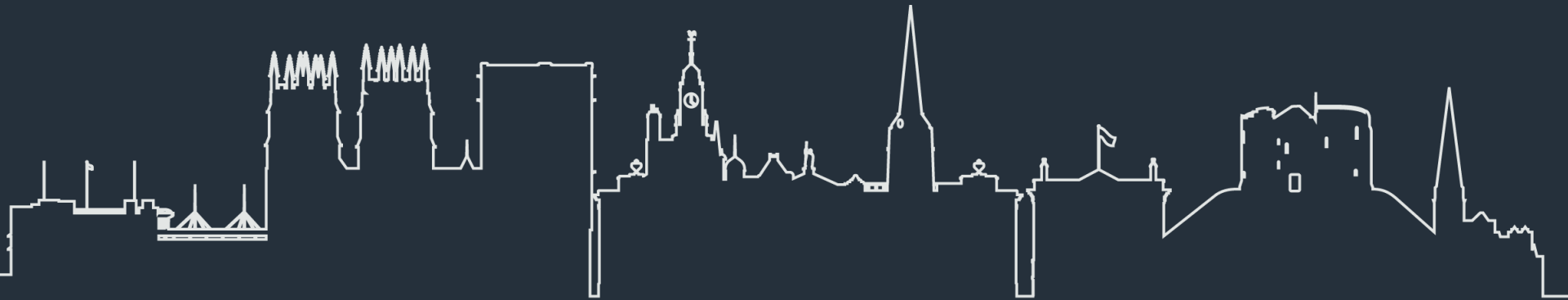


YORK OUTBREAK CONTROL

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

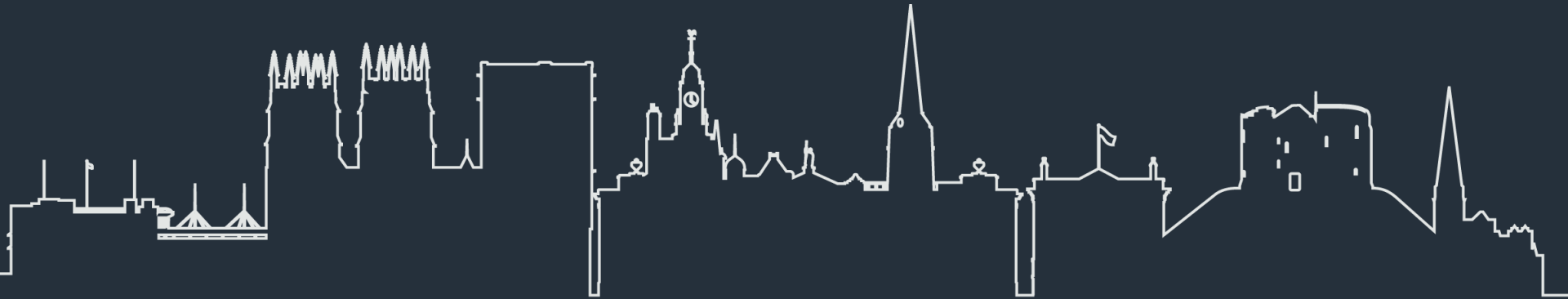
- Manage the outbreak

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

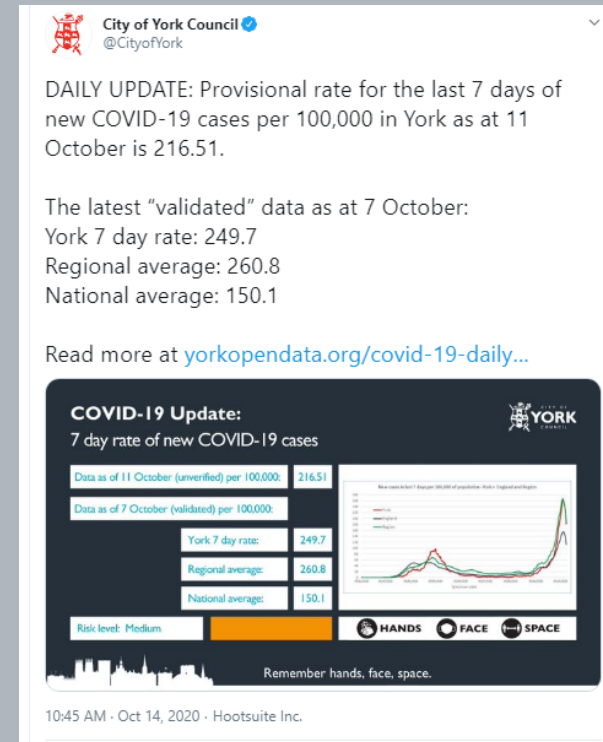
To share the most up to date case data, have introduced a:

- 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...](https://data.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.

810 People reached 17 Engagements

Boost post

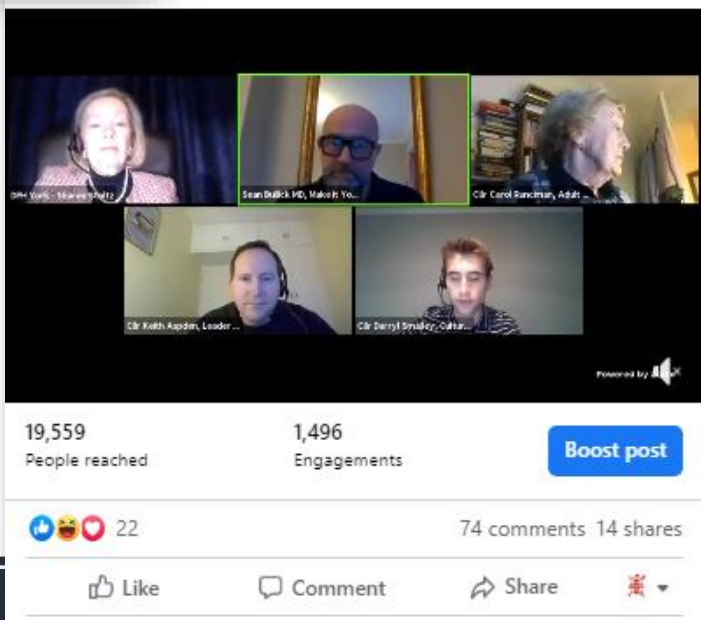
Session original due to held 12 October but changed at last moment due to Government communications



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 Karen Binyon, Executive Member for Health and Adult Social Care
Cllr Cheryl Smalley, Executive Member for Culture, Leisure and Communities... See more



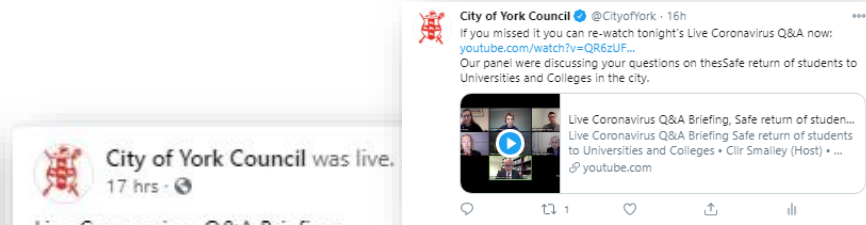
19,559 People reached 1,496 Engagements

Boost post

22 reactions 74 comments 14 shares

Like Comment Share

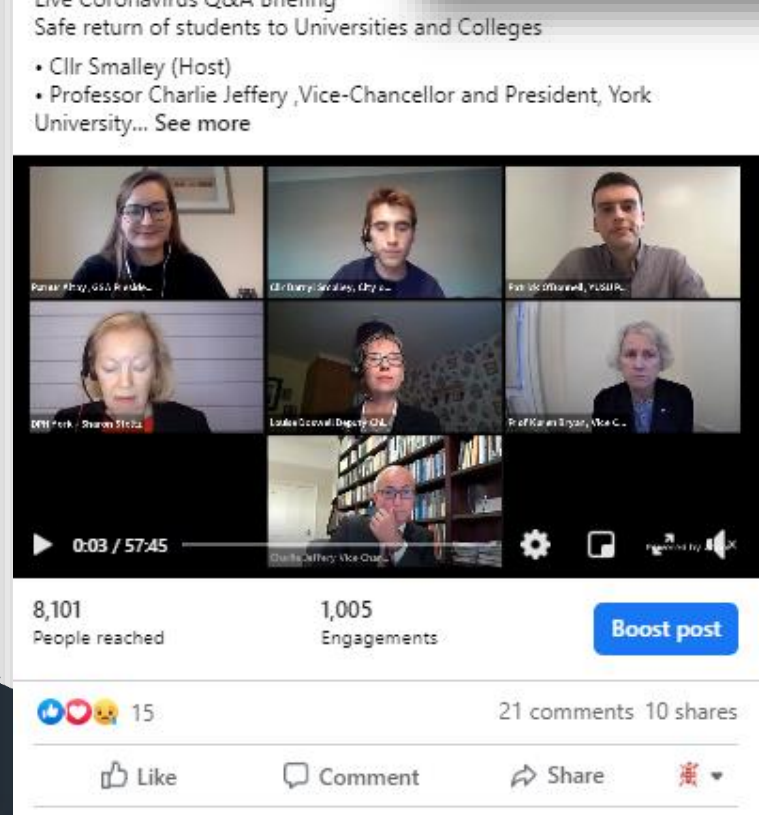
14 October: Ask the Leaders Q&A – A safe return of students



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

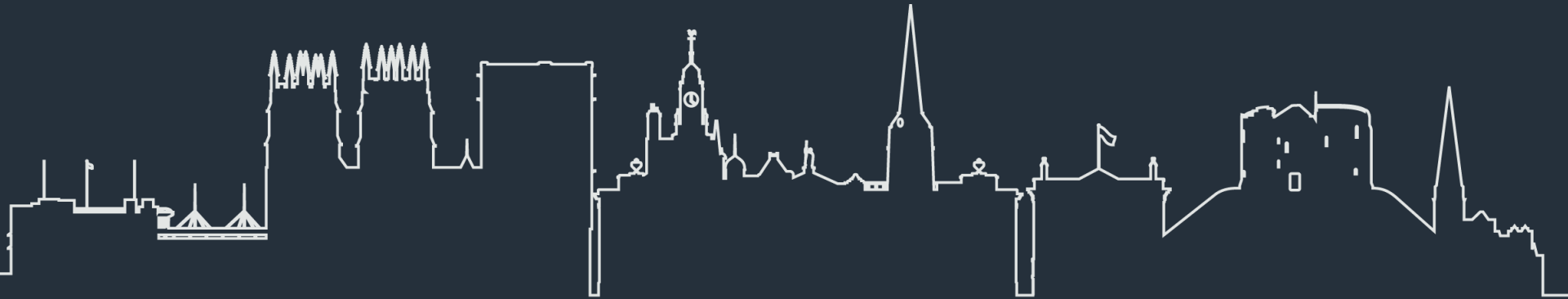
Boost post

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 **COI**

- 1 York fa worker positive
- 2 Covid in how ms each ar recent
- 3 This is was not Covid a

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

NEWS 13th October

What 'medium' level means for businesses

By Daniel Willers
Reporter



nhs.uk/coronavirus



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

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 is 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 vital importance to our city and country."

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

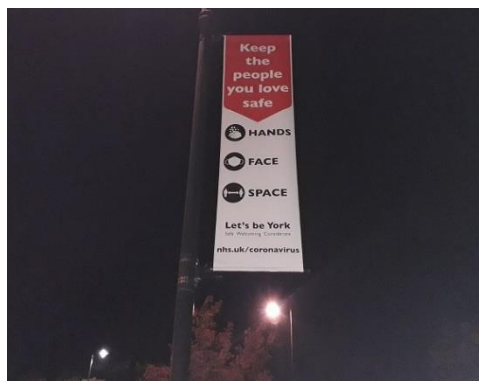


Working together to improve and make a difference

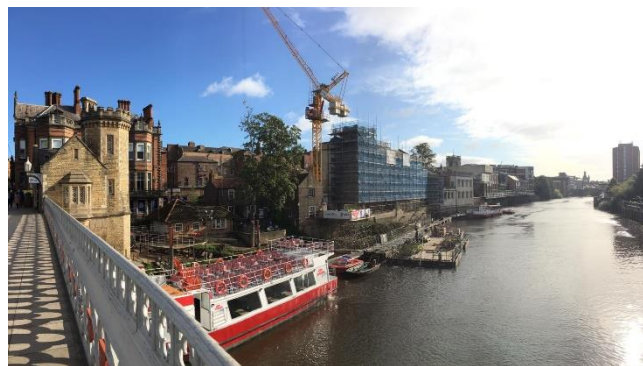
Share accurate and timely messaging

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

Shopping areas, including Designer outlet



Lamp posts



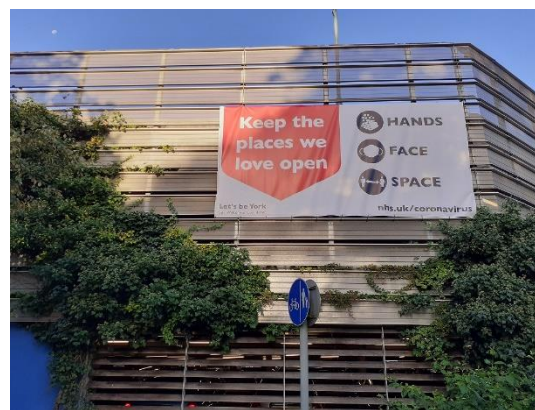
Guildhall



Ward notice boards



Racecourse



Hospital

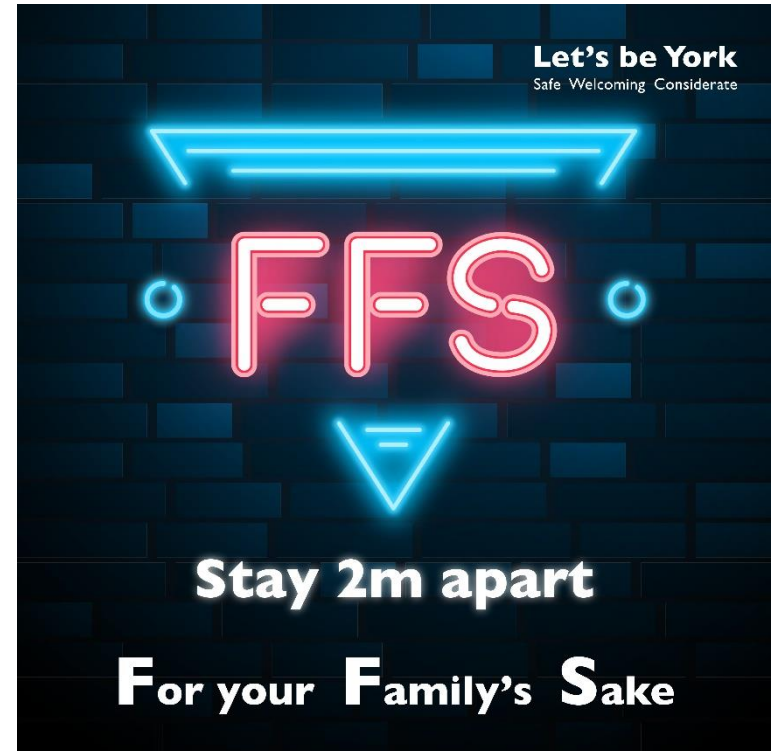


Schools

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

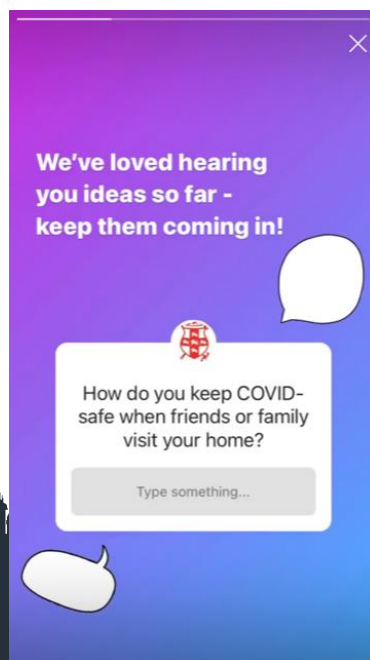
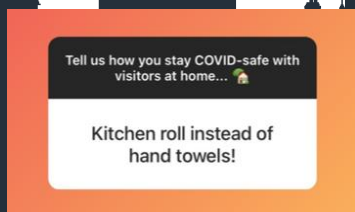
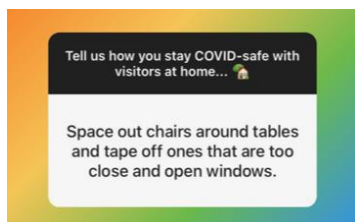
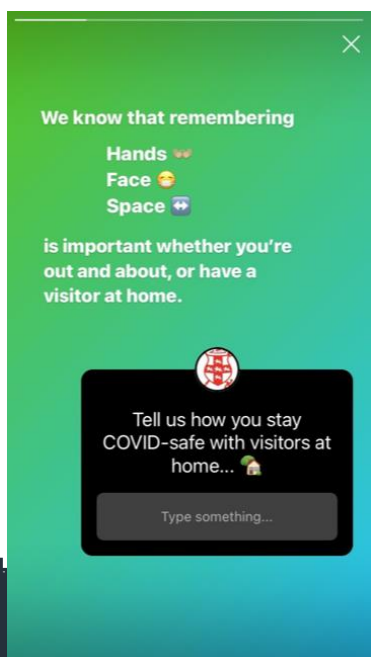
Reminding residents to adopt safe behaviours at home to help stop the spread of the virus and keep homes and families in York safe

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.

Working together to improve and make a difference

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 (on 15 October) that York will be subject to additional restrictions, following a sharp increase in cases across the city.



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 city.

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

Covid-19 update: 15 October 2020 - Message (HTML)

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 city.

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).

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** ❌

1:40 PM · Oct 15, 2020 · Twitter Web

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...

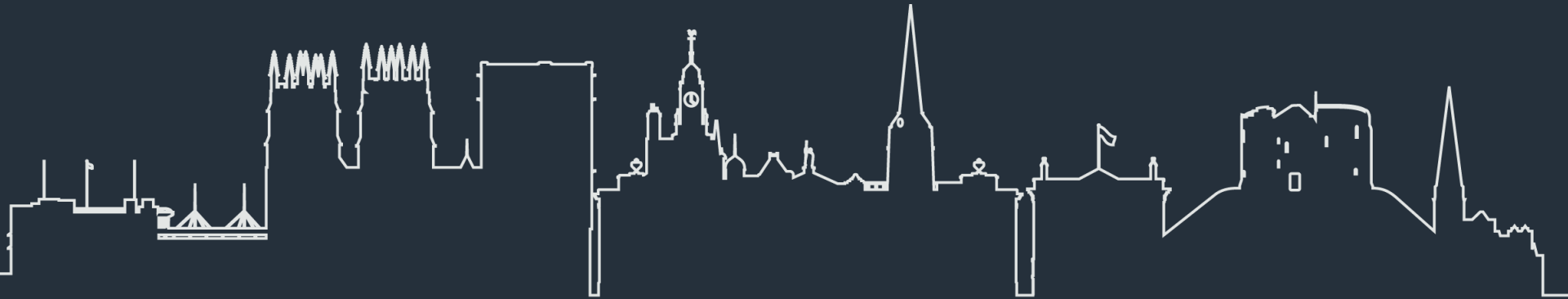
Local Alert Level 2

- 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.



Working together to improve and make a difference

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.

A dark silhouette of the York skyline, including various buildings, spires, and a clock tower, set against a light background.

Working together to improve and make a difference

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.

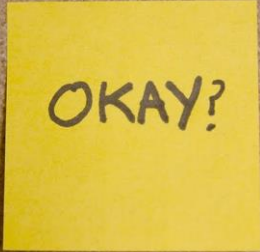
Identify the right support which can help with self care and prevention, including peer support by drawing attention to the huge range of support.

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 trusted 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?



Feeling agitated? Are you withdrawn? Not feeling well?
Not caring for yourself? Feeling hopeless?

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?
Have you ever wondered if our
futures will ever begin



www.time-to-change.org.uk



PUTTING ON A
BRAVE FACE?



#NotAlone

KNOW THE FIVE SIGNS

Reach out, connect, inspire hope and offer help



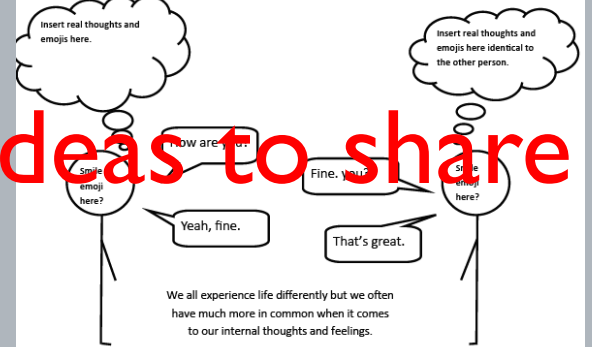
Not feeling well? Are you withdrawn? Feeling agitated? Caring for yourself? Feeling hopeless?



#ChangeDirection

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.

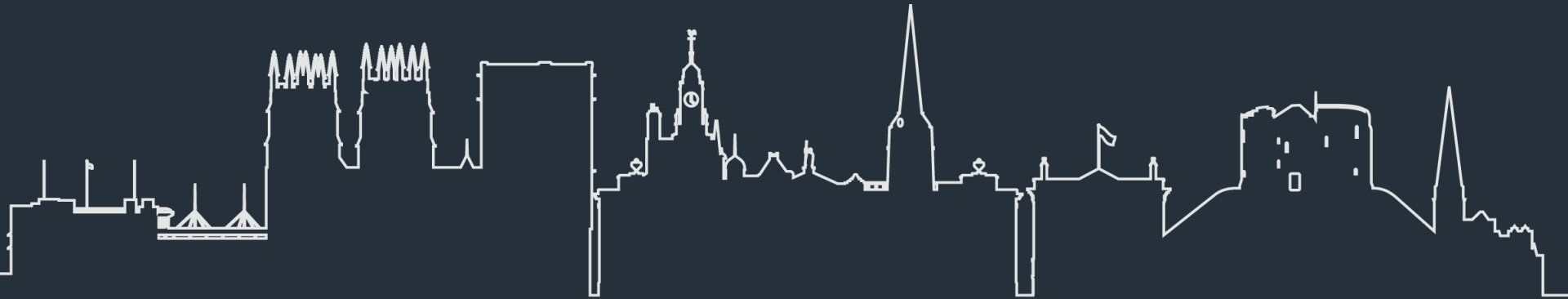
For tips on how to get talking about the things that really matter to you see www.time-to-change.org.uk
For tips on looking after yourself see www.nhs.uk/oneyou/every-mind-matters



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



Working together to improve and make a difference