

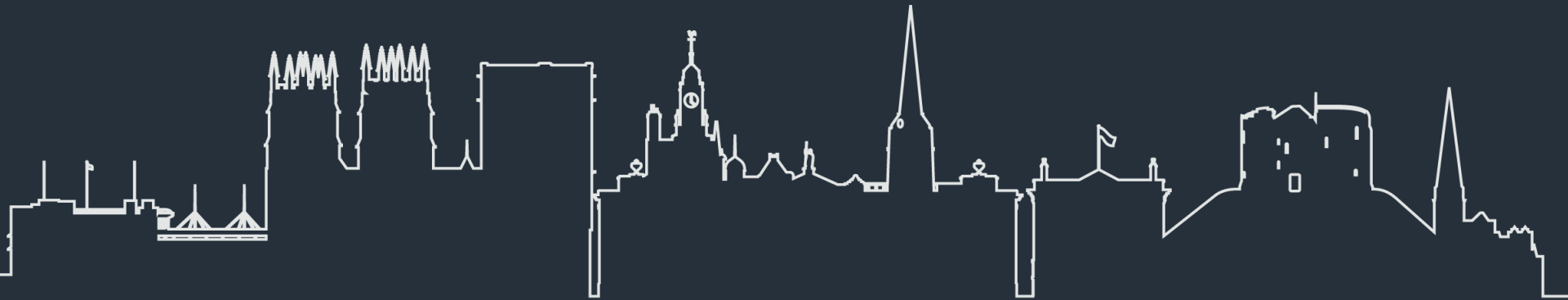


CITY OF
YORK
COUNCIL

YORK OUTBREAK CONTROL

Communications update

24 August 2021



Key messages

Protect each other by
**washing your
hands regularly**



Protect each other by
**wearing a
face covering**



Protect each other by
**getting regular
symptom-free tests**



Protect each other by
**getting both doses
of the COVID vaccine**



Protect each other by
**giving people
space**



Protect each other by
**staying home and
getting tested if you feel unwell**



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

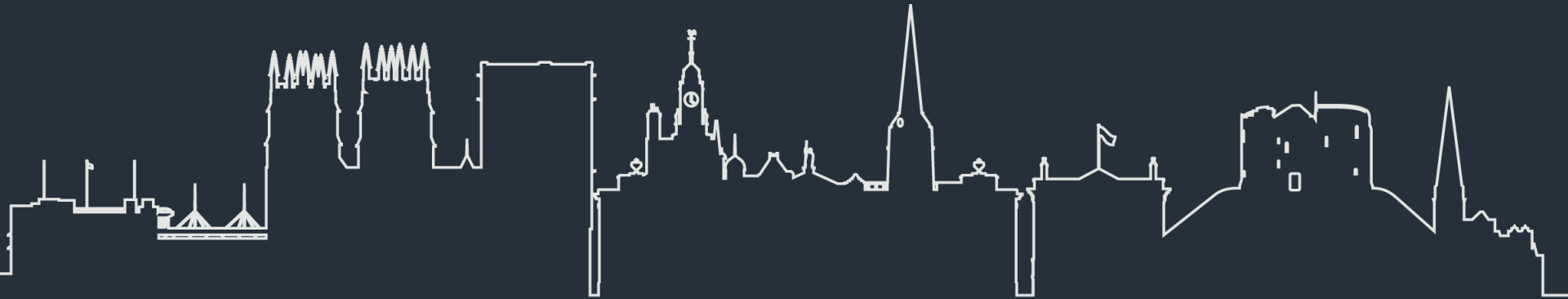
Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p>Share accurate and timely updates: Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing 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	Self isol				
Regular updates / e-newsletters	1x weekly						
Direct publications, Our City	Quarterly						
Facebook live – ask the leaders	Monthly						
Let's be York (Safe reopen) replaced by Protect. Respect. Be Kind	Signage, social, web, PR – to be confirmed following announcement						
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.						

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

16 of 33 press releases COVID-related; continued significant focus on recovery comms

18 / 41 media enquiries COVID-related

Column1	Column2
11/08/2021	Lord Mayor's Hospitality Summit emphasises the importance of collaboration
06/08/2021	Adult Learning to take centre stage in York
06/08/2021	More ways to get a symptom-free COVID test in York
05/08/2021	Support available for exam students
04/08/2021	#WhatsMyNextStep urges everyone to get more active outdoors
23/07/2021	Younger voices needed to help shape city's future.
21/07/2021	An update on changes to services from 19 July
19/07/2021	Residents and visitors encouraged to 'protect, respect and be kind'.
16/07/2021	A new testing site in York to help the city stay safe
15/07/2021	York leaders join to thank and ask everyone to 'Keep York kind'
14/07/2021	City centre access arrangements for Blue Badge holders
14/07/2021	A Neighbourhood Plan for York Minster Precinct
13/07/2021	Leaders respond to Government roadmap announcement
13/07/2021	Helpful tips to get children ready to start school
12/07/2021	York families benefit from summer holiday activity programme

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

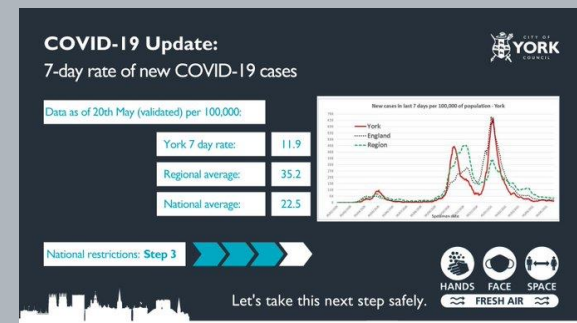
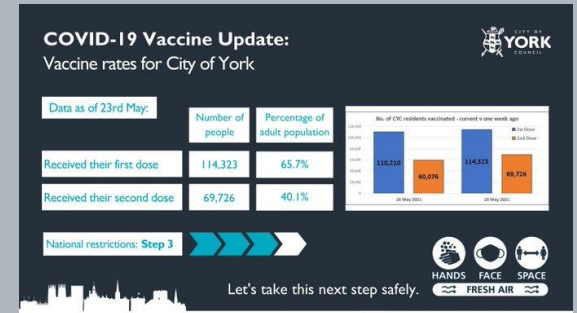
The council works closely with partners and uses different channels to reach as many people as possible.

Our regular communications

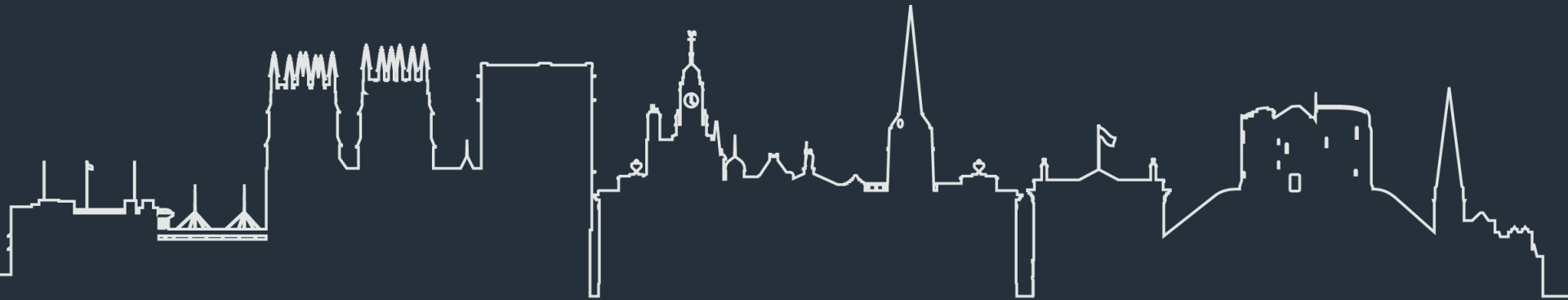
(increasing registrations throughout the month by %):

- 1 x weekly email updates to members and partners (130 recipients)
- 1 x weekly resident e-newsletter (2,356 recipients + <1%)
- Weekly business e-newsletter (1,622 recipients + 2%)
- Weekly families e-newsletter (1,128 recipients + <1%)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: taking place Wed 18/08

Regularly share case data and vaccination update



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. Develop partnership campaign for city to get behind.

Communications objectives:

Think: there are things to do and support available

Feel: supported and engaged and more control over own safety

Do: Protect, respect, be kind

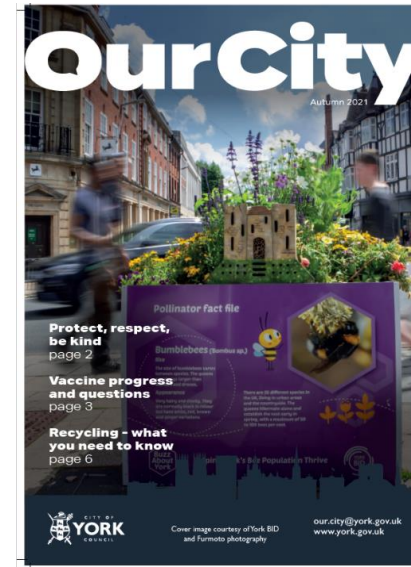
Press release, web

Partner, resident and business updates

Shared partner messages

Social

Our City



Getting a symptom free test in York

Symptom free testing sites:

- Acomb Explore Library
- Foxwood Community Centre
- Rawcliffe Recreation Association
- St William's College
- University of York
- York St John University

Community symptom free testing

We're expanding our community offer, which has seen us hand out testing kits in communities across the city.

• www.york.gov.uk/SymptomFreeCOVIDTest

You can also get tests by:

- Visiting chemists to collect kits @ maps.test-and-trace.nhs.uk/location/york/
- map
- Ordering kits for home delivery @ www.gov.uk/order-coronavirus-rapid-lateral-flow-tests

Discover more support and advice online at

• www.livewellYork/FeelRealYork

Children and young people can find support for their wellbeing at

• www.york-uk.org.uk/young-people/wellbeing.htm

Make mental health an everyday topic with #FeelRealYork

The last 18 months has been tough for adults and young people alike.

Here are 10 simple things to help you feel OK.

1. Stay connected with people
2. Talk about your worries
3. Support and help others
4. Feel prepared
5. Look after your body
6. Stick to the facts
7. Stay on top of difficult feelings
8. Do things you enjoy
9. Focus on the present
10. Look after your sleep

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www.york.gov.uk @cityofyork @cityofyork

Councillors say 'keep York kind' as Covid restrictions lifted

Last week the leader of City of York Council urged people to remember "the pandemic is not over yet" as life changes once more.

Councillor Keith Aspden, Leader of City of York Council said: "Today marks another major milestone in the roadmap out of lockdown, and whilst this is a positive step, we must recognise that the pandemic is not yet over."

Councillors are urging people to carry on wearing facial coverings on public transport next week



LEADING York councillors from all the parties have put aside political differences to appeal to residents and visitors to 'keep York kind' as Covid restrictions are eased.

Step 4 - Develop partnership campaign

Main posters for city centre and secondary shopping areas



**Protect.
Respect.
Be kind.**

Restrictions may have gone, but COVID-19 hasn't...



Wear a face covering, if you can, in busy and indoor spaces



Wash your hands regularly.



If you feel unwell, stay home and get tested.

Let's be York

Protect. Respect. Be kind.

www.york.gov.uk



Restrictions may have gone, but COVID-19 hasn't. Let's continue to protect each other so we can all enjoy the city safely.

Let's be York

Protect. Respect. Be kind.

www.york.gov.uk



Please be patient as businesses, visitors and residents get used to the new way of living and enjoying the city safely.

Let's be York

Protect. Respect. Be kind.

www.york.gov.uk



Working together to improve and make a difference

Individual behaviour assets – partner toolkit



Protect each other by
**washing
your hands.**



Enjoy York safely.

Let's be York
Protect. Respect. Be kind.

www.york.gov.uk



Protect each other by
**wearing a
face covering.**



Wearing a face mask is now a personal choice, please wear one if you can.
Enjoy York safely.

Let's be York
Protect. Respect. Be kind.

www.york.gov.uk



Protect each other by
**giving people
space.**



Enjoy York safely.

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Protect each other.
**If you feel unwell, stay
home and book a test**



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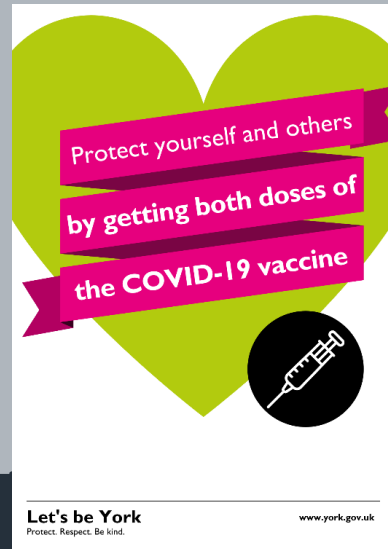
Protect each other by
**getting regular
symptom-free tests**




Get tested twice a week and report the results through the NHS app.
Enjoy York safely.

Let's be York
Protect. Respect. Be kind.

www.york.gov.uk



Protect yourself and others
**by getting both doses of
the COVID-19 vaccine**



Let's be York
Protect. Respect. Be kind.

www.york.gov.uk

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



Facebook reach c25k
Partners sharing & developing design for their own comms



Healthwatch York @healthwatchyork · Jul 24

Keep yourself and others safe #WearCosYouCare #WearAMask 🧐



City of York Council @CityofYork · Jul 19

Restrictions may have gone, but Covid-19 hasn't...

- ♥️ Wear a face covering in busy outdoor spaces
- ♥️ Wash your hands regularly



Wash hands regularly.



Give each other space.



Wear a face covering in busy places, if you can.



Let fresh air in.



Let's be York
Protect. Respect. Be Kind.

www.york.gov.uk

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

Testing

- Our City – landing now
- Resident update / partner brief
- Community testing handout - door to door testing and leaflet
- Social
- Direct communications to residents

Getting a symptom free test in York

Symptom free testing sites:

- Acomb Explore Library
- Foxwood Community Centre
- Rawcliffe Recreation Association
- St William's College
- University of York
- York St John University

Community symptom free testing

We're expanding our community offer, which has seen us hand out testing kits in communities across the city.

📍 www.york.gov.uk/SymptomFreeCOVIDTest

You can also get tests by:

Visiting chemists to collect kits

📍 maps.test-and-trace.nhs.uk/#/location/York/ map

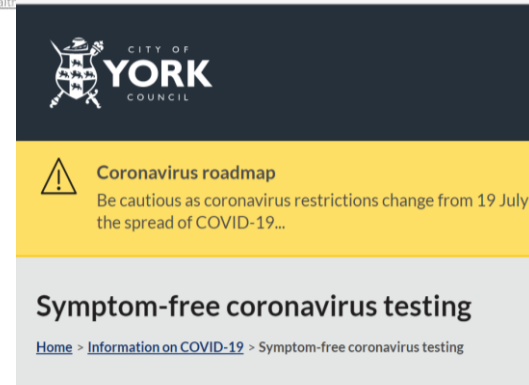
Ordering kits for home delivery

📍 www.gov.uk/order-coronavirus-rapid-lateral-flow-tests



Five more places where you can get symptom-free Covid tests in York from next week

Friday 6 August, 2021 by YorkMix in Health



her to imp

difference



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

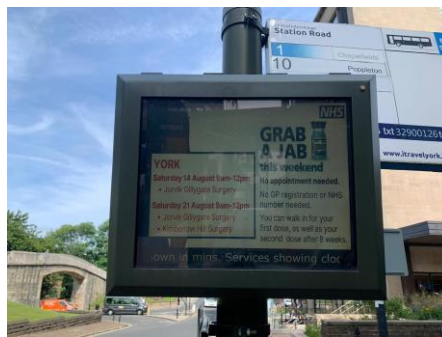
Vaccinations

- 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

We've made it easier than ever for you to get your COVID-19 vaccine.

Don't miss the chance to grab your jab at one of the following sites:

Date	Time	Location	Vaccine	Further Information
Daily	8am-8pm	Askham Bar Vaccination Centre	Astra-Zeneca Moderna Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	9am-12noon	Jorvik Gillygate Practice, Stonebow	Astra-Zeneca Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	2-4:30pm	Citywide Health, Wyre Court, Haxby	Astra-Zeneca	For people aged 40+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Sunday 15 August	8:30am-12noon	Wigginton Recreation Hall	Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.



City of York Council
36 mins ago

Let's protect each other by getting both COVID-19 vaccine doses.

More #GrabAJab pop up clinics are open in York this weekend and next.

<https://www.valeofyorkccg.nhs.uk/GrabAJab/>
Read more

YORK
Saturday 14 August 9am-12pm
• Jorvik Gillygate Surgery
Sunday 15 August 9am-12pm
• Wigginton Recreation Hall
Saturday 21 August 9am-12pm
• Jorvik Gillygate Surgery
• Kimberlow Hill Surgery

- No appointment needed.
- No GP registration or NHS number needed.
- You can walk in for your

Search words Search

Home About us Your health and local services Campaigns Get involved News Videos Publications Contact us

You are here: > #GrabAJab at a local drop-in clinic

#GrabAJab at a local drop-in clinic

As part of the ongoing efforts of the COVID-19 vaccination programme in York, the NHS is providing walk-in and pop-up clinics across the city. From this weekend, you can #GrabAJab at the locations listed below without needing to book an appointment in advance (unless stated).

You do not need to be registered with a GP practice or have an NHS number in order to attend a drop-in clinic. If you have any questions about the vaccine, you'll be able to chat on-site before you have it.

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

Self-isolation

Facebook live and resident newsletter
Partner communications
Shared government communications
Business bulletin to city employers



HM Government NHS Test and Trace

If you are a close contact of a positive COVID-19 case, you should:

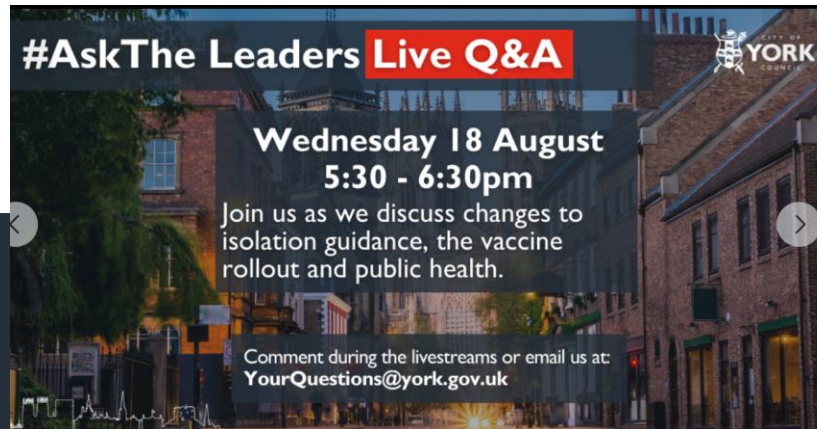
- Take a PCR test

The graphic features the HM Government and NHS Test and Trace logos. It includes a blue box with white text stating the requirement for PCR testing for close contacts of positive cases. A list item 'Take a PCR test' is shown below. A stylized test tube is on the right, and a progress bar with four blue squares is at the bottom left.

1. Changes to self-isolation rules for double vaccinated and under-18's

From Monday 16 August, people who are double jabbed or aged under 18 will no longer be legally required to self-isolate if they are identified as a close contact of a positive COVID-19 case. We are however advising that if you are contacted by test and trace as a contact that you arrange a PCR test.

What the changes mean?



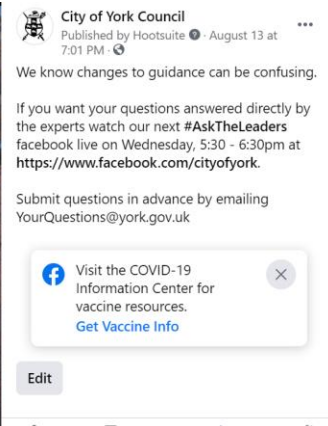
#AskThe Leaders Live Q&A

Wednesday 18 August
5:30 - 6:30pm

Join us as we discuss changes to isolation guidance, the vaccine rollout and public health.

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

The banner features a background image of a street scene with buildings. It includes the City of York Council logo in the top right corner. The text is centered and uses a mix of white and red colors for emphasis.



City of York Council
Published by Hootsuite • August 13 at 7:01 PM

We know changes to guidance can be confusing.

If you want your questions answered directly by the experts watch our next **#AskTheLeaders** facebook live on Wednesday, 5:30 - 6:30pm at <https://www.facebook.com/cityofyork>.

Submit questions in advance by emailing YourQuestions@york.gov.uk

Visit the COVID-19 Information Center for vaccine resources. [Get Vaccine Info](#)

Edit

The screenshot shows a Facebook post from the City of York Council. It includes the council's name, publication details, a main message about a Facebook live event, and a call to action for questions. A link to the COVID-19 information center is also present.

Build confidence in next steps people need to rebuild fitness

Physical health - deconditioning

Campaign launched 28 June 2021:
PR, articles, case studies, social media, videos,
LiveWellYork webpage.
Second of three toolkits launched – out of home


What's my next step?

Wall Push-ups

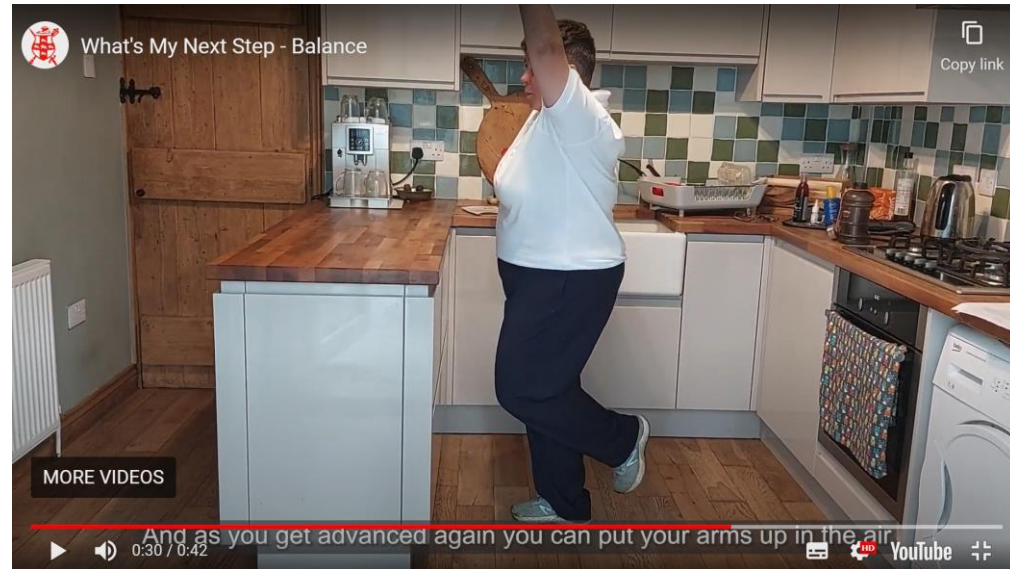
To maintain upper body strength and bone mineral density



Joanita Musisi
@JoanitaMusisi

From 2pm on [@BBCYork](#) I'm getting  with [@NorthYorksSport](#) [@CityofYork](#) [@YSTeachingNHS](#) & the [#WhatsMyNextStep](#) campaign. [@SMTrust](#) on the exciting things happening in [#Scarborough](#) this weekend. And reflecting the passing out parade at [#Harrogate Army Foundation College](#) [@CO_AFC](#)

2:04 PM · Aug 5, 2021 · Twitter for iPhone



Working together to improve and make a difference