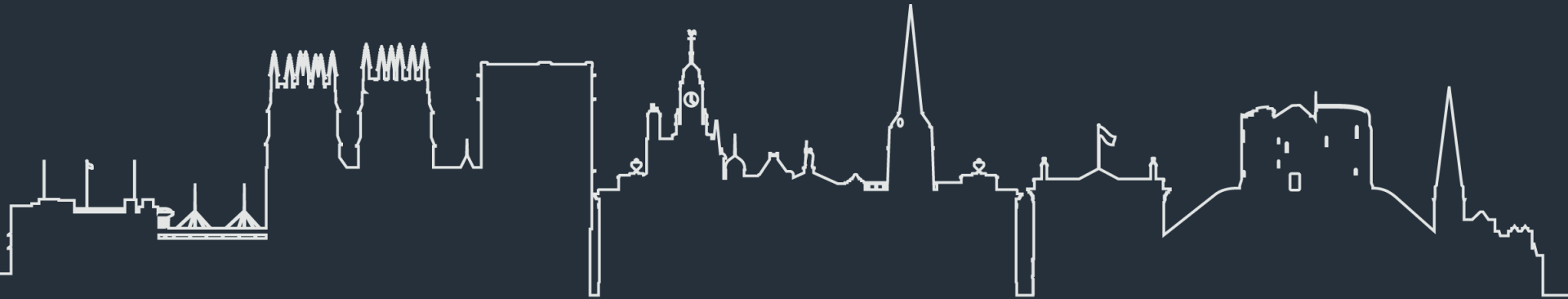


YORK OUTBREAK CONTROL

Communications update

19 May 2021



Key messages

Safe Behaviours



Wash hands frequently,
for at least 20 seconds.

Hands



Wear a face covering in
enclosed environments.

Face



Maintain space
with anyone outside your
household or bubble.

Space



Air

Meet with others outdoors
where possible.



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



Air

Let fresh air in.



Download the
NHS Test & Trace app.



Get a test immediately
if you have any symptoms.



Self isolate if you have
symptoms, have tested
positive, or had contact with
someone with COVID-19.

The four phases of outbreak management communications

Phase 1

- Prevent - Provide updates about the current situation to prevent outbreaks

Phase 2

- Respond – Share information in responses to an alert following increased cases and/or change in restrictions

Phase 3

- Manage the outbreak

Phase 4

- Safely recover

A phased approach

Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p>Share accurate and timely updates: Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing the most up to date information and tools to support behaviour change.</p> <p>Build advocacy: Work closely with partners to ensure consistent messaging across the city. Share public health actions taken by city partners and public health and show how behaviour changes are supported by partners.</p>	15 June 2020: Reopening
2	Alert following spike in cases and/or change in restrictions	<p>Build confidence in the steps taken and what people need to do : Share what the city is doing to protect residents and what they need to do to keep others safe and places open. Use case and vaccination data to update residents and businesses on the current position. Demonstrate partnership approach being taken.</p> <p>Build engagement through conversation: Share messages and updates with residents. Engage audiences to find out how they are feeling and what they need to help the city recover and adapt their behaviours. Work closely with our partners to share insight and ideas.</p>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p>
3	Manage outbreak	<p>Deliver a regular drumbeat of accurate information: Initiate incident communications toolkit, assign roles and establish the rhythm of the incident, with regular and targeted communications and ongoing social media and website updates.</p> <p>Signpost support: Update CYC website and signpost support through all channels, responding to social media and providing information for partners to distribute through their channels</p> <p>Promote unity and community cooperation: Put people first, share stories of the personal impact of covid (MyCovidStory) and of people coming together and showing the very best of themselves and their experience of covid (York Kind)</p> <p>Target information: Provide residents with targeted information about changes, signpost relevant support services, coordinate information through targeted networks for partners to distribute to their channels</p>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p> <p>8 March 2021: step 1a</p> <p>29 March 2021: step 1b</p>
4	Safely recover	<ul style="list-style-type: none"> • Approach as per phase 1 and 2 • Updates are highlighted. 	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>21 June 2021: open in full</p>

Communications roadmap



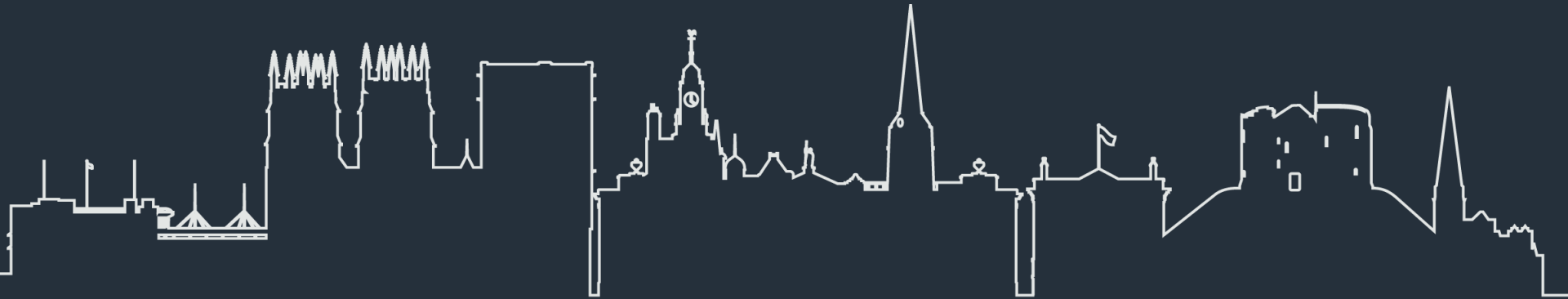
	2020										2021					
Regular rhythm	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Restriction communications	lockdown			Tier I				T2	Lockdown	T3	Lockdown		S1	S2	S3	S4
Regular updates / e-newsletters	daily			1-2 a week												
Direct publications, <i>Our City</i>	monthly				quarterly				monthly		quarterly					
Facebook live – ask the leaders					monthly		weekly	fortnightly				monthly				
Let's be York (Safe reopen) inc. York Kind: Reopen with care					Business pack, signage, social, web, PR						Signage, social, web, PR (PHE BSIU insight trials)					
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				8							
Emotional health #FeelRealYork									PR, facebook, social, outside, partner packs							
Testing strategy inc. normalising									Direct, web, social, signage							
Complacency: My Covid Story									Web, social, direct, PR							
Vaccinations, inc. mythbusting									Direct, social							
A year on									31		23					

ROADMAP STEPS as published 22/02/2021

	Step 1		Step 2		Step 3	Step 4
	8 March	29 March	No earlier than 12 April		No earlier than 17 May	No earlier than 21 June
		As schools break for Easter Holidays	5 weeks after step 1		5 weeks after step 2	5 weeks after step 3
Education	Schools and colleges open for all students	Practical Higher Education Courses				
Business / activities	Wraparound care, including sport, for all children.	Organised outdoor sport (children and adults) Outdoor sport and leisure facilities All outdoor children's activities Outdoor parent & child group (up to 15 aged 5+)	All Retail Libraries & Community Centres Indoor leisure inc. gyms (individual use only) All children's activities Indoor parent & child groups (up to 15 aged 5+)	Personal care Most outdoor attractions Self-contained accommodation Outdoor hospitality	Indoor hospitality Organised indoor sport (adult) Remaining accommodation Indoor entertainment and attractions Remaining outdoor accommodation	Remaining businesses, including Nightclubs.
Social contact	OUTSIDE Exercise and recreation with +1 INSIDE Household only	Rule of 6 or 2 Households Household only	Rule of 6 or 2 Households Household only	Maximum 30 people Rule of 6 or 2 Households (subject to review)	No legal limit No legal limit	
Travel	DOMESTIC Stay at Home INT'L No international holidays	Minimise travel No international holidays	Domestic overnight stays (household only) No international holidays	Domestic overnight stays Subject to review		
Larger events	LIFE EVENTS OTHER EVENTS	Funerals: 30 Weddings and wakes: 6	Funerals: 30 Weddings, wakes, receptions: 15 Event pilots Small organised outdoor events	Most significant life events: 30 Indoor events 1000 or 50% Outdoor events 4000 or 50% Large seated outdoor venues 10,000 or 25%	No legal limit (subject to review) Larger events (subject to review)	

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

12 covid related x press releases - 6/4 – 5/5
The council issued 33 press releases altogether.

Date	Title
06 May 2021	York children to receive free school meals support during May half term
05 May 2021	Council seeks innovative proposals to support local businesses and communities
29 April 2021	Get tested and help keep York open
26 April 2021	More York businesses set for more grants
23 April 2021	Eligible key workers given priority for Lowfield Green's latest shared ownership homes
23 April 2021	As York opens up, please stay safe
20 April 2021	New polling stations created to support voters
16 April 2021	Enjoy our city and stay safe
12 April 2021	Embargoed: Support our local businesses and stay safe
09 April 2021	Restart Grant – Update on Payments
05 April 2021	Council responds to announcement that more of the city can reopen

City of York Council @CityofYork

To mark the death of His Royal Highness The Duke of Edinburgh on 9th April 2021, there will be a national one minute silence at 15:00 today (17th April).

If you would like to leave your message of condolence for the Royal Family you can do so here: york.gov.uk/form/BookOfCon...



The Duke of Edinburgh
1921 - 2021

If you would like to leave your message of condolence for the Royal Family you can do so at www.york.gov.uk/form/BookOfCondolence

2:01 PM · Apr 17, 2021 · Hootsuite Inc.

City of York Council @CityofYork

You can get bereavement support from:

Cruse - after the death of someone close, visit cruse.org.uk

Macmillan's - when you're coping with loss, visit macmillan.org.uk/cancer-informa...

Marie Curie - when you're grieving, visit mariecurie.org.uk/help/support/b...



Bereavement support and advice is available for all who are grieving

6:01 PM · Apr 17, 2021 · Hootsuite Inc.

City of York Council @CityofYork

As the sun sets and the day is drawing to a close, we're reflecting and marking International Workers' Memorial Day #IWMD2021 by lighting our city walls purple.

1 of 2



9:15 PM · Apr 28, 2021 · Twitter for Android

7 Retweets 28 Likes

City of York Council @CityofYork · Apr 28

Replying to @CityofYork

This is to pay tribute to the sacrifice made of so many workers during the pandemic, to remember those who've sadly lost their lives because of their work, and to thank all those who continue to do vital work at great risk.

Thank you

1 12

Safely reflected on the passing of the Duke of Edinburgh on 9 April and Workers' Memorial Day on 28 April

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



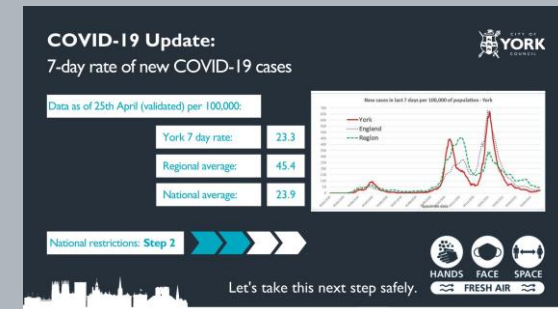
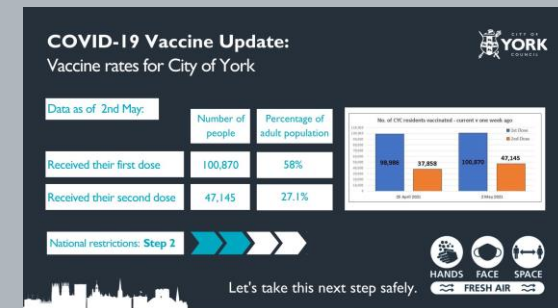
The council works closely with partners and uses different channels to reach as many people as possible.

includes vaccination update twice a week


Our regular communications (increasing registrations throughout the month by %):

- 2 (1) x weekly email updates to members and partners (130 recipients)
- 2 (1) x weekly resident e-newsletter (2,298 recipients +1%)
- Weekly business e-newsletter (1,564 recipients +2%)
- Weekly families e-newsletter (1,109 recipients +1%)
- Regular press releases and media interviews
- Social media campaigns
- 27th Facebook live Q&A (14 April)
 - 84 comments, 1,178 view, 8 shares, 17 reactions, 2,385 reach (61% less than on 16 March)

The regular communications reduced as shown after 17 May (highlighted)

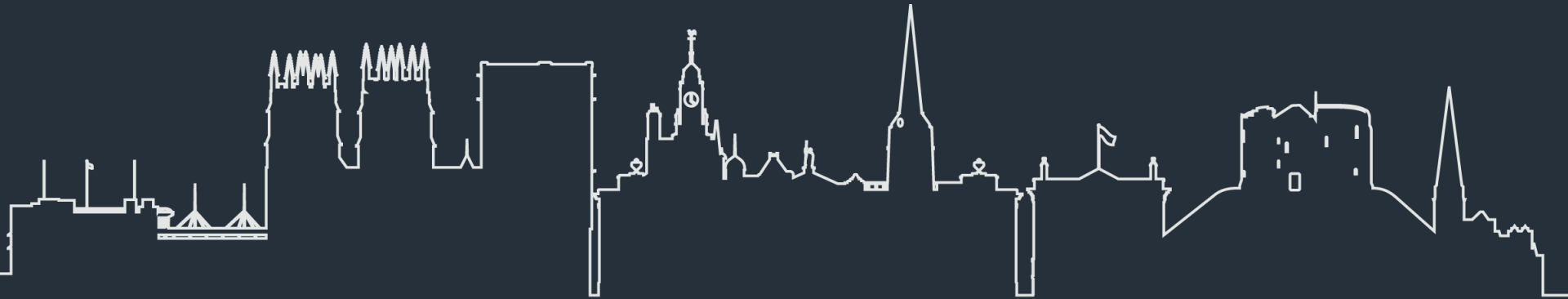


Working together to improve and make a difference

Step and potential dates	What this means (summary). For full details go to the roadmap	Actions (beyond the regular rhythm)	Challenges	Key messages
Step 1 – 8 March Could be announced 1 March	<ul style="list-style-type: none"> Schools and colleges open for Some practical HE courses Funerals (30) and wakes and Exercise outside with one c No indoor mixing 		Testing Parental anxiety Complacency	<ul style="list-style-type: none"> Stay at home Hands, Face, Space Get tested Let's keep going
Step 1b – No sooner than 29 March Announced by 22 March	<ul style="list-style-type: none"> Rule of six or two households Outdoor sport and leisure t Organised outdoor sports r Outdoor parent and child g Minimise travel, no holidays 		What is local? Return of sport Parent and child groups Rule of 6 Staff health and safety	<ul style="list-style-type: none"> Stay local Hands, Face, Space
Step 2 – No sooner than 12 April Announced by 5 April	<ul style="list-style-type: none"> Still no indoor mixing, rule of Reopening of retail, leisure and hospitality Domestic overnight stays (household only) Indoor parent and child groups Funerals (30), Weddings and By 15 April all phase 1 offer 	<div style="text-align: center;"> <p>STEP 2</p> <p>At least five weeks after Step 1, no earlier than 12 April.</p>  </div>	Lots reopening Team capacity as this is around Easter break Domestic tourism Business support and café licences Unis face to face learning increases	<ul style="list-style-type: none"> Hands, Face, Space, air
Step 3 – No sooner than 17 May Announced by 10 May Our City	<ul style="list-style-type: none"> Indoor entertainment and attractions (including pubs) 30 people outdoors, rule of 6/two households indoors (under review) Life events, inc weddings (30) Outdoor entertainment performances Return of crowds (indoor is 1,000 or 50% capacity, outdoor 4,000 or 50%) International travel (subject to review) 	<ul style="list-style-type: none"> Facebook live Media briefing Stadium signage Live well York update? Pub signage Registrar / Crem signage Animation about fresh air What you can do outside Partner briefing 	<ul style="list-style-type: none"> Live spectator sports Indoor mixing Tourism Up to 30 outside Pubs open to indoor trade Furlough support for affected staff Complacency 	<ul style="list-style-type: none"> Hands, Face, Space and air Meet outdoors if you can
GOVERNMENT REVIEW ON THE FUTURE OF HANDS, FACE, SPACE AND HOW WE GET FULLY BACK TO NORMAL				
Step 4 – No sooner than 21 June Announced by 14 June	<ul style="list-style-type: none"> No legal limits on contact and life events Larger events Nightclubs 	<ul style="list-style-type: none"> Open letter to residents? COVID safe celebration pack 	<ul style="list-style-type: none"> What prevention measures are still in? Staying open! 	

Phase 2

Alert – following change in restrictions



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

6 May elections

Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

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



Press release, web, partner and business updates to remind businesses about deadlines



1. More York businesses set for more grants

Over 1,500 York businesses will receive further grants over the next fortnight as City of York Council distributes the rest of its COVID grant allocation. The Council has agreed to distribute the rest of the Additional Restriction Grant (ARG) funding as quickly as possible.

ARG is a discretionary scheme, allowing the Council to directly fund businesses which are severely impacted by the pandemic but don't qualify for the Government's grants.

Businesses that have previously applied for grants do not need to re-apply. There are no newly qualifying businesses, so the Council will automatically pay those that are already receiving ARG payments.

The amount that eligible businesses will receive is dependent on size of business, whether a business has premises and where a business – or sectors they depend on – can reopen in line with the roadmap. Qualifying businesses can check the amount they should receive by visiting the COVID-19 business grants webpage: <https://www.york.gov.uk/information-businesses/covid-19-business-rates-grants>

Let's all stay safe on shared paths

It's important for all of us to enjoy exercising outside. When near a shared path, ensure your pet is on a lead or trained to walk to heel.

Let's make space for each other on shared paths.



The city opening up again means different things to us all. Some may have just stopped shielding. Some may be nervous being near others. Some may be working for the first time in a long time. So when we're out and about, let's all be kind and patient.

Let's be York
Safe Welcoming Considerate



Face coverings

Please remind secondary school children they should wear facecoverings:
 😊 in classrooms, corridors and communal areas
 😊 on school buses
 😊 on public transport

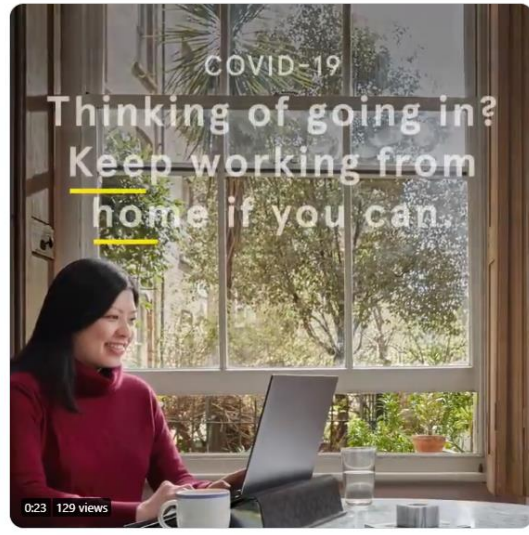
Let's be York
Explore Inspire Learn

Build confidence in the steps taken and what people need to do – 12 April

- PR, web update, social
- Shared NHS messages
- Partner briefing
- Prepared for bank holiday
- Facebook live



Thinking of returning to the office? If you can, please continue to work from home where possible. Let's take this next step safely to keep York cases low. For more information on the restrictions visit gov.uk/coronavirus #LetsBeYork #HandsFaceSpace



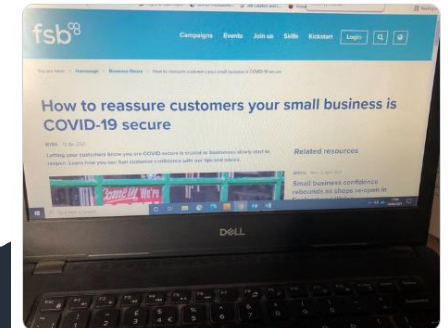
Enjoy the Bank Holiday safely.
If you're meeting others outdoors, keep to a group of 6 or two households.
Remember to keep your distance from those outside your household or support bubble.
Try to limit travel, where possible.
gov.uk/coronavirus



12:01 PM · Apr 30, 2021 · Hootsuite Inc.



Tonight I'll be talking live on Facebook as a guest on the @CityofYork leaders Q&A about reopening and the resources we have available to help your small business. Lots to browse at fsb.org.uk



Working together to improve and make a difference

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

Testing

City of York Council Retweeted

Station Manager Tony Walker @sierra18NY

#TestItTuesday it'll only take a second and could save your life and the lives of your family and pets. Dont delay, test it today! #FireKills @theyorkmix @CityofYork @Selby_Times @SelbyTC @SelbyDC

City of York Council @CityofYork

About 1 in 3 people with coronavirus have no symptoms, and will be spreading the virus without realising. Everyone can now get a FREE rapid COVID-19 test. They show results in 30 minutes. Find out more at york.gov.uk/SymptomFreeCOV...

007 247 views

City of York Council Retweeted

Ben wears a mask @bulliamy

Just been to pick up 7 weeks of home testing kits from the @UniOfYork @CityofYork site at Wentworth Way on campus. Lovely staff, no waiting, useful info and a 7 week supply of covid tests to keep myself, my family and my community safe. #StaySafe #NoExcuses

HM Government NHS Test and Trace

Don't "assume" your colleague is safe with you. Know it.

If you think there's a chance you could have coronavirus, getting tested is the only way to be sure.

DON'T GUESS, GET A TEST.

City of York Council @CityofYork

"Getting tested is a really easy way to help keep my family and my workmates safe." - Stephen, Trade Person

🙋‍♂️ Around 1 in 3 people who have COVID-19 don't have any symptoms and can spread it without knowing.

📅 Book a symptom free test today at york.gov.uk/SymptomFreeCOV...

Media coverage

Direct communications to residents and responded to community facebook groups

Shared NHS/CCG and advocates testing social

Planning to "normalise" regular testing

HM Government NHS Test and Trace

Covid-19 Testing

With symptoms	Without symptoms
<p>PCR tests</p> <p>When to take the test</p> <ul style="list-style-type: none"> If you have Covid-19 symptoms To confirm your positive lateral flow test result <p>How long it takes</p> <ul style="list-style-type: none"> These tests are processed in labs Up to 3 days, most results the next day <p>Get a test</p> <ul style="list-style-type: none"> At home At a test site 	<p>'rapid lateral flow' tests</p> <p>When to take the test</p> <ul style="list-style-type: none"> If you do not have symptoms of Covid-19 As part of routine testing twice a week <p>How long it takes</p> <ul style="list-style-type: none"> Result processed by test device Around 30 minutes <p>Get a test</p> <ul style="list-style-type: none"> At home At your secondary school At a test site At your university At work At your nursery Collect from a pharmacy Order online

Find out more at GOV.UK or call 119

a difference

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

Vaccinations

City of York Council Retweeted



The second dose of the COVID-19 vaccine helps to provide longer-term protection.

Don't delay in getting your second dose when it is offered to you: nhs.uk/CovidVaccine

The **second dose** of the COVID-19 vaccine helps to provide **longer-term protection**.
Don't delay in getting yours.

City of York Council Retweeted



It's safe to get the #COVID19 vaccine if you're pregnant, planning a pregnancy or breastfeeding.

You'll be offered the jab at the same time as the rest of the population, based on your age and clinical risk group.

Read more: ow.ly/S8eB50EuAus

COVID-19 Vaccination and pregnancy

JCVI advice for pregnant women

The Joint Committee on Vaccination and Immunisation (JCVI) advises that pregnant women should be offered the COVID-19 vaccine at the same time as the rest of the population, based on their age and clinical risk group.



What's in your Partners in Care bulletin?

This weekly bulletin provides details of training, guidance, access to past editions and lots more. There's also helpful information on the web pages dedicated to our Independent Care Provider colleagues: [Please click here to bookmark these pages](#)



AstraZenca COVID Vaccination Update

We aware some staff within care providers have been concerned following recent media stories relating to the AstraZenca vaccine. As per the JCVI statement on use of the AstraZenca COVID-19 vaccine, 7 April 2021 - [www.gov.uk](https://www.gov.uk/government/news/jcvi-statement-on-use-of-the-astrazenca-covid-19-vaccine), please find information and responses to frequently asked questions below that will hopefully reassure.

The key messages for individuals are

- Please come forward when invited, these vaccines
- The MHRA's advice remains that the benefits of this should continue to get their vaccine when invited to
- JCVI currently advises that it is preferable for adult severe COVID-19 disease, to be offered an alternate AstraZenca COVID-19 vaccine to receive early
- To date, there are no reports of the extremely rare AstraZenca COVID-19 vaccine. All those who have offered a second dose of AstraZenca COVID-19 protection against COVID-19.

1. 50 million doses of vaccine administered

Yesterday the government announced that more than 50 million doses of the covid vaccine have been administered in the UK. More than 34 million people have had at least one jab, while 15 million have had both doses of the vaccine.

In York as of 2 May 100,870 people have received their first dose of the vaccine, which is estimated to be 58% of the adult population. An estimated 27.1% of the adult population have also received their second dose, 47,145 people in total.

It is important to remember to come forwards for your second dose of the vaccine when it's your time. You won't be fully protected with only the first dose.

We know that once eligible many people will be keen to come forwards for their vaccination. We want to thank you for helping stop the spread, and encourage the residents of York to be patient whilst appointments become available.

If you cannot find an available slot to book, please wait until one becomes available. We understand how keen people are to get their vaccine but please do not try to contact your doctors unless you have been invited. This is the largest vaccine programme the

PEOPLE AGED 40 OR OVER
can now book their COVID-19 vaccine

City of York Council Retweeted



The COVID-19 pandemic has had a devastating impact on ethnic minority communities. That's why it's so important that to get the vaccine when it's offered. For the facts on the COVID-19 vaccine, visit nhs.uk/coronavirus.



0:41 13.3K views

Media / regular communications inc. facebook live and resident newsletter

Partner communications

Shared NHS/CCG communications

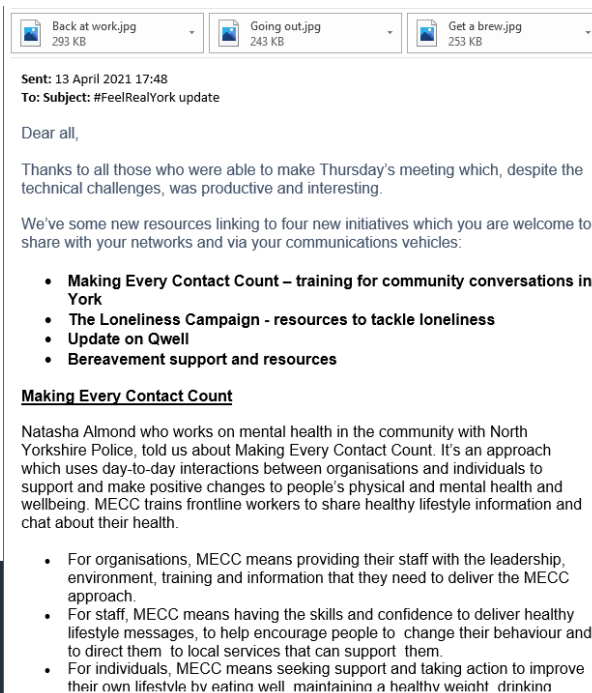
Direct communications to residents and responded to community facebook groups

Promoted vaccinations to next groups (2nd vaccination, over 40s, pregnancy)

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

Emotional and physical health

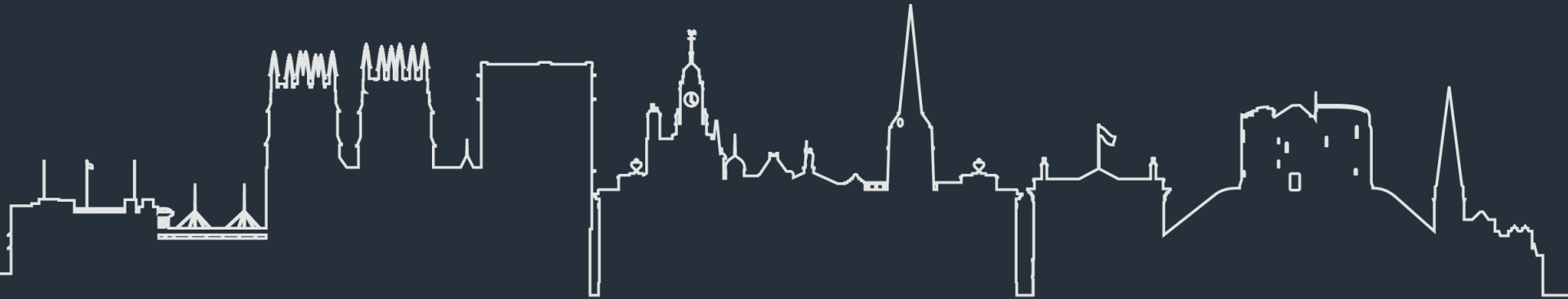
Partner toolkit
Social / sharing partners
MH awareness week
Signage



Working together to improve and make a difference

Phase 4

Safely recover



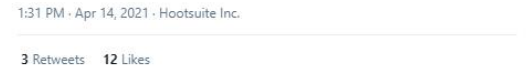
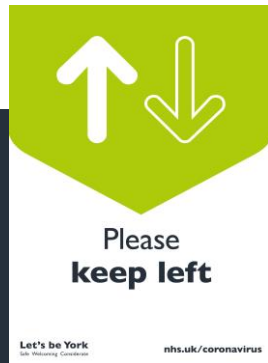
Build confidence in the steps taken and what people need to do

City centre measures



Installed additional city centre signage/flags

Supported BID and MIY city centre measures sharing on social and in partner briefings



Working together to improve and

Behavioural trial – amended plan

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

1. Prior to 29 March – PHE Behavioural science unit reviewed the existing signage and proposed changes. Signage was revised and was installed for 29 March and then, additional signage, for 12 April.
2. Prior to 17 May – **focus groups with businesses are not going ahead (over 34 viewed webpages, with 6 registered - need 28 to be significant). Instead PHE will continue to interview residents/visitors to the city about their experiences together with the Our City survey for all residents. Businesses will be invited to comment on PHE proposals through the normal meeting cycle.**
3. Prior to 21 June – tourist and resident insight together with business comments will inform refined signage together with recommendations about the interventions installed across the city
4. During the summer, we will poll businesses about how visitors are behaving in open spaces in light of the changes and whether the insight has made a difference.

Build engagement through conversation



Foale, Claire

If there are problems with how this message is displayed, click here to view it in a web browser.

This email originated from outside of the organisation. Do not click links or open attachments unless you recognise the sender and know the content is safe.

eventbrite

Many thanks for taking part in our reopening the city session. You can now view the recording of the session at <https://www.youtube.com/watch?v=zfGcqplwNw>.

As a member of the business community in York we would like to invite you to take part in an online focus group about experience of re-opening your business's outdoor space during the Covid-19 pandemic.

We will be holding two sessions, one at 11am on the 19th of April and one at 6pm on the 20th of April. Feedback from the focus groups will be used to shape future support.

You can book your place online at:

- 20th April at 6pm <https://www.eventbrite.co.uk/e/keeping-yorks-outdoor-spaces-covid-safe-tickets-150069922177>
- 19th April at 11am - <https://www.eventbrite.co.uk/e/keeping-yorks-outdoor-spaces-covid-safe-tickets-150065488917>

25 March 2021

Held zoom webinar for business with outside space

- Promoted through corporate and partner channels
- 66 registered attendees

19-20 April 2021/ 10-11 May 2021

4 x focus groups arranged for businesses to discuss direct with PHE behavioural science unit

28 participants to be significant – only 6 registrations (34 web views) - this stage has been cancelled

30 April - 4 May 2021

Holding interviews with 30 residents and visitors, and

invited businesses who registered for focus groups

Currently – 15 registrations

May – Our City survey for all residents

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