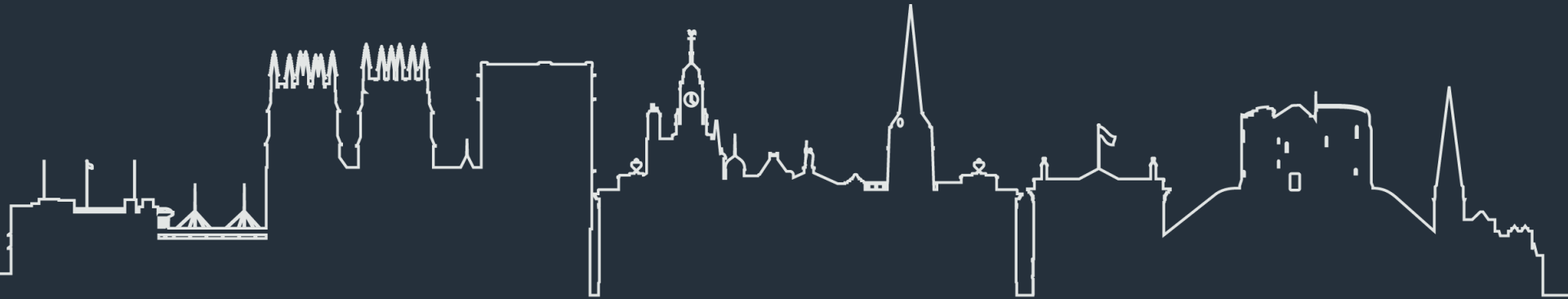


# YORK OUTBREAK CONTROL

## Communications update

13 January 2021



# 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 and/or change in restrictions

## 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>	
Phase 2	Alert following spike in cases and/or change in restrictions	<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>	30 December 2020 Tier 3
Phase 3	Manage outbreak	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> <li>• Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase</li> <li>• Signpost support</li> <li>• Promote unity and community cooperation</li> <li>• Target information</li> </ul>	5 January 2021 Lockdown

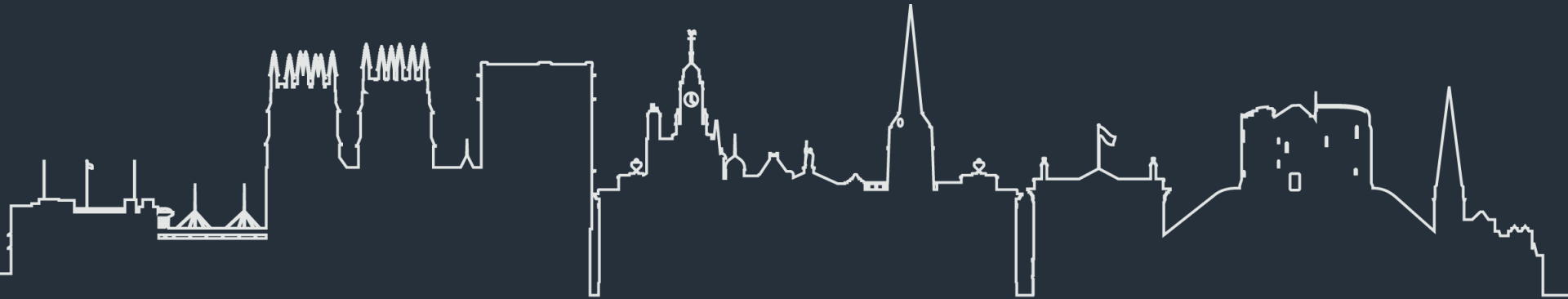
# Communications roadmap



	2020										2021		
	M	A	M	J	J	A	S	O	N	D	J	F	M
Restriction communications	lockdown			Tier 1			T2	lockdown	T3	lockdown			
Regular updates / e-newsletters	daily			1-2 a week									
Direct publications, <i>Our City</i>	monthly			quarterly						monthly			
Facebook live – ask the leaders						monthly		weekly		weekly			
Let's be York (Safe reopen)				Business pack, signage, social, web, PR									
Let's be York (keep open)						Outside, social							
Let's be York (Xmas/keep going)													
We've got it covered						Social, PR, web							
18-34 yo residents							social						
Safe return to school						direct, social, web							
Emotional health								PR, facebook, social, outside					
Testing strategy											Direct, web, social,		
Vaccinations											Mythbusting social		
Complacency											Web, social, direct		

# Phase I

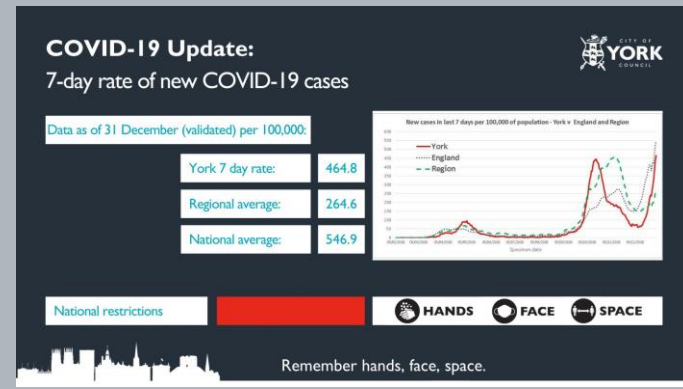
## Regular update of current situation to try and prevent outbreaks



# Share accurate and timely messaging

## 24 x press releases

Date	Title
06 January 2021	York expands symptom-free testing offer
06 January 2021	Live Q&A to discuss residents' council budget and public health questions
06 January 2021	Essential frontline services protected during lockdown
05 January 2021	Council acting to distribute business grants as soon as possible
04 January 2021	Council reacts to new national restrictions
04 January 2021	Media operation note
31 December 2020	Let's look after each other
31 December 2020	Council to simplify Tier 3 support grants for businesses
31 December 2020	Temporary blue badge shuttle service to end
30 December 2020	York responds to latest government announcement
29 December 2020	See in the New Year safely at home
27 December 2020	Council deploys flood defences as city remains open for COVID-secure business
23 December 2020	Please stay safe and look after each other
23 December 2020	Council thanks residents as thousands book symptom-free tests
23 December 2020	Have a happy and safe Christmas
21 December 2020	UPDATED: See in the New Year safely at home
18 December 2020	Symptom-free testing expanded
18 December 2020	York works together to support residents at Christmastime
18 December 2020	Book essential food and prescriptions now!
18 December 2020	New covid marshalls start to help protect people and places
17 December 2020	Council responds to confirmation of continued Tier-2 restrictions for York
15 December 2020	Live Q&A's to discuss Coronavirus during the festive season
11 December 2020	Booking open for York's targeted symptom-free covid testing
11 December 2020	Shop local and continue to protect your loved ones this weekend.




**Want clear information?**

Our resident, families and business updates cut through the confusion. We'll give you all the latest information, straight to your inbox.

Sign up at [www.york.gov.uk/form/EmailUpdates](http://www.york.gov.uk/form/EmailUpdates)

# And address inaccuracies ...

## York council apologises after posting wrong Covid travel rules




City of York Council @CityofYork

Primary schools in York will open as planned from 4 January.  
Secondary schools will open on:  
4 Jan - for children of key workers and vulnerable children  
11 Jan - for Year 11 and 13 students  
18 Jan - for all students  
Check with your school for details and dates of training days.



**Back to school 2021**

- 4 Jan: primary schools open; secondaries open for children of key workers and vulnerable children
- 11 Jan: Y11 and 13 back in secondary schools
- 18 Jan: secondary schools open for all year groups

**Let's be York**  
Explore Inspire Learn



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

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

Continued our regular communications and updates:

- 2x weekly email updates to members and partners (126 recipients)
- 2x weekly resident e-newsletter (1,494 recipients)
- Weekly business e-newsletter (1,367 recipients)
- Weekly families e-newsletter (1,029 recipients)
- Regular press releases and media interviews
- Social media campaigns / weekly public health video

Around 130 COVID related social media posts were shared on each of our channels from 9 December 2020 – 7 January 2021

Use of government social media assets



With partners, reduced risk at NYE



Around 1 in 3 people with COVID-19 don't have any symptoms, but can still pass it on. With the spread of the new strain of #COVID19 increasing, it is vital you follow the rules. <https://gov.uk/guidance/national-lockdown-stay-at-home>



Working together to improve and make a difference

# Prepare for more Christmas visitors

Sanitize when coming to town (bring a bottle with you)

This Christmas you gave me the bug... ..and the very next day I gave it away.

Coronavirus spreads quickly!

Stay safe this Christmas

CITY OF YORK COUNCIL

HANDS FACE SPACE

CORONAVIRUS PROTECT YOURSELF & OTHERS

Social

Welcome to York

Keep the people we love safe



Keep the people we love safe

Meet outdoors or open windows indoors

Let's be York Safe Welcoming Considerate  
 nhs.uk/coronavirus



Out of home – banners, bollards, bridges



Meet outdoors or open windows indoors

Let's be York Safe Welcoming Considerate  
 nhs.uk/coronavirus

Posters at shopping sites and postcards for covid marshals

City of York Council @CityofYork

New covid support marshalls are supporting the city's residents, visitors and businesses to maintain covid guidelines and protect the people and places we love.

Read more: [york.gov.uk/news/article/4...](http://york.gov.uk/news/article/4...)

12:16 PM · Dec 18, 2020 · Hootsuite Inc.

City of York Council @CityofYork

Let's keep the people we love safe and the places we love open, this Christmas in York. #HandsFaceSpace

Find out more at: [york.gov.uk/coronavirus](http://york.gov.uk/coronavirus)

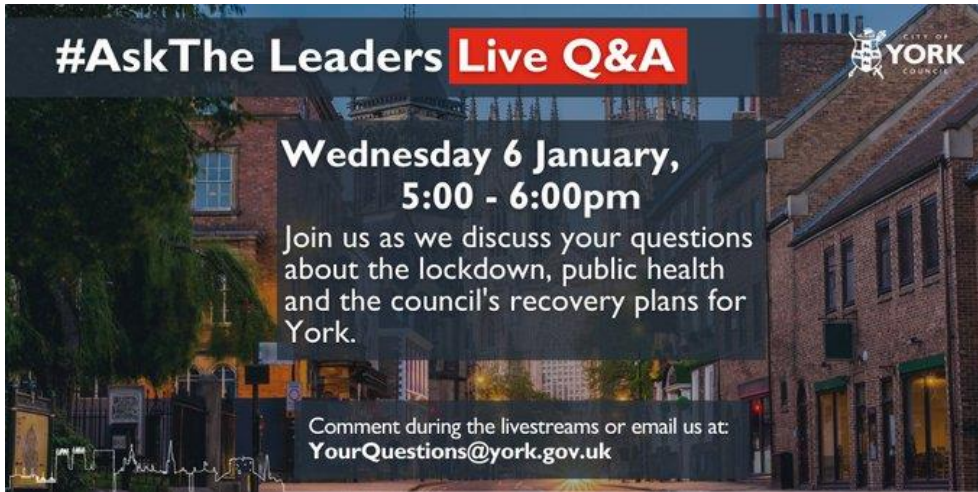
Animation on social and digital display via bike

Thank you to everyone for working so hard to keep the people we love safe and the places we love open

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# Working together to improve and make a difference

# Build engagement through conversation



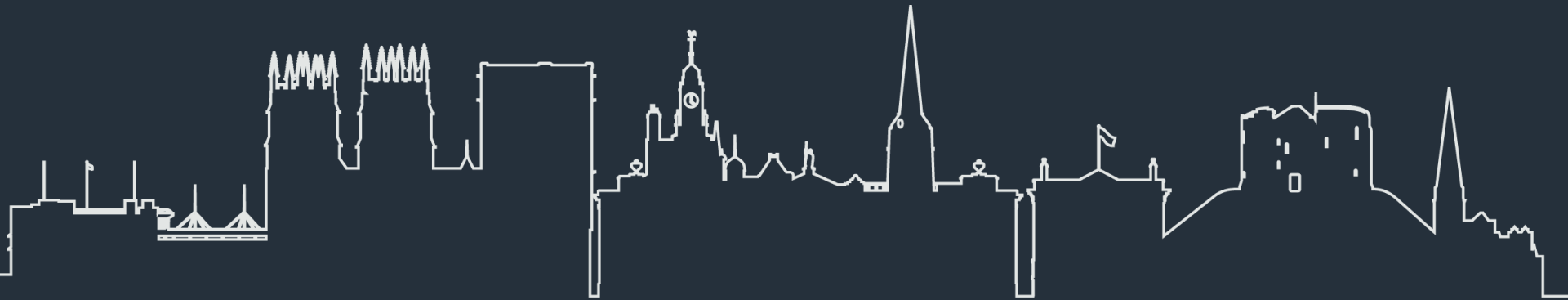
- Held media briefings at change of restrictions (5 January)
- Held facebook live (6 January)
  - **Reach: 8,300**
  - **Engagement: 1,001**
  - **Comments: 77**



- Radio call-ins
- Social media boosted Our Big Conversation “temperature check”

## Phase 2

**Alert following increase in cases  
and or change in restrictions**



# Tier 3 communications



1. Share accurate and timely information
2. Further engage residents by using the tier process as a catalyst for increased communications:

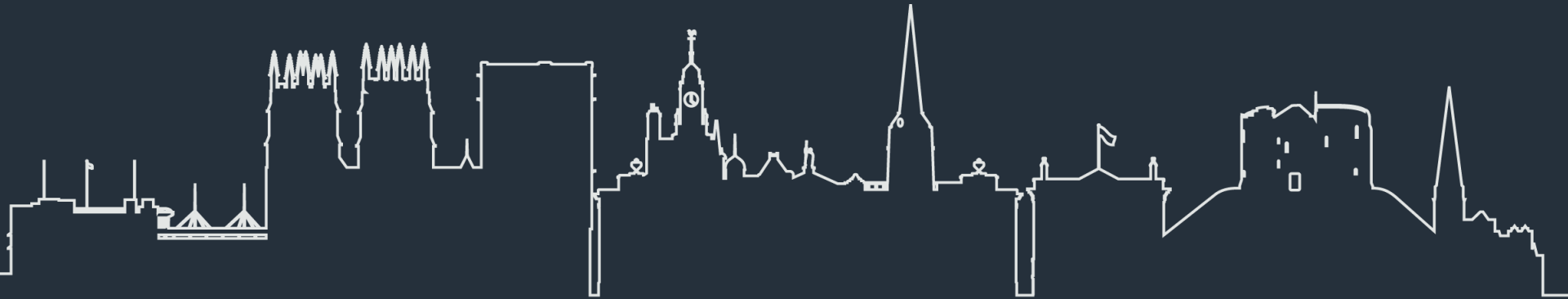
- Resident, partner and members update
- Internal communications
- Social statement and social comms to clarify rules
- Update website
- Shared Covid help contact details



Working together to improve and make a difference

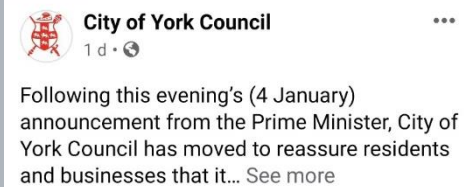
# Phase 3

# Manage outbreak



# Lockdown communications

1. Share accurate and timely information
  2. Further engage residents by using the restrictions as a catalyst for increased communications
- Resident, partner and members update
  - Internal communications
  - Social statement and social comms to clarify rules
  - Update website
  - Briefing via live facebook Q&A on 6 January 2021
  - Shared Covid help contact details
  - Distributed posters



**City of York Council** 1 d · 🌐

Following this evening's (4 January) announcement from the Prime Minister, City of York Council has moved to reassure residents and businesses that it... See more



**Coronavirus update: 4 January**

"In recent weeks across the country, including here in York, there has been an alarming increase in the number of positive cases. Of course this isn't the start to 2021 any of us wanted, but with this concerning trend, it is vital that we all follow the new national restrictions."

Clr Keith Aspden, Leader of City of York Council

[www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)



**Coronavirus update: 4 January**

"Over the last few weeks we have seen the number of infections significantly increase across all age groups. This is a cruel and unforgiving virus and therefore, we must do all we can to protect ourselves and each other by reducing our risk of spreading the virus and remembering Hands, Face, Space."

"None of us want to see further restrictions on our lives, but it is crucial that we stop the spread of the virus as the vaccine is rolled out. Everyone has sacrificed so much to look after each other, collectively we must go again."

Sharon Stoltz, Director for Public Health, City of York Council

[www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)

## 1. Lockdown restrictions in England

Last night the government announced lockdown restrictions in England. These will be reviewed again in mid-February. The country must now stay at home, protect the NHS and save lives.

The rules mean that people can only leave home for the following reasons:

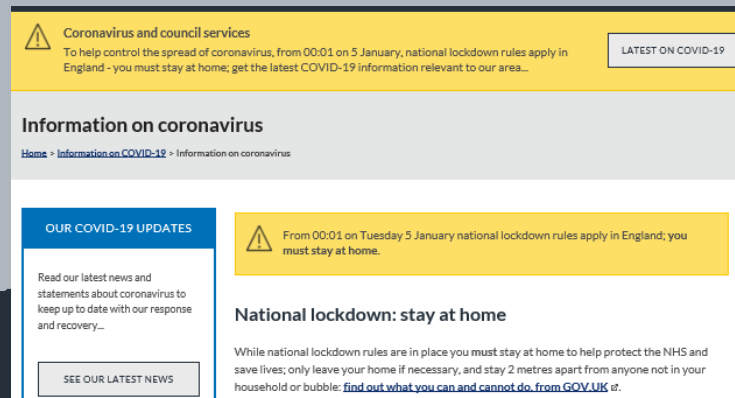
- shop for basic necessities, for you or a vulnerable person
- go to work, or provide voluntary or charitable services, if you cannot reasonably do so from home
- exercise with your household (or support bubble) or one other person, this should be limited to once per day, and you should not travel outside your local area.
- meet your support bubble or childcare bubble where necessary, but only if you are legally permitted to form one
- seek medical assistance, including getting a Coronavirus test or avoid injury, illness or risk of harm (including domestic abuse)
- attend education or childcare – for those eligible

Full guidance is available at <https://www.gov.uk/guidance/national-lockdown-stay-at-home>

The Prime Minister's address to the nation is available at: <https://www.gov.uk/government/speeches/prime-ministers-address-to-the-nation-4-january-2021>

## 2. What we can all do to help

Please look out for each other. We all can play our part if we



**Coronavirus and council services**  
To help control the spread of coronavirus, from 00:01 on 5 January, national lockdown rules apply in England - you must stay at home; get the latest COVID-19 information relevant to your area... LATEST ON COVID-19

**Information on coronavirus**  
[Home](#) > [Information on COVID-19](#) > Information on coronavirus

**OUR COVID-19 UPDATES**  
Read our latest news and statements about coronavirus to keep up to date with our response and recovery... SEE OUR LATEST NEWS

**National lockdown: stay at home**  
From 00:01 on Tuesday 5 January national lockdown rules apply in England; you must stay at home.

While national lockdown rules are in place you must stay at home to help protect the NHS and save lives; only leave your home if necessary, and stay 2 metres apart from anyone not in your household or bubble: [find out what you can and cannot do from GOV.UK](#) etc.

## NEWS

4th January

# New national lockdown - York council says it will support communities

# 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

Posters for ward notice boards and business windows

## Communications objectives:

**Think:** know that whilst in lockdown there are things they can do and support available

**Feel:** supported and engaged with Covid safety measures, feeling more control over own safety

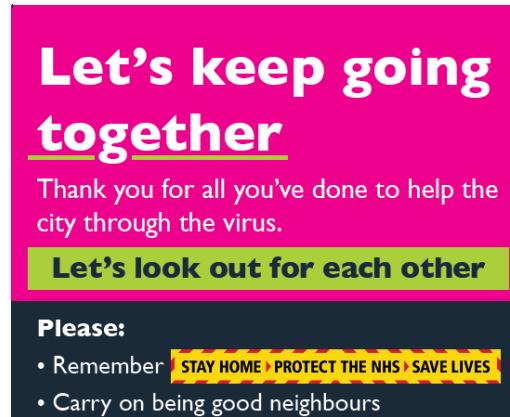
**Do:** stay home and follow hands, space, face to help keep everyone safe



Reassured parents about early years continuing



Reassured residents about frontline services



Signposted support to different groups



2021 · Hootsuite Inc.



Social media what you can do



# 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 provide health and wellbeing support

Open letter to all residents

Letter to shielded

Letter to all other households (not shielding)

A5 health and wellbeing booklet

31 January anniversary

## Top 5 tips for looking after your health and wellbeing

Taking care of your mind as well as your body is really important while staying at home because of coronavirus.



**Health and wellbeing information to support you during this difficult time**  
January 2021

Thank you for all you have already done during the pandemic. You demonstrated the very best of our city. Throughout last year, you kept cases the lowest in the region and together we controlled the spread of the virus. You adapted quickly, followed **Hands, Face and Space** and supported each other. Now, the new variant and relaxations over Christmas have created new challenges and we must adapt again. We know that 1 in 3 people don't have symptoms of Covid-19 and could be spreading the virus unknowingly. So please, act as if others have it and **remember STAY HOME > PROTECT THE NHS > SAVE LIVES**. If you have symptoms – a temperature, prolonged cough and loss of your sense of smell or taste - do not go outside. Only go out for a test which you can arrange at [nhs.uk/coronavirus](https://nhs.uk/coronavirus) or by calling **119**.

**Talk about your worries:** it's normal to feel the current situation. Talk to friends and family about how you are feeling.

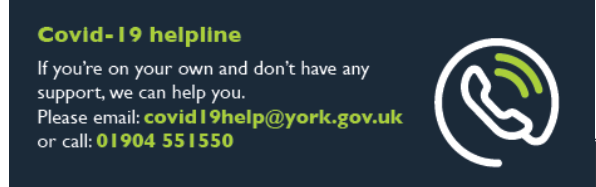
**Set goals and set goals:** you may find that staying at home as achieving it gives you a sense of purpose. Good-quality sleep and regular exercise will help you feel physically and physically better.

**Get information:** Follow local council social media updates to get the latest news and to limit them.

**Try something new:** In the past-times, learn a new skill or hobby. Take time to relax. This will help lift your mood.

**Look after your physical health:** Physical health has a big impact on mental health. A healthy, well-balanced diet and regular exercise will help you feel better.

Look after your health and wellbeing. Visit [www.york.gov.uk](https://www.york.gov.uk) for more information.



**Covid-19 helpline**  
If you're on your own and don't have any support, we can help you.  
Please email: [covid19help@york.gov.uk](mailto:covid19help@york.gov.uk)  
or call: **01904 551550**



Working together to improve and make a difference

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

## Testing



### COVID-19 testing in Secondary Schools in York

All Secondary Schools in York, in collaboration with City of York Council Public Health officials have prepared a "belt and braces" COVID-19 testing plan to support their pupils' safe return to school. This leaflet aims to guide parents and legal guardians through the process.  
24 January 2021

**Testing before pupils return to school**

- 1. Check for symptoms**  
Does your child have ANY of the following symptoms?  
• New continuous cough?  
• Fever?  
• Loss of sense of smell?  
Yes No
- 2. Book a test online**  
<https://www.york.gov.uk/SymptomFreeCOVID19Test>  
• Priority groups (including Year 11 and 13): tests available from Monday 4th January  
• All other year groups: tests available from Friday 8th January  
• Two tests per pupil should be taken 3-5 days apart  
• Do not attend without an appointment
- 3. Take the test**  
Testing using the lateral flow tests will be carried out at two designated testing facilities:  
• York St John University (from 4th - 17th January)  
• York University (from 8th - 17th January)  
Pupils under the age of 16 must be accompanied by their parent or guardian
- 4. Check test results**  
• Results will be shared with school  
• If the tests are negative, no further action is needed. Pupils should return to school on their scheduled return date and follow national guidelines  
Pupils who test positive for COVID-19 should:  
• Self-isolate immediately for 10 days.  
• Pupils should NOT attend school during this time.  
• Confirm the result of the lateral flow test taking a PCR test on the NHS App, or online <https://www.gov.uk/get-coronavirus-test> or by calling 119

**COVID 19 testing is not mandatory but is strongly encouraged. Please take advantage of this opportunity to beat the virus**

- Some children of key workers and vulnerable children will be back in school from January 6th. A negative test is not essential for these children and they should attend school as already arranged.
- For pupils who have tested positive for COVID-19 in the last 90 days it is NOT necessary to take the lateral flow test
- Any pupils currently in isolation, should NOT book a lateral flow test

**Testing when pupils are back at school – contact tracing after a positive case**

Lateral flow tests will also be available within each Secondary school in York. The purpose of these tests will be to minimise the amount of time pupils spend in self-isolation after being identified as a close contact of someone who has tested positive for COVID-19. This also reduces the need for whole bubbles to self-isolate.

One pupil tests positive. Other pupils are identified as close-contacts

Close-contacts are invited to participate in the contact testing program

- This takes place on-site at school
- Lateral flow tests are provided

Consent is needed before contact testing can take place. This will be managed via school and either be given by parents / legal guardians or by the pupils themselves (if over 16)

- If contact testing is negative**  
Pupils whose lateral flow tests are negative can remain at school
- If contact testing is positive**  
Pupils who test positive will be advised to book a confirmatory PCR test. Pupils are advised to self-isolate until the result of the confirmatory test is returned. If the confirmatory test is positive, pupils must self-isolate. If the confirmatory test is negative, pupils can return to school
- If contact testing is declined**  
Pupils who choose not to participate will need to follow the usual national guidelines. This means they would be legally obliged to self-isolate according to the advice given to them by the NHS Test and Trace service

Existing procedures are still very important! Don't forget...

**HANDS**  
Pupils should wash or sanitise their hands regularly

**FACE**  
Pupils should wear appropriate face coverings in all communal spaces

**SPACE**  
Pupils should stay 2 meters apart wherever possible

Pupils should stay in their assigned bubble

**City of York Council** @CityofYork

We're offering symptom free covid testing if you are aged 18+ AND:

work with lots of people in the hospitality, retail, or transport (incl. taxi drivers)

OR

work, live with or support those most at risk

If you are eligible, please book a test at [york.gov.uk/SymptomFreeCOV...](http://york.gov.uk/SymptomFreeCOV...)

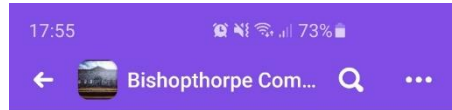


12:01 PM - Jan 1, 2021 - Hootsuite Inc.

### Supported secondary schools

Direct mail to residents and responded to community facebook groups

Promoted booking a symptom-free test to key groups



Dear Resident

As you will be aware cases in the city are rising and we need your help.

In recent days we have seen a spike in the number of cases in your area and are offering you the chance to get a symptom-free test to help keep you and those around you safe.



West Offices  
Station Rise  
York YO1 6GA

[Enquiries.publichealth@york.gov](mailto:Enquiries.publichealth@york.gov)

To all residents of Woodthorpe and Dringhouses ward

Dear Resident

As you will be aware cases in the city are rising and we need your help.

In recent days we have seen a spike in the number of cases in your area and are offering you the chance to get a symptom-free test to help keep you and those around you safe.

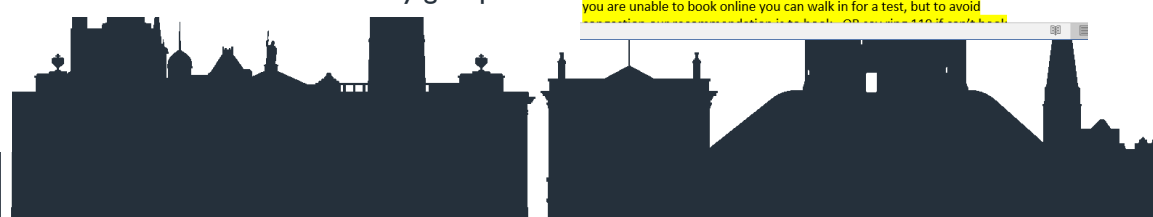
1 in 3 cases of Coronavirus have no symptoms but for some catching Coronavirus can have serious consequences. You could be spreading the virus to those you care about without knowing it.

To help stop the spread we are asking for you and your family to get a test. We are setting up a testing site at **York Acorn Rugby Club, Thanet Road, YO23 2NW** to make it as easy as possible for you to get a test. This site will be open from Wednesday 6th – 13th January inclusive.

How it works

Book to have a test at [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus). On this website select that you do not have symptoms of coronavirus, but in the relevant section choose the option 'my local council or health protection team has asked me to get a test even though I don't have symptoms'. Then select the site at York Acorn Rugby Club. Testing can be undertaken on anyone aged 5 and over. We do not recommend being tested if you have tested positive in the previous 90 days. **If you are unable to book online you can walk in for a test, but to avoid**

Working together to improve and make a difference



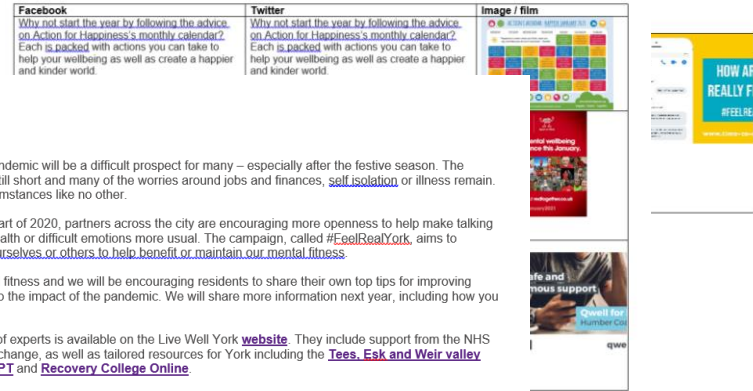
# Build confidence in the steps taken and what people need to do

## Emotional health

Partner pack for businesses distributed

Continuing to share social and signpost support

Producing pack for children and parents and Emotional health and wellbeing newsletter to children and young people (via schools)



### #FeelRealYork

Starting a new year in the middle of a pandemic will be a difficult prospect for many – especially after the festive season. The weather is harder to manage, days are still short and many of the worries around jobs and finances, [self isolation](#) or illness remain. This pandemic has created a set of circumstances like no other.

To support residents through this early part of 2020, partners across the city are encouraging more openness to help make talking honestly and openly about our mental health or difficult emotions more usual. The campaign, called [#FeelRealYork](#), aims to signpost available support [whether for ourselves or others to help benefit or maintain our mental fitness](#).

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

A single pool of resources from a range of experts is available on the Live Well York [website](#). They include support from the NHS and national campaigns such as time to change, as well as tailored resources for York including the [Tees, Esk and Weir valley Foundation Trusts](#), [York and Selby IAPT](#) and [Recovery College Online](#).

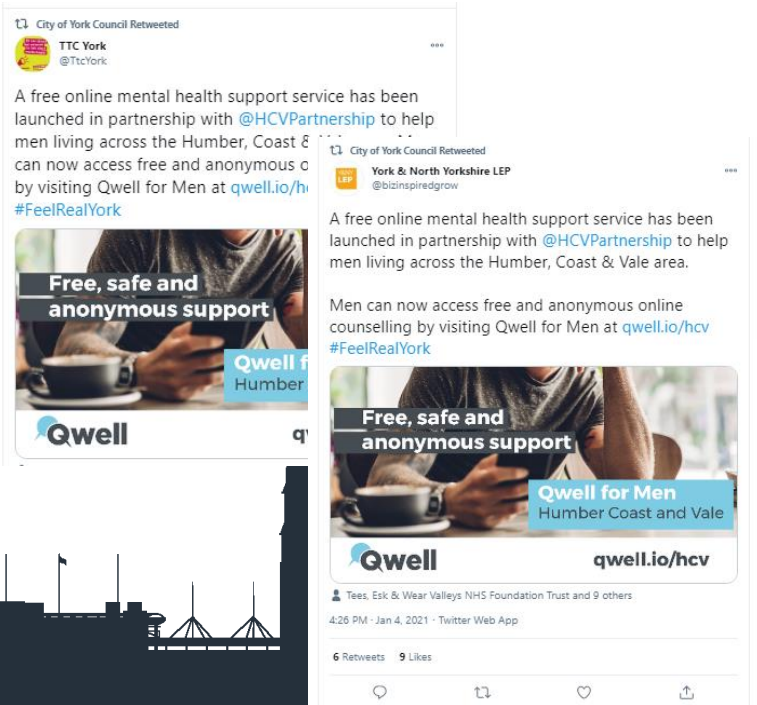
Partners include mental health service providers Tees, Esk and Wear Valleys NHS Foundation Trust (TEWV), the Vale of York CCG, Time To Change York, city partnership [LiveWellYork](#), higher education providers, North Yorkshire Police, York and North Yorkshire LEP and City of York Council.

Attached is a social media toolkit to use in the [new year](#), to help you share resources to help improve and maintain emotional fitness. Thank you for sharing this support. Working [together](#) we hope to help improve our city's emotional health and maintain better emotional fitness.

With best wishes

Provided partner packs

Partners signpost resources



# Working together to improve and make a difference

# Planning outbreak communications

- Complacency campaign, with partners including the hospital and sports clubs
- Vaccination programme



Working together to improve and make a difference