takes place tomorrow - **Friday 16 October** and more information will follow.

York to be placed into high level (tier 2)
More information: <https://www.gov.uk/guidance/local-covid-alert-level-high>

Today (Thursday 15 October), the Government announced that York will be subject to additional restrictions, following a sharp increase in cases across the country.

From 00:01hrs (midnight) on Saturday 17 October, York will be placed at the **high level (tier 2)** of the government's new three-tier restriction system, introduced in an effort to control the spread of the virus across the country. This will be reviewed in 14 days.

We are working with partners to support residents and businesses and to understand and minimise the impact the new measures will have on our daily lives.

The ongoing guidance remains as - remembering to wash your hands, protecting your face with a covering, making space by maintaining good social distancing practice and following the rule of six.

The new restrictions for tier 2 mean:

- You must not meet socially with friends and family indoors in any setting unless you live with them or have formed a support bubble with them. This includes private homes, and any other indoor venues such as pubs and restaurants.
- You may continue to see friends and family you do not live with outside, including in a garden or other outdoor space. When you do so you must not meet in a group of more than 6.
- Visiting indoor hospitality/leisure/retail settings is restricted to one household i.e. two households must not meet in these settings (unless those two households are in a support bubble).
- People are advised only to visit care homes in exceptional circumstances (further work will be undertaken locally to agree what this means).

Coronavirus and council services
From Saturday 17 October York will have 'local COVID alert level: high'; get the latest information, support and guidance relevant to our area...

Information on coronavirus

[Home](#) > [Information on COVID-12](#) > Information on coronavirus

OUR COVID-19 UPDATES

We've made our latest news and statements about coronavirus available in one place...

[SEE OUR LATEST NEWS](#)

LOCAL COVID ALERT LEVELS

York is currently at Local COVID Alert Level: **Medium**.

From Saturday 17 October York will be at Local COVID Alert Level: **High**.

What you need to know about the 3 Local Alert Levels:

- Local COVID Alert Level: **Medium** ↗
- Local COVID Alert Level: **High** ↗
- Local COVID Alert Level: **Very high** ↗

City of York Council @CityofYork

The government has announced that York is being placed into the high level (Level 2). This means more restrictions, including on households mixing indoors, from 00:01 this Saturday morning. Please look at what else this will mean for you. gov.uk/guidance/local...

1:40 PM · Oct 15, 2020 · Twitter Web

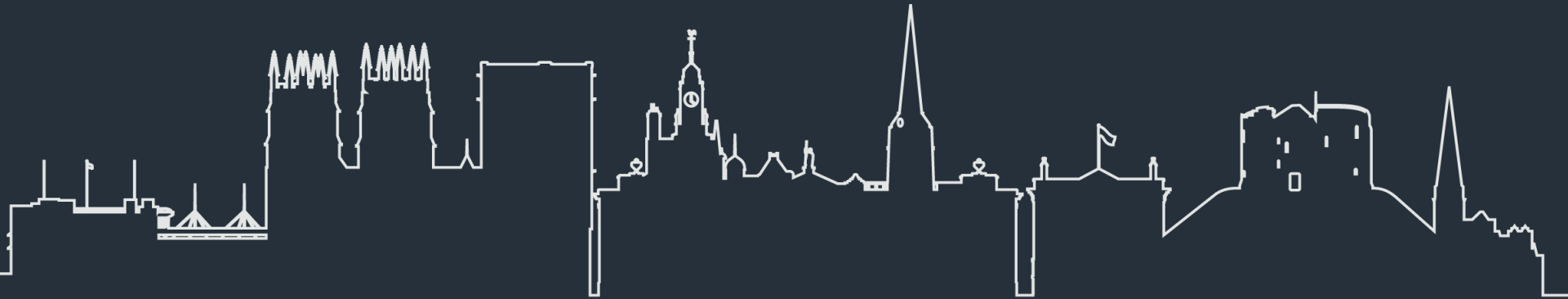
Local Alert Level 2

- York enters High (level 2) restrictions from 00:01 on Saturday morning
- No mixing of households indoors
- Schools, colleges and universities stay open
- COVID-secure pubs and restaurants with table service can open until 10pm
- Find out what it means for you

12:22 PM · Oct 15, 2020 · Twitter Web App

26 Retweets 2 Quote Tweets 6 Likes

York's Emotional Wellbeing Communications



Communications objectives

1. Supporting people to maintain or improve their emotional health
 2. Normalising concerns about wellbeing – if you know others are struggling, you're more likely to open up or reach out
 3. Helping people recognise and articulate what they need
 4. Signposting to support – online resources / reaching out to a friend / trusted colleague and sharing / crisis services
 5. Amplifying trusted sources of support through partners ie voluntary/community sector, NHS/TEWV, businesses.
- Deliver a partner-led campaign: CYC's public health, adult social care and commissioning teams, North Yorkshire Police, CCG, TEWV, LEP, CVS, YUSU, Universities, Healthwatch, Askham Bryan College, First Group.

Insight (national/pre-covid)



48% of people don't tell their employers about mental health concerns for fear of losing their job. In addition, 55% thought that someone in their workplace with a mental health problem would be unlikely to disclose it for fear of being moved or passed over for promotion.

The most common cause of death for men under 45 is suicide.

3 children in every classroom have experienced a diagnosable mental disorder.

In the last 5 years, 90% of school leaders have reported an increase in the number of students experiencing anxiety, stress, low mood or depression.

Insight (York)

Source: Our Big Conversation (August 2020)

Demographic information including age, location and gender has been shared with the task and finish group to help inform the campaign

Question: Compared to the three months before lockdown, are you feeling?
*Online question only

Demographic	Emotionally/mentally healthier?			Optimistic for the future		
	More / A lot more	About the same	Less / A lot less	More/A lot more	About the same	Less/A lot less
Ward						
Acomb Ward	11%	33%	56%	11%	38%	51%
Bishopthorpe Ward	0%	45%	55%	7%	24%	69%
Clifton Ward	8%	48%	45%	6%	28%	66%
Copmanthorpe Ward	7%	47%	47%	7%	30%	63%
Dringhouses & Woodthorpe Ward	9%	39%	52%	11%	30%	59%
Fishergate Ward	12%	43%	45%	12%	21%	67%
Fulford & Heslington Ward	6%	39%	55%	6%	38%	56%
Guildhall Ward	10%	47%	43%	9%	36%	55%
Haxby & Wigginton Ward	8%	52%	41%	14%	41%	45%
Heworth Ward	9%	46%	45%	16%	32%	52%
Heworth Without Ward	4%	38%	58%	8%	35%	58%
Holgate Ward	6%	39%	55%	10%	32%	58%
Hull Road Ward	14%	29%	57%	6%	25%	69%
Huntington & New Earswick Ward	11%	49%	40%	12%	32%	56%
Micklegate Ward	9%	38%	53%	8%	30%	62%
Osballdwick & Derwent Ward	19%	34%	47%	15%	32%	53%
Rawcliffe & Clifton Without Ward	5%	43%	52%	3%	33%	63%
Rural West York Ward	11%	34%	54%	0%	46%	54%
Strensall Ward	24%	30%	46%	8%	43%	49%
Westfield Ward	10%	35%	55%	10%	48%	42%
Wheldrake Ward	25%	38%	38%	13%	31%	56%
(blank)	14%	43%	44%	13%	34%	53%
Grand Total	10%	41%	49%	10%	33%	57%

Emotional wellbeing communications plan

Objectives

Think – that it's ok to not feel ok and are aware of a wide range of support to help them

Feel – there is support and resources which is accessible and right for them to maintain or improve their emotional health and wellbeing / feel inspired or supported to reach out, people who can support others feel equipped and comfortable signposting support

Do – people recognise or articulate their feelings and reach out to sources of support, their peers/community influencers signpost relevant / appropriate support

Strategy

Normalise that it's ok not to be ok, that others are feeling like you are and that you can reach out by sharing real experiences of how covid/pandemic has significantly affected emotional health in very different ways

Clearly signpost the wealth of support that's available online, face to face, within the community and through informal, personal connections, keeping an organisation-agnostic approach and making it easier for peers / influencers to signpost support.

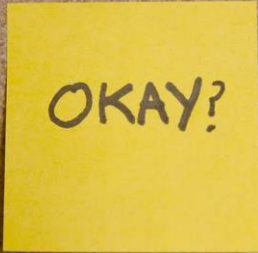
Identify the right support which can help with self care and prevention, including peer support by drawing attention to the huge range of support.

Amplify and target supportive signposting via partners' channels to reach widely and effectively, especially to those experiencing social isolation by working with community groups and business groups to reach as many people as possible

PRIORITIES/HIGHLIGHTS

- Establish task and finish group with partners, including the voluntary and community sectors, health partners and business sector to ensure consistent messaging and advice across the city.
- Identify the breadth of trust support available
- Use all available channels to reach our communities including employers, employees, students, parents, older residents
- Continue to inform public and encourage reaching out
- Share case studies normalising that it's OK not to feel OK

It seems so small,
but it's a powerful thing to say.



#powerofokay



How are you feeling?



These links could give you the help you need:
www.time-to-change.org.uk
www.nhs.uk/oneyou/every-mind-matters
www.oxfordmindfulness.org

How are you feeling?



Honestly?
Were wondering if our
futures will ever begin

Exploring different design ideas to share
our message



PUTTING ON A BRAVE FACE?

ben
#NotAlone

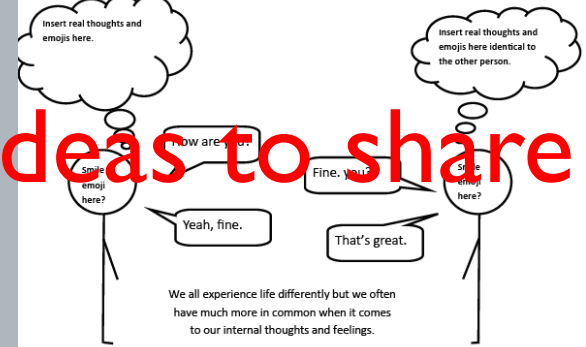
KNOW THE FIVE SIGNS

Reach out, connect, inspire hope and offer help



Let's be York—How are you really doing?

Ask, Talk, Listen, Support



We all experience life differently but we often have much more in common when it comes to our internal thoughts and feelings.

Can't talk face to face? Text, email, letter, phone, and video call can all work well too.

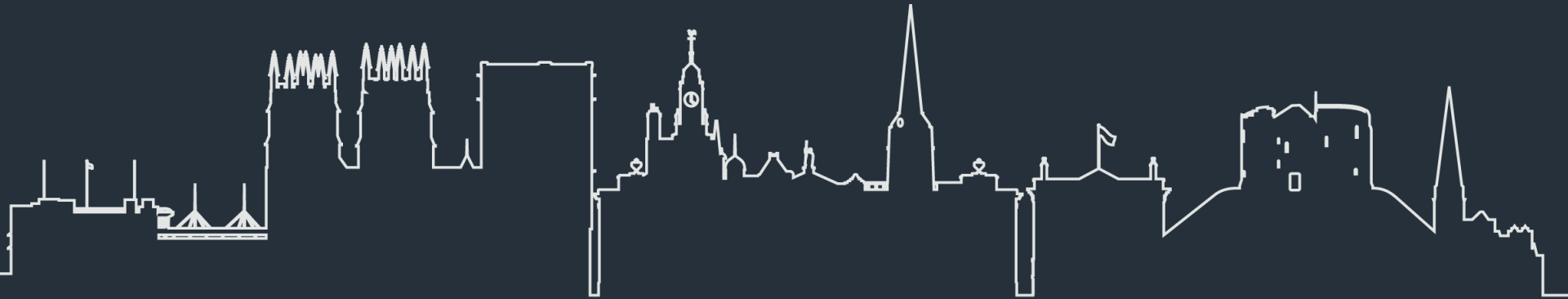
For tips on how to get talking about the things that really matter to you see www.time-to-change.org.uk
For tips on looking after yourself see www.nhs.uk/oneyou/every-mind-matters



Phase 3

Manage outbreak

Planning stage



Planning outbreak communications

- Learning from other local authorities
- Learning from partners, including Human Rights Steering Group submission
- Incident wash-up with partners
- Supporting settings
- Community partner briefing sessions
- Toolkit of communications materials

Universities and Colleges Sub Group - Report to Outbreak Management Advisory Board

Overview

Universities and Colleges in York have seen a significant number of Covid-19 cases now that the Autumn term is well underway for all of us. At the time of issuing this report we have 404 active positive cases across staff and students at our four institutions, resulting in around 3,000 students needing to self isolate in either their University or college accommodation, or in private homes across the City.

Throughout this time all four institutions have maintained a strong and close relationship with the City Council's Public Health team, jointly working through our established case and outbreak procedures which are now thoroughly tested and working well. Each institution has also invested considerable staff capacity in our in-house tracing teams, meaning we are contacting our students and staff who have tested positive considerably faster than the national Test and Trace service.

These Test and Trace teams discuss cases daily with public health and our shared analysis across all four institutions and the City Council is that all but a very few cases are derived from household to household transmission. We have had no direct evidence of transmission in learning and teaching settings.

Support for Students

All institutions with a resident population have had support for students in self-isolation as a top priority over the past few weeks. The exact support is of course tailored to each individual institution's circumstances but all have common themes, including:

- Regular welfare checks on students who are isolating by phone and email
- Practical information on other resources available to support students' mental and physical wellbeing
- External partnerships to provide access to 24/7 support for mental health through organisations like TogetherAll
- Food delivery services, including a partnership with Morrisons to deliver groceries to students across the city
- Laundry services for students unable to access on campus communal facilities because they are self isolating
- Delivery of medicine, parcels and other key supplies

Across our institutions we recognise that self-isolation can be a significant hardship for our students and we want to put on record our thanks for their support in what is a fundamentally selfless and community spirited act. Our experiences are that our students are taking isolation seriously and compliance with both national and institutional rules is high.

Testing

Since our last report to the Outbreak Management Advisory Board access to testing has improved considerably. The City's walk-through testing centre has opened on the University of York's campus, open to all York residents via the national testing system ([online](#) or by calling 119). Our students are reporting few difficulties in accessing a test via this service or home testing kits.

We are also, in conjunction with the Council's public health teams starting to roll out targeted asymptomatic testing to specific sections of both Universities' residential communities where we have seen clusters of positive cases. We are still in the evaluation stage of this kind of testing, but where it proves useful at helping to trace outbreaks we will roll out further if testing capacity is available to do so.

Further Education

The above holds true for both HE and FE institutions, but it is worth underlining that there are particular capacity issues within colleges. Specifically the challenges and impacts on staff resources on contract tracing and needing to manage twin reporting lines that vary for FE and HE students in their settings.

In addition, a relatively small outbreak can have a disproportionately large impact on cohorts of students where either teaching staff or learning support staff are required to self-isolate taking out interlinked bubbles of students (bubbles for cohorts are not used in HE). The largely transient nature of the cohort (with very few who are residential, and many of those who are tend to travel home at weekends) also presents complexities as we move between local area tiers or for students arriving from an area in a different tier.

Policy Response

The Universities and Colleges Sub Group has considered carefully at its recent meetings various potential responses to the rising number of infections in the city. Our consensus position is that established patterns of transmission (in the vast majority of cases within households and through social interactions) mean that existing powers give few policy levers through which we believe we could affect transmission rates. In particular:

- Our shared analysis with the City Council Public Health team does not suggest that face to face teaching is a source of transmission and so moving all teaching on-line would

not, we believe, have a meaningful effect on the spread of the virus but would compromise the learning experience of students.

- Closing down regulated student social spaces (student societies, sports clubs, social venues) may in fact increase rates of infection in the student population if - as seems plausible - it pushed students to gather in less well regulated spaces where social distancing was less likely to take place, so we do not recommend it at this stage.
- And - while student compliance with public health practices remains high - we know we will need to continue to work hard to maintain student trust and adherence to public health messages and measures. Measures perceived as unjustly targeting the student population which did not also apply city or region wide would likely damage this currently very positive approach by student communities.

Discussion Points

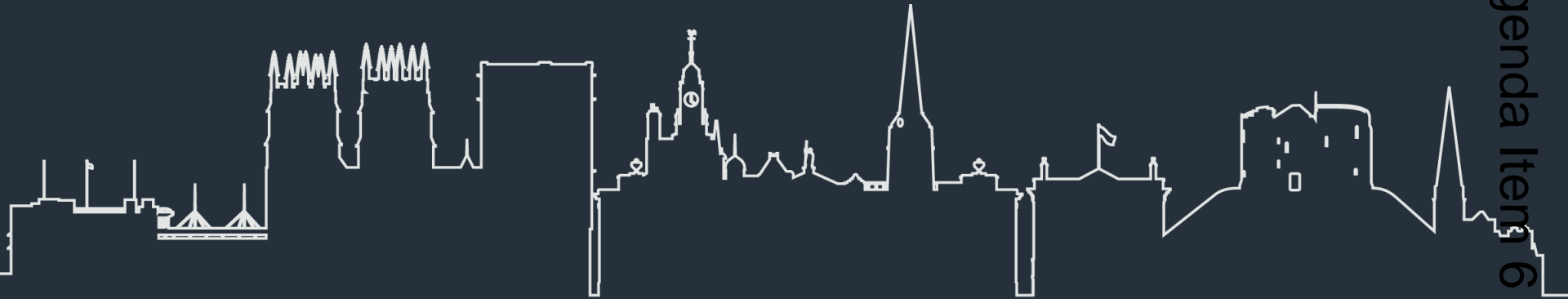
The Outbreak Management Advisory board may like to consider

- How the city, Universities, and colleges respond to the City of York moving into Tier 2 (“High”); particularly how citywide messaging can support the restrictions on household mixing which now apply.
- The interaction between the Department for Education Tier system (at which all four institutions, and education across the city, is currently at level 1) and the new national tier system.
- The current measures already in place for Universities and Colleges (targeted whole site testing, communications and reinforcement of public health messages, student support in isolation, in-house tracing systems) are sufficient or if further city wide or targeted interventions are necessary.

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Contact tracing

OMAB – 21 October 2020



Why offer a Local Tracing Partnership?

- LA's have local methods to contact the case which are not available nationally.
- Enables us to implement non-pharmaceutical interventions and prevent a local 'Lockdown'.
- More people contacted the risk of transmission reduces
- We also gather local intelligence on where the case may have been prior to the positive result.

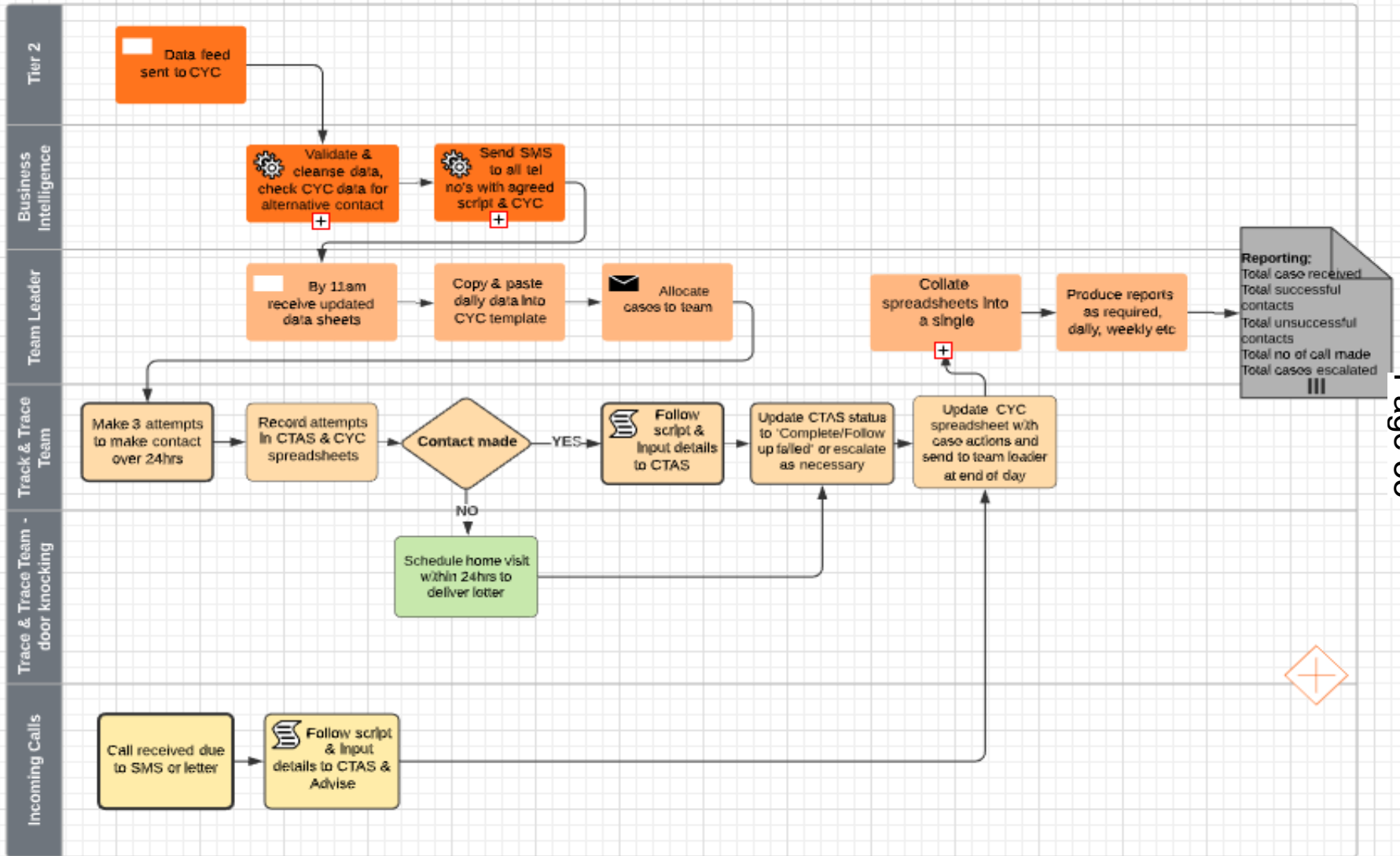
Why offer a Local Tracing Partnership? (2)

- A local solution in other areas has increased the number of contacts made
- Local data and community knowledge can provide a more targeted support for those that need help during isolation.
- Locally we can act quickly to any breakout linked to a business or gathering.

York Delivery Model

- Monday to Friday service in the first instance
- Staffed by Health Trainers who have completed the local and national training
- Initially we are only contacting positive cases and recording their contacts. These are fed back to the national T&T. This may extend in the future.
- Appointing 4 Health Promotion Officers who will work a shift system over early evenings and weekends to increase to 7 day cover.

CYC Track and Trace Process



Local Contacts.

Team leader receives list of contacts to be made that day.

Prior to phone call from the team a gov.notify text message is sent.

Message Title: CYCTracing

Message: *“You are identified as Covid-positive; we therefore need to speak with you, so please expect a call soon from City of York Council on this number: 01904 551559”.*

Local Contacts.

Telephone

- Dedicated telephone number 01904 551559
- 8 dedicated extensions
- Duty rota established
- System will operate on a circular hunt group.
- Voice mail capability – if message left this is then transferred to an email
- Dedicated email: CYYContact.Tracing@York.gov.uk

Process – with phone number

- National T&T contact attempted for 48 hours
- Passed to CYCT&T who send 1 text message followed by 3 phone calls over 24 hours (afternoon, evening, following morning)
- If unsuccessful a home visit is made
- If no-one in property a letter and factsheet left, with information on how to contact the local T&T service

Process – no phone number

- If address is known.
- Home visit with letter and factsheet.

No phone number or address.

- If we cannot complete the data and we have no phone number or address on CYC system – Follow-up failed.

Any Questions?

Thank You.



Working together to improve and make a difference

York Outbreak Management Control Plan Risk Log

Theme Name	Area	Theme Lead	Aims	Latest updates	RAG rating and comments	
Care homes and Schools	Care Homes	Leigh Bell	Manage outbreaks in care homes Keep homes covid free	Routine testing in place for staff and residents. Access to testing for homes for outbreaks Visitor policy updated for Tier 2 requirements		Access to testing good. Low number of positive cases.
Care homes and schools	Schools	Anita Dobson	Manage outbreaks in school settings. Support to school staff	Schools supported with outbreaks. Regular support from public health		Number of schools with positive cases requiring resource. No school closures.
High Risk Places	Colleges and universities	Nick Sinclair	Manage outbreaks in college and university settings. Joint working with HE/FE sector	Working with sector to manage outbreaks. Targeted additional testing in residential outbreaks.		Large number of students self-isolating, significant capacity required.
High Risk Places	Residential settings other than care homes	Leigh Bell	Manage outbreaks and protect the most vulnerable	High risk venues identified. Regular contact and support offered		No current outbreaks in these settings.
High Risk Places	Workplaces	Natalie McPhillips	Manage outbreaks in workplaces	High risk workplaces identified and contact made. Close working between public health and public protection.		A number of small workplace outbreaks

Theme Name	Area	Theme Lead	Aims	Latest updates	RAG rating and comments
					being managed. Information flow between PHE and Council needs improving.
Local Testing Capacity		Philippa Press	Ensure timely access to testing for York residents.	Additional walk-in site opened in East of City. Application for another walk-in site being explored to West of City. Priority matrix for access for key workers developed by LRF.	Access to testing improved but timeliness of results could be improved.
Contact Tracing		Philippa Press	Effective identification of contacts of cases and management.	Supporting schools and universities to identify contacts of cases and advise self-isolation. Approval given by PHE for local contact tracing where national team has been unable to establish contact.	Go live date for local contact tracing 22/10/20. On target but elements of the system not yet tested.
Data Integration		Peter Roderick	Timely access to data to inform our response to the situation locally.	Daily access to data from national systems. Local solutions put in place to monitor cases in schools, universities and workplaces. Data shared daily with residents via social media.	Some issues with timeliness of data on outbreaks being managed by HPT.
Vulnerable people		Leigh Bell	To ensure there is support available to aid people to be	Covid hubs established and working well.	More volunteers required.

Theme Name	Area	Theme Lead	Aims	Latest updates	RAG rating and comments	
			able to self-isolate when required.	Recruitment of further volunteers underway. Lottery bid to York CVS.		
Local Boards		Sharon Stoltz	Appropriate and proportionate governance to implement public health measures with community engagement as relevant.	Outbreak Management Advisory Board established and meeting regularly. Health Protection Board and Outbreak Management Board meeting regularly.		No issues to report.

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