



CITY OF
YORK
COUNCIL

YORK OUTBREAK CONTROL

Communications update

January 2021



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



Working together to improve and make a difference

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



	J	J	A	S	O	N	D	J
Restrictions	Step 3	Step 3 Step 4	Self isol		Monitor and respond to govt guidance Plan B Omicron, vaccinations and boosters			
Regular updates / e-newsletters	1x weekly;				Reduced frequency			
Direct publications, Our City	Quarterly							
Facebook live – ask the leaders	Monthly – link to restrictions/changes							
York-specific campaigns -Signage, social, web, PR throughout, partner use	Let's be York				Protect, respect, be kind			Behaviour change
Right place, right care – winter pressures	Supporting NHS led campaigns							
18-34 year old residents	PR, social, partner packs							
Testing	Direct, web, social, signage							
Vaccinations	Support rollout and potential autumn boosters/school vaccination service. 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.							

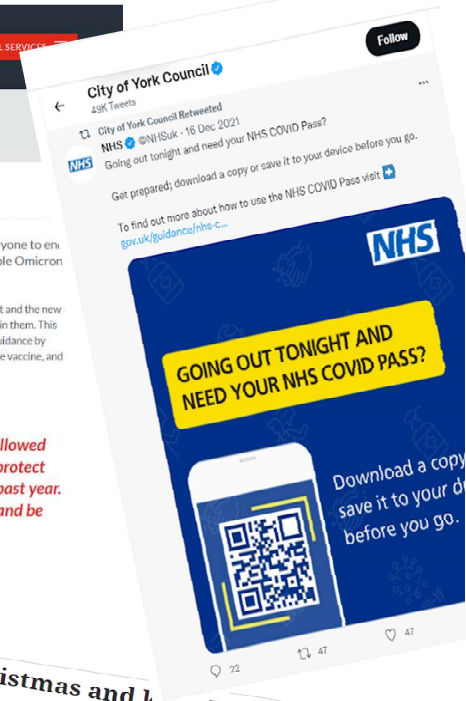
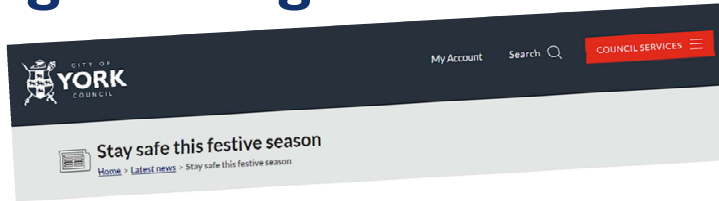


CITY OF
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Update of communications work since November 24th 2021



Plan B and Omicron – Rules, behaviour and gatherings



Published Thursday, 18 November 2021

City of York Council's Public Health leaders have committed to provide hundreds of free face coverings for distribution in retail spaces.

This is taking place as thousands of visitors and shoppers are expected in York city centre in the run up to the festive season.

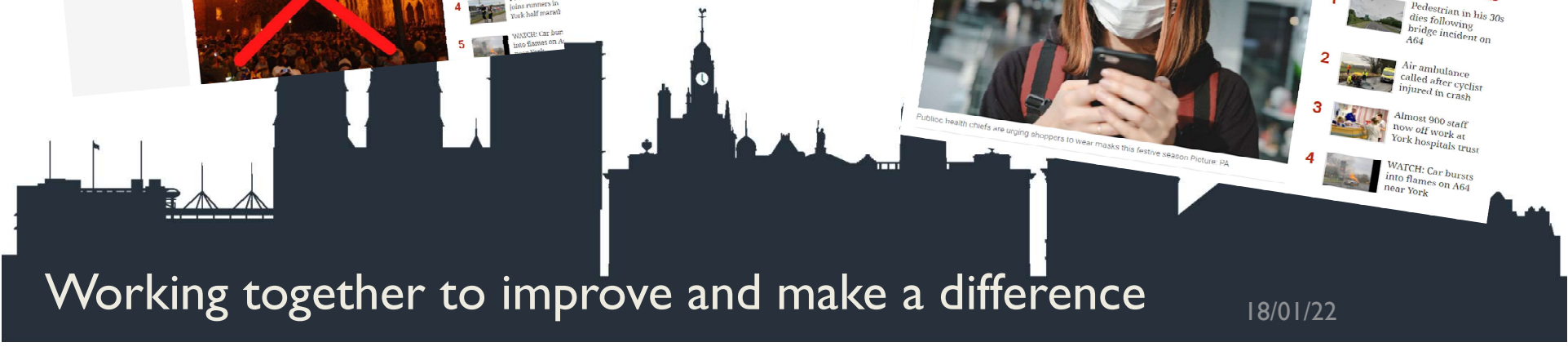
Published Monday, 27 December 2021

York public health leaders and North Yorkshire Police are asking everyone to enjoy 2021 safely especially because of the spread of the highly transmissible Omicron variant of COVID-19.

York public health leaders and North Yorkshire Police advise seeing the old year out and the new year in, in ways which protect loved ones, our communities and all those who work in them. This includes enjoying New Year's Eve safely in smaller groups, and following national guidance by wearing masks in crowded indoor and outdoor spaces, to have had both doses of the vaccine, and if they can their booster and flu jab.

Cllr Keith Aspden, Leader of City of York Council, said:

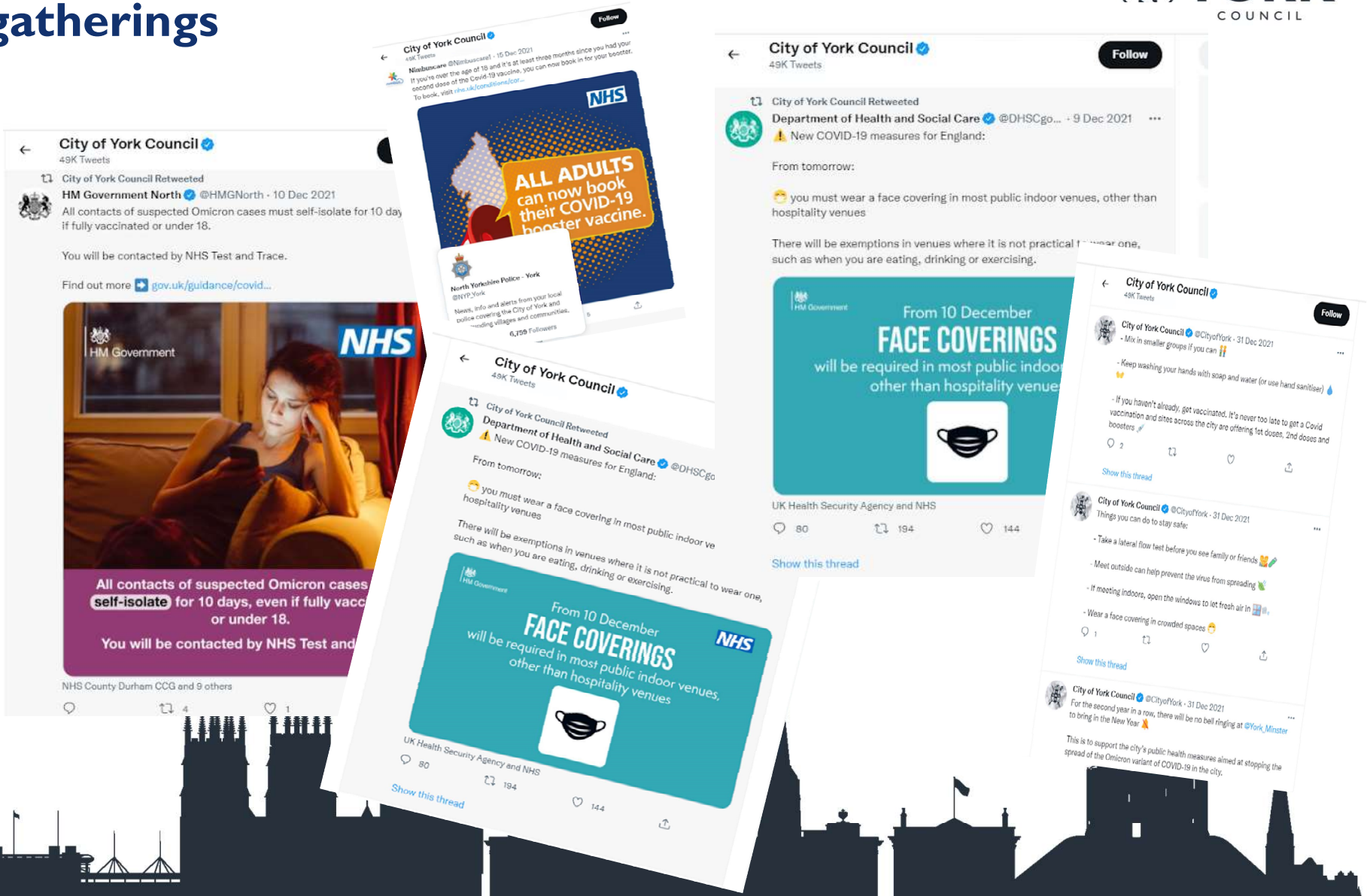
I want to send my thanks to everyone who has followed Public Health's advice and done their utmost to protect our loved ones and essential services during the past year. Please continue to do so, and to protect, respect and be kind to all.



Working together to improve and make a difference

18/01/22

Plan B and Omicron – Rules, behaviour and gatherings

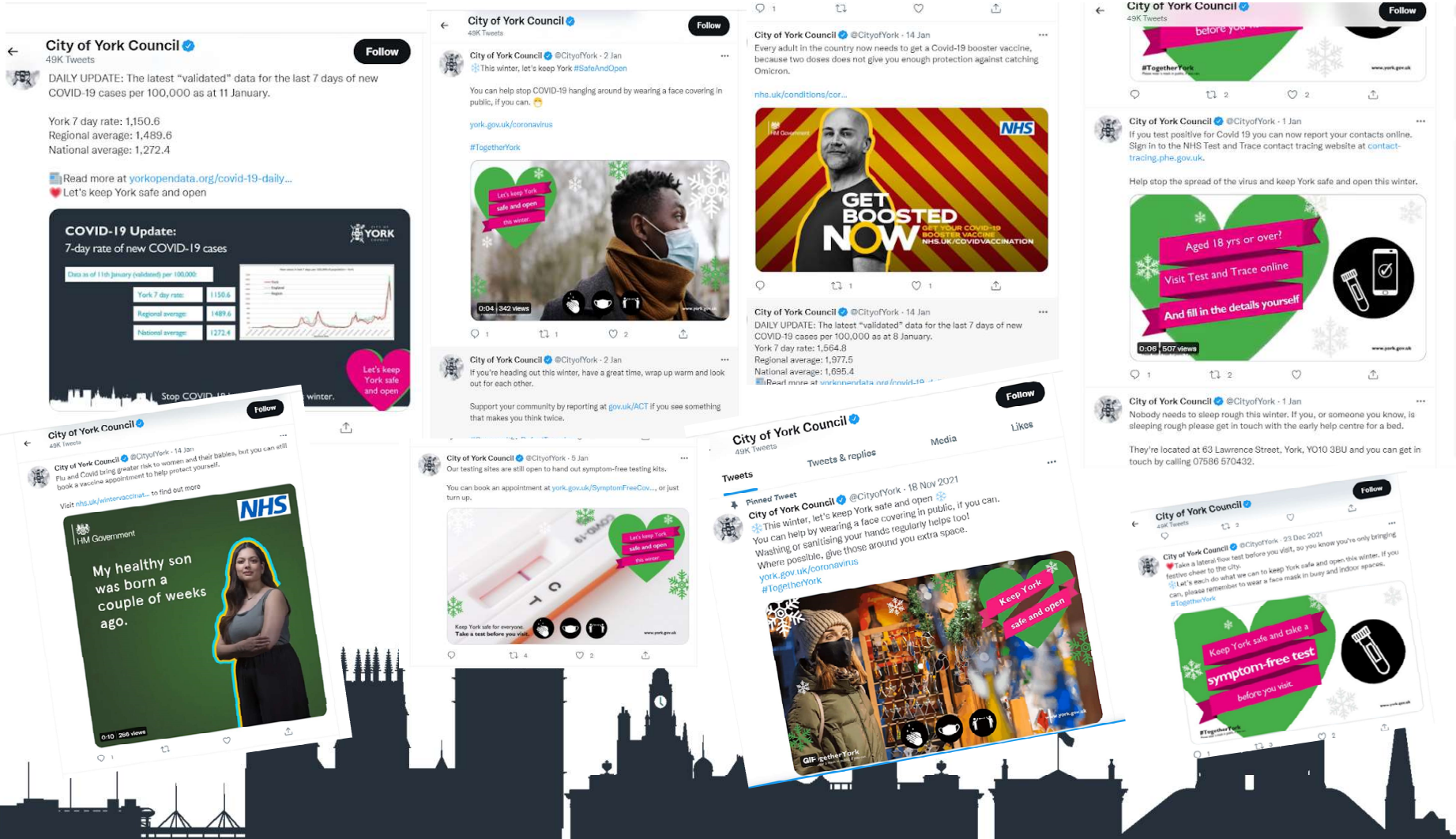


The collage features several overlapping elements:

- Top Left:** A tweet from City of York Council retweeting HM Government North (@HMGNorth) dated 10 Dec 2021. The text states: "All contacts of suspected Omicron cases must self-isolate for 10 days if fully vaccinated or under 18. You will be contacted by NHS Test and Trace. Find out more gov.uk/guidance/covid-19".
- Top Center:** An NHS poster with a blue background and a map of the UK. It says: "ALL ADULTS can now book their COVID-19 booster vaccine." Below it is a smaller white poster for "North Yorkshire Police - York @NYP_York" with 6,709 followers.
- Top Right:** A tweet from City of York Council retweeting the Department of Health and Social Care (@DHSCgov) dated 9 Dec 2021. The text says: "New COVID-19 measures for England: From tomorrow: you must wear a face covering in most public indoor venues, other than hospitality venues. There will be exemptions in venues where it is not practical to wear one, such as when you are eating, drinking or exercising." Below this is a blue NHS poster that reads: "From 10 December FACE COVERINGS will be required in most public indoor venues other than hospitality venues" with an image of a face mask.
- Bottom Left:** A tweet from City of York Council dated 31 Dec 2021. The text says: "Mix in smaller groups if you can. - Keep washing your hands with soap and water (or use hand sanitiser). - If you haven't already, get vaccinated. It's never too late to get a Covid vaccination and sites across the city are offering 1st doses, 2nd doses and boosters." Below this is another tweet from City of York Council dated 31 Dec 2021 with the text: "Things you can do to stay safe: - Take a lateral flow test before you see family or friends. - Meet outside can help prevent the virus from spreading. - If meeting indoors, open the windows to let fresh air in. - Wear a face covering in crowded spaces." Below this is a tweet from City of York Council dated 31 Dec 2021: "For the second year in a row, there will be no bell ringing at York Minster to bring in the New Year. This is to support the city's public health measures aimed at stopping the spread of the Omicron variant of COVID-19 in the city."
- Bottom Center:** A purple NHS poster with a photo of a woman sitting on a sofa looking at her phone. It says: "All contacts of suspected Omicron cases self-isolate for 10 days, even if fully vaccinated or under 18. You will be contacted by NHS Test and Trace." Below it is a tweet from NHS County Durham CCG and 9 others.
- Bottom Right:** A blue NHS poster identical to the one in the top right, stating: "From 10 December FACE COVERINGS will be required in most public indoor venues other than hospitality venues" with an image of a face mask.

Working together to improve and make a difference

Share accurate and timely messaging: Drumbeat messages - consistent, responsive



Working together to improve and make a difference

18/01/22

Supporting partners

City of York Council
49K Tweets

You can still come forward at any time for your first dose of the COVID-19 vaccine.

It's vital to get the first two jabs to be eligible for a booster and get protection against Omicron.

Book online or find a walk-in site nhs.uk/covidvaccine

City of York Council @CityofYork · 29 Dec 2021

City of York Council Retweeted
Nimbuscare @Nimbuscare1 · 27 Dec 2021
!! WALK IN for your Covid Job TOMORROW !!
Tuesday 28 December at Askham Bar Vaccination Centre, York 12pm til 4pm
[#GrabAJab](#) [#GetYourBooster](#)

City of York Council
49K Tweets

Opening hours have now been extended at testing sites across York, and regular testing is still key to helping keep people safe

To find out more, please visit www.york.gov.uk/SymptomFreeCOV...

City of York Council @CityofYork · 18h

City of York Council
49K Tweets

City of York Council Retweeted
NHS Vale of York CCG @ValeofYorkCCG · 27 Dec 2021
Find out pharmacy opening hours this New Year.

Pharmacies are the place to go for treatment and advice on common illnesses and ailments.

More info valeofyorkccg.nhs.uk/stay-well-over...

Christmas 2021 1 January 2022				Vale of York pharmacy opening times Christmas 2021 1-3 January 2022			
1 Jan		2 Jan		3 Jan		4 Jan	
Cambridge	Cambridge Pharmacy	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm
Colton	Colton Pharmacy	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm	9am-5pm
... (many more rows)

City of York Council Retweeted
NHS @NHSuk · 27 Dec 2021
All adults are now eligible to book a COVID-19 booster dose. The booster helps give you longer-term protection against getting seriously ill from COVID-19.

Working together to improve and make a difference

18/01/22

Locally-targeted community communications



COVID-19 Update 

It's never too late to get the 1st or 2nd dose of your covid-19 vaccination

Getting both doses of the covid-19 vaccination, as well as your booster jab, is the best way to protect you and your loved ones

Get your 1st & 2nd covid-19 vaccinations without booking

You can pop along to the University of York, Burnholme Sports Centre or St Lawrence's Church without booking

#TogetherYork   

Get your 1st or 2nd covid jab without booking

Pop along to:

University of York Sports Hall
Sports Centre
James Way
Heslington
YO10 5NA
Open between 8am-8pm
Wednesday 22 and 29 and
Thursday 23 and 30 December
Open 8am-3pm Friday 24 and 31
December

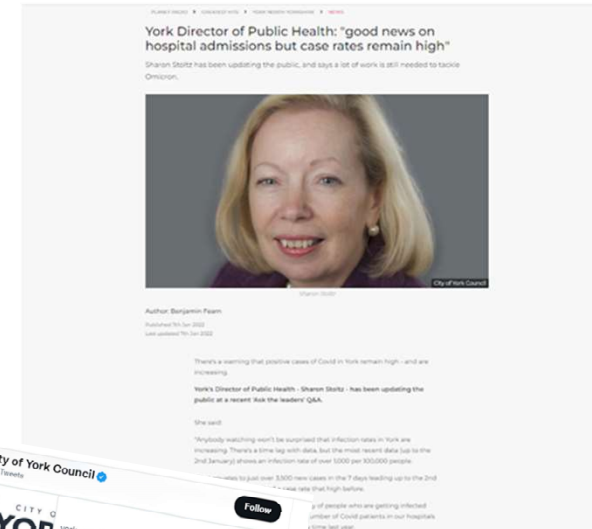
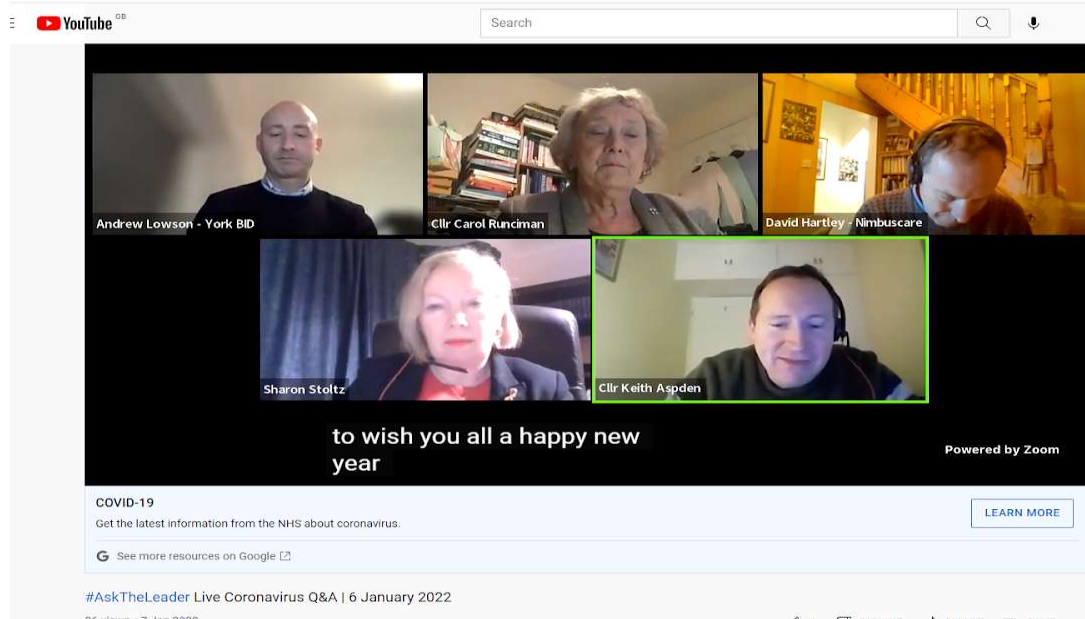
St Lawrence's Church
Lawrence Street
York
YO10 3WP
Wednesday 22 December
between 9am- 4pm
Thursday 30 December
between 9am-3.30pm

Burnholme Sports Centre
Mossdale Avenue
York
YO31 0HA
8am to 9pm on Thursday 23 Dec
and 8am-1.30pm on Friday 24
December
Free car parking available

You can also book a booster jab by calling 119 from 7am until 11pm seven days a week, or online at <https://www.nhs.uk/CovidVaccine>

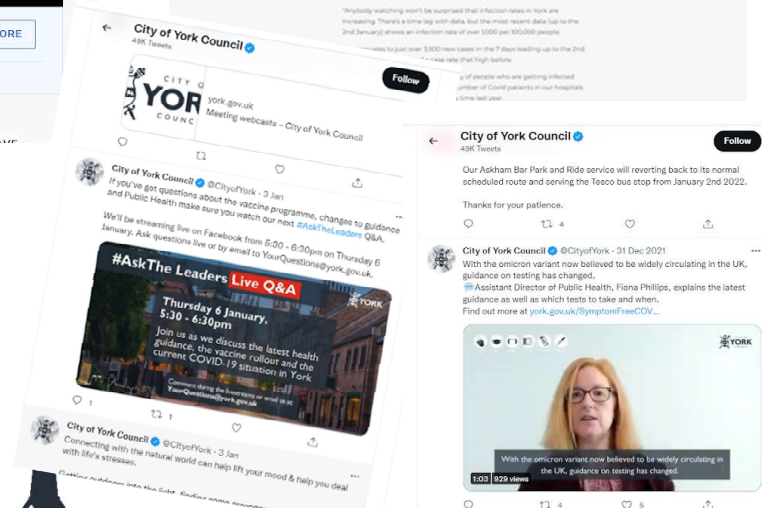
Working together to improve and make a difference

Share accurate and timely messaging: Facebook Live O & A



Facebook Live

- 28 comments, 3 shares, 9 reactions
- 843 3-second views, 1881 reach



Working together to improve and make a difference

18/01/22

Share accurate and timely messaging – media work



Since November 25 we've 53 press releases issued, with 21 COVID or health-related. For the same period there were 64 media enquiries, of which 21 were COVID related

Date	Title
14 January 2022	Process set up to get grants to York businesses
10 January 2022	New Year, New Healthier You - free health and wellbeing support
31 December 2021	#AskTheLeaders session to answer public health questions
30 December 2021	Keep well this winter
27 December 2021	Have a Happy and Safe 2022
23 December 2021	Lord Mayor makes special festive delivery to York residents
21 December 2021	Council stands ready to administer grants to support York businesses
21 December 2021	Positive response to business growth vouchers: 450 businesses get support
21 December 2021	City of York Council staff step up to help NHS COVID booster rollout
15 December 2021	City of York Council to maintain a Public Health focus
15 December 2021	City of York council resumes Covid safe meetings
10 December 2021	Apply for council's business growth voucher scheme
09 December 2021	Residents invited to celebrate Christmas cheer
08 December 2021	New support for victims of domestic abuse
06 December 2021	Statement from Council leader on Saturday's city centre protest
03 December 2021	Residents with mental illness experience to co-produce new service in 2022
30 November 2021	City of York council steps up winter campaign; Omicron controls launched
26 November 2021	York administers 50,000th assisted COVID test
22 November 2021	York Education Futures strategy and conference shape post-Covid learning
18 November 2021	Photo opp: City of York commits to a safe and happy X-mask
15 November 2022	Free help and support for Alcohol Awareness week

Looking forward

Continued work with partners and using different channels to reach as many people as possible.

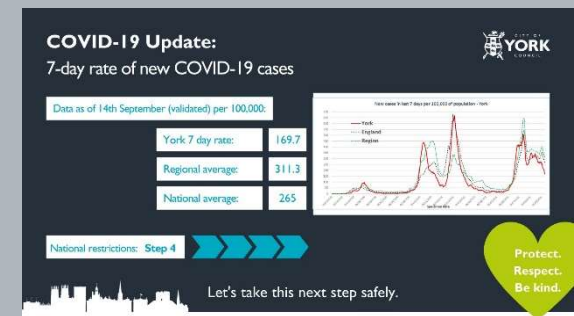
Regular communications:

- Resident, business, members and partners, and families e-newsletters
- Regular press releases and media interviews
- Continued social media campaigns
- Facebook live as and when required

Horizon scanning:

- Support to businesses - monitoring
- Rule changes from 26th January, Mental and physical health and self-help
- NHS demand messages
- 12 – 15 and 16 – 17 vaccinations

Regularly share case data and vaccination update



Working together to improve and make a difference

Physical fitness

Physical health - #WhatsMyNextStep

We've issued toolkits to partners to help them support people get more active more often to rebuild their strength and fitness post-COVID. The toolkits included case studies, articles for newsletters and intranets, plus social media posts. The three steps were:

Step 1 - in the home

Step 2 - activity outdoors (plus interviews with Greatest Hits Radio and Global Radio)

Step 3 - re-joining clubs and groups and getting more active socially.

York people urged to get more active

By Emily Horner | @EmilyAMHorner
Digital Reporter



PREMIUM

4 comments

COUNCIL chiefs are urging York residents to exercise more for their physical and mental wellbeing - with a campaign and two grant schemes available for sports clubs.



York and Scarborough Teaching Hospitals NHS FT @YST... · Aug 16 ...
From stepping out in Acomb Wood to rambling round Wheldrake Ings, why not make your daily walk a little more interesting and challenging? Break the routine of your lockdown walks with these 35 brilliant walks in nature at: itravelyork.info/downloads/download...

#WhatsMyNextStep



Working together to improve and make a difference

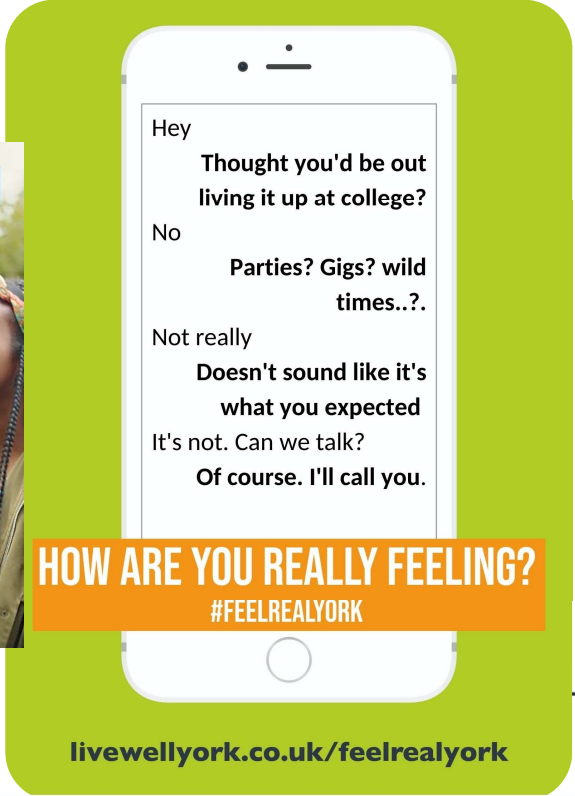
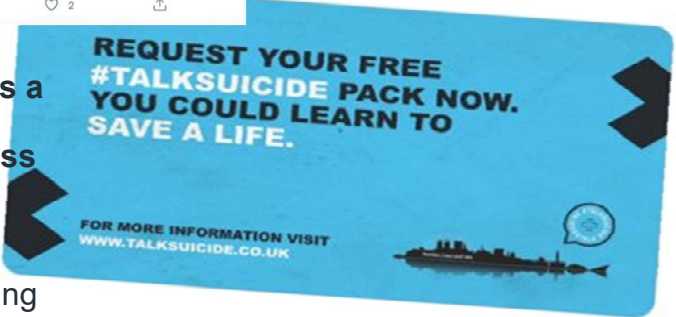
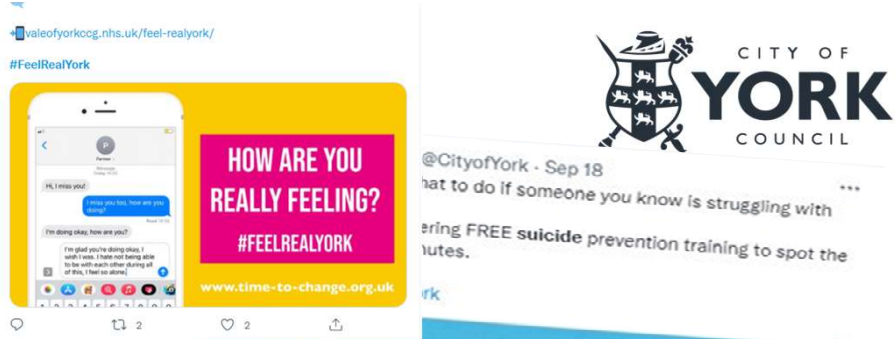
Mental health

#FeelRealYork toolkit update:

Our toolkits for include brief articles for intranets and newsletters, plus a suite of social media posts and graphics. The aim is to encourage honest, real conversations about mental fitness and promote helpful resources.

The latest toolkits shared internally and with partners include:

- **Suicide Prevention Day:** sent in early September and focusing on taking the #TalkSuicide training.
- **Bereavement:** Sent in early October, to partners in the health and care sector
- **World Mental Health Day:** sent in mid-October
- **Student wellbeing:** sent late October as fresher start/students return
- **York Business Week:** mental health workshops were amplified
- **Challenge Poverty, Talk Month:** we posted on mental health can be affected by money worries, talking therapies.



Have you experienced a bereavement during the COVID-19 pandemic?

Do you work in health, care or emergency services across North Yorkshire, Vale of York and Humberside?

We can help...

The Humber, Coast and Vale Resilience Hub supports health, care and emergency workers and their families who have been impacted by COVID-19.

Our COVID-19 bereavement support group offers a safe and supportive environment where you can discuss and share your experiences with others.

Groups take place on a Monday between 4 - 5pm

If you think you would benefit from joining one of our groups you can register your interest by visiting our website, emailing us or calling us on the number below.



The Humber, Coast and Vale Resilience Hub

If you are a health, care or emergency worker and struggling with the impact of COVID-19 we are here to help
 Visit www.hcvresiliencehub@nhs.uk for more information
 You can also email: tevv.hcv-resiliencehub@nhs.net