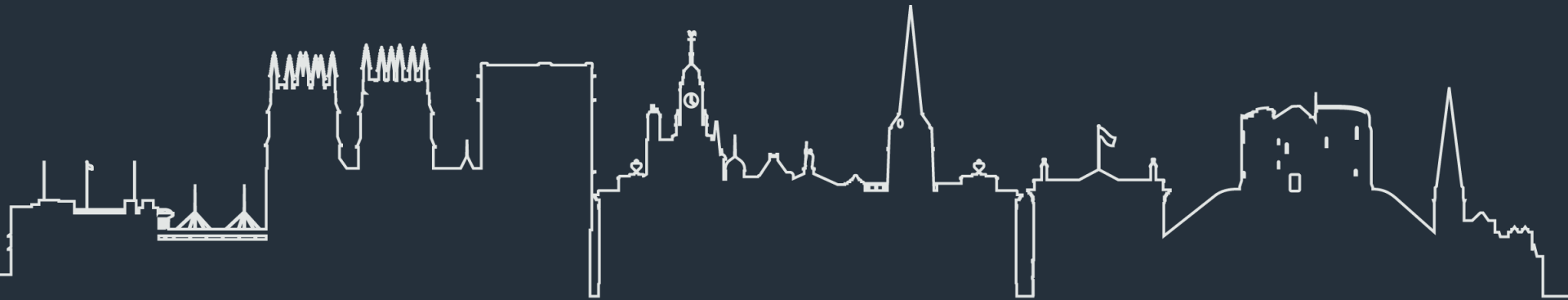


YORK OUTBREAK CONTROL Communications plan

Supporting the Outbreak Control Plan



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

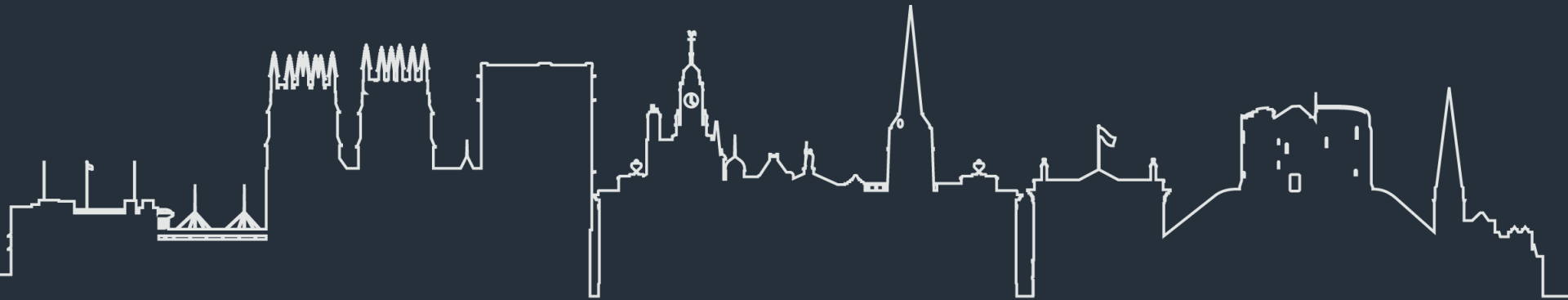


Socially distance -
2m is best



Our Big Conversation

Results and recommendations





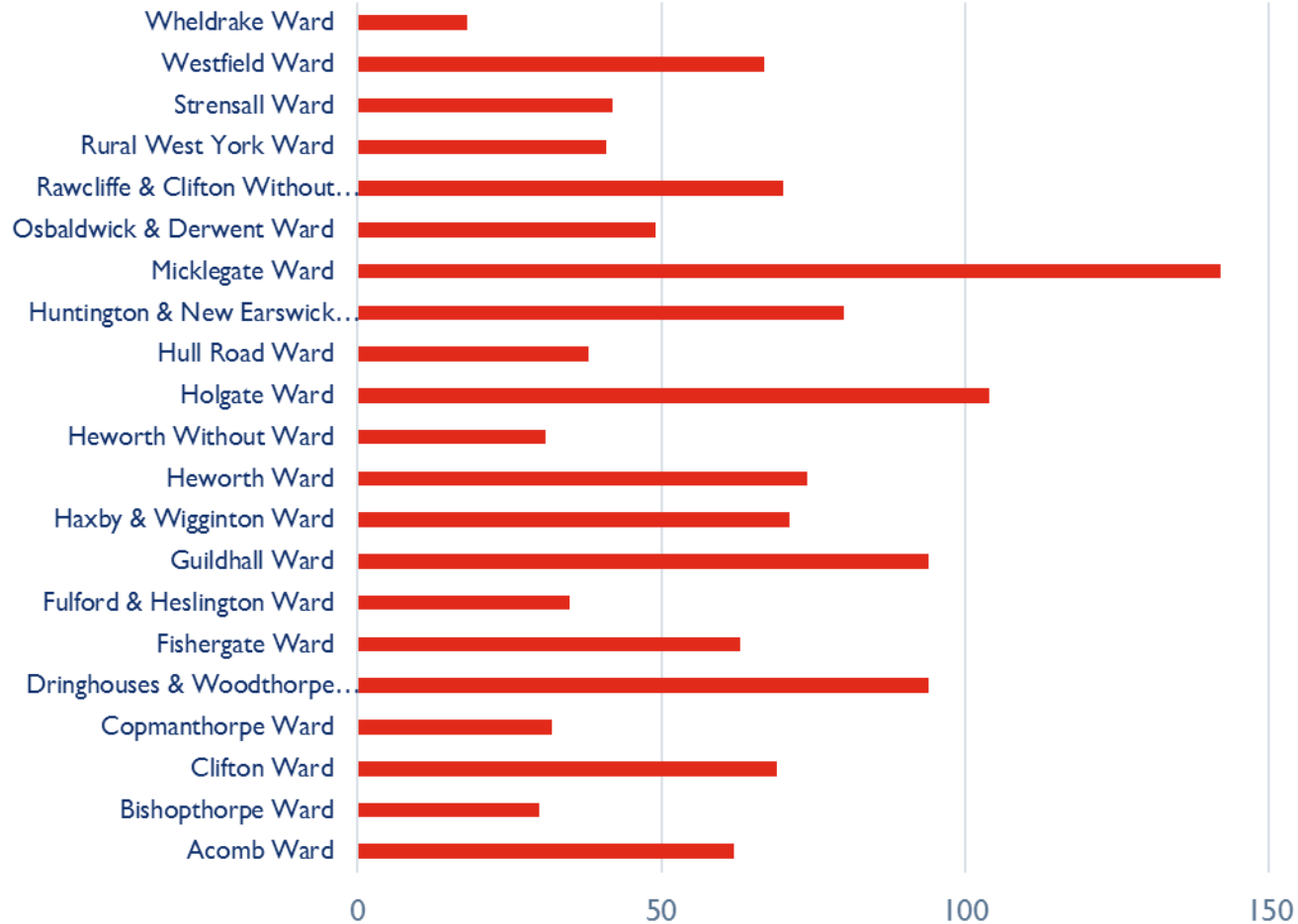
Temperature Check



Consultation took place throughout August, asking residents to tell us their understanding and confidence in the public health measures and restrictions in place.

Received 1,486 online responses - around 150 paper versions to include

Ward responses



Age breakdown

Prefer not to say	0.50%
Under 16	0.10%
16-24	2.30%
25-39	16.90%
40-55	29.70%
56-59	9.30%
60-64	13.30%
65+	27.90%

Headline results and recommendations

Results	Recommendations
<p><u>Understanding of symptoms and knowing what to do</u> c85% very or extremely confident they understand (more than 99% extremely, very or somewhat confident)</p> <p>c87% know what to do if they display symptoms (over 98% extremely, very or somewhat confident). Around 1% lack confidence on this.</p>	<p>Continue multi-channel approach with continued consistent, persistent messaging, working with partners across the city.</p>
<p><u>Understanding social distancing guidance</u> 5% not confident about social distancing guidance 16% not confident about who you can socialise with and rules on returning to work</p>	<p>Social distancing advice in next issue of <i>Our City</i>. Will continue to share advice via our channels.</p> <p>Promote “around 2m is best for social distancing”</p>
<p><u>Following rules</u> 96% are confident they are sticking to the rules, 68% lack confidence that others are observing them correctly</p>	<p>“<u>We’ve got it covered</u>” campaign shows people across York taking steps to keep each other safe, this includes businesses and public transport representatives and launches 7 September 2020.</p>
<p><u>Measures in place</u> 1 in 5 people lack confidence that shops have the right measures in place, while 1 in 4 have similar concerns about public transport.</p>	<p>New version of “<u>lets be York</u>” animated video developed by universities and colleges to explain safety measures in place</p>
<p><u>Welcoming visitors</u> Over half of respondents express concern at seeing regional or international visitors in York</p>	<p>Community cohesion campaign planned to help address underlying tensions.</p>



Quality of information

C95% felt informed about how to stop the virus spreading, with around 5% feeling uninformed.

C90% feel informed (10% felt uninformed) about the risk to them/their family and how to stay healthy

Council guidance (84%) is slightly more understood than government guidance (80%).

Most useful sources of information: NHS websites, National broadcast media and then both printed and digital council publications

A multi-channel approach is essential as all respondents identified several channels which a significant % of people found useful.

Continue consistent, persistent messaging

Work with partners and community groups to identify and reach those who feel uninformed using additional channels.

Use insight from where people are accessing information and if we aren't already, include those channels.

Impact on physical and mental health

21% feel physically healthier and 10% feel emotionally/mentally healthier than the three months prior to lockdown

Higher numbers feel lockdown had a negative impact in these areas:

33% feel physically less healthy

49% feel less healthy mentally

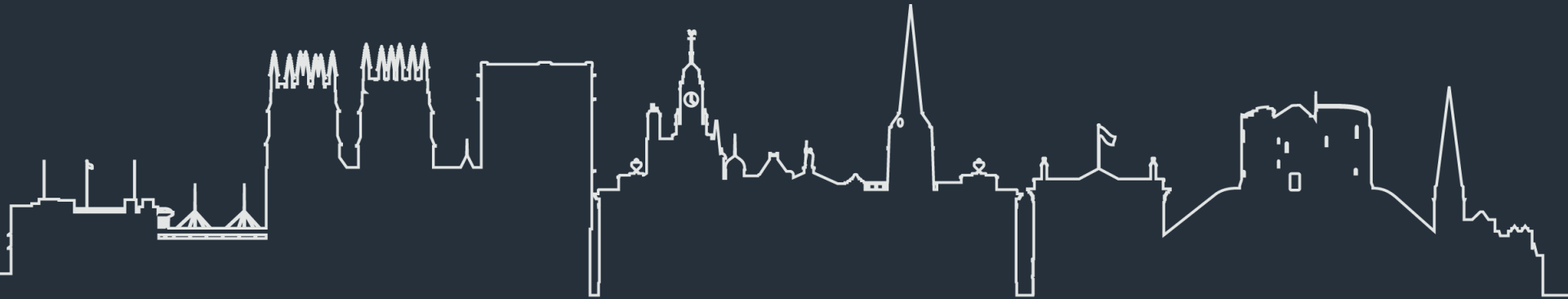
57% feel less optimistic about the future.

Promotion of health trainer support for health and wellbeing advice.

Continue promoting community support lines (including mental health) for people of all ages.

Deliver a city-wide partnership campaign to address physical and emotional health impacts

Outbreak communications



The three phases of outbreak management communications

Phase 1

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

Phase 2

- Respond – Share information in responses to an alert following increased cases

Phase 3

- Manage the outbreak

Communications objectives:

1. Share public health infection control advice to prevent the spread
2. Establish confidence in the response.
3. Support communities and the economy to return to business as usual safely through recovery.
4. Correct misinformation to build trust in our response
5. Promote and explain the test and trace system.
6. Explain the outbreak – warn and inform without frightening.
7. Help reduce the spread of infection and save lives.

Communications plan

Objectives

Think – Systems are in place to protect residents and their families. Swift action is taken by trained professionals.

Audiences are part of the citywide effort to reduce levels of Coronavirus in the city.

Feel – all audiences feel we are taking a consistent and timely approach to support residents and protect their health.

Residents and businesses feel involved and supported. They know what to do.

Do – residents and partners share accurate and timely public health messages to protect the city. Audiences follow the local advice and share factual messages and don't spread misinformation

Strategy

Share accurate and timely updates

Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies.

Build advocacy

Work closely with partners to ensure consistent messaging across the city
Share public health actions taken by city partners and public health

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.
Use data to update residents and businesses on the current position.
Demonstrate partnership approach being taken.

Build engagement through conversation

Share messages and updates with residents
Engage them with 'Our Big Conversation' to find out how they are feeling and what they need. Work closely with our partners to share messaging and ideas

PRIORITIES/HIGHLIGHTS

- Work closely with partners, including the Local Resilience Forum to ensure consistent messaging and advice across the city.
- Work with partners on discrete control management issues, eg. face coverings, return of students, visitors
- Use all available channels to reach our communities
- Continue to inform public and encourage safe following of public health measures
- Inform people of the local test and trace programme
- Share the latest public health advice

Outbreak control communications plan –

OBJECTIVES

Think – Systems are in place to protect them and their families. They are a part of the citywide effort to reduce levels of Coronavirus in the city.

Feel – all audiences feel the council is taking a consistent and timely approach to support residents and protect their health. Residents and businesses feel involved and supported in the recovery work.

Do – residents and partners advocate and share messages which come from this group and work collectively to protect the city.

AUDIENCE

- Residents
- Businesses/ networks/representatives
- Stakeholders and partners
- Members and Parish Councillors
- MPs
- Council staff
- Media
- Visitors / university students
- Employees / employers

STRATEGY

1. **Share timely and regular updates**
2. **Build advocacy**
3. **Build confidence**
4. **Build engagement**

IMPLEMENTATION

Share timely and regular updates

- Publish case information on the open data platform and social
- Send partners, members, MPs, parish councils twice weekly updates, and residents twice weekly updates or businesses via the weekly business bulletin (opt-in e-newsletters)
- Update residents and partners via the Outbreak Management webcast (every 3 weeks)
- Provide a weekly wrap-up PR for local media
- Provide a weekly PH video on the current key issue
- Publish the latest position in Our City or direct mail leaflets / letters
- Update the CYC website with accurate information

Build engagement through conversation

- Run a quarterly “temperature check” to assess residents confidence in the public health messages and safety of the city as part of Our Big Conversation
- Monitor feedback from Our Big Conversation consultation and community feedback and share findings to inform approaches
- Hold regular facebook live Q&A with PH officials to provide opportunities to ask questions
- Work with local radio to host radio call-ins and interviews

Build confidence in the steps taken / actions to take

- Maintain and update /recovery and /covid19 webpages
- Repeat “the big 4” PH messages as often and as clearly as possible
- Challenge misinformation with PR, social and support from PHE
- Provide partner packs to ensure consistent messaging and to support safety-led recovery work (for example Let’s be York)
- Promote how people can take easy steps to stay safe in social, outdoor signage, posters and adverts, as part of Let’s be York
- Inform people about outbreak management control measures via the Outbreak control advisory board
- On the event of a lock down, initiate the Covid-19 incident comms plan, including weekly head of Comms group meetings
- Prepare lockdown comms products in advance, ready to “take off the shelf” inc. press briefings, FAQs and web-ready pages

Build advocacy

- Provide twice weekly partner updates (via e-mail) sharing central government advice and guidance
- Provide partner packs as the situation changes
- Facilitate discussions and task and finish groups on discrete issues, such as face coverings, students returning, visitors returning, etc
- Hold regular Head of Comms group meetings to discuss PH issues

EVALUATION

Residents and businesses are aware of the messages and rules (measured through OBC) and are confident in the measures

Businesses and partners share messages via their channels

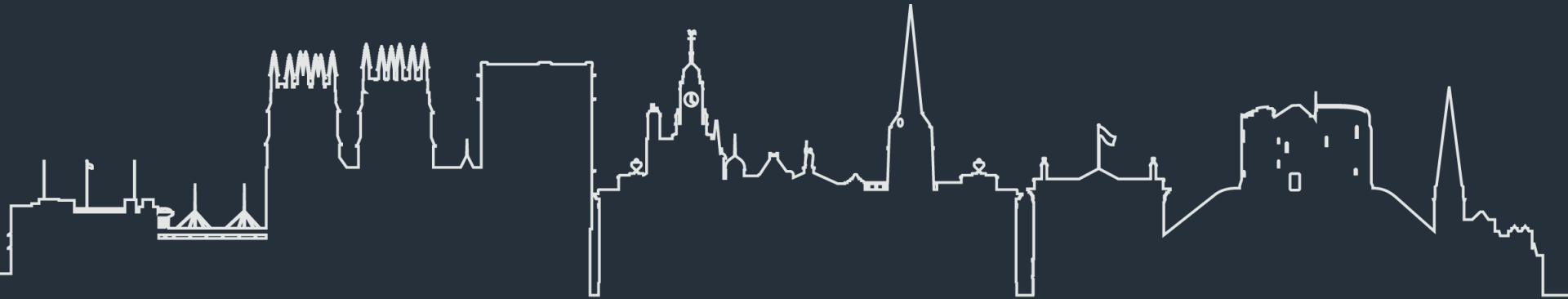
Partners share information from the partner packs or updates

A phased approach

Phase		Approach (including aims)	Timing
Phase 1	Regular updates of current situation to try and prevent outbreaks	<p>Keep residents, businesses and partners informed</p> <p>Ensure consistent messaging and build advocacy through the Let's be York campaign.</p> <p>Show how keeping city safe for different audiences, eg. visitors – Visit York/Feel at Home in York</p> <p>Share case data regularly so people understand current situation</p> <p>Continue partnership approach including working together on discrete issues</p> <p>Develop specific messaging for target audiences</p> <p>Maximise reach and understanding of what to do.</p> <p>Embed public health messages in recovery work and communications</p>	Current work in progress
Phase 2	Alert following spike in cases	<p>Public health warning following increase in cases</p> <p>Reiterate public health messaging in clear way</p> <p>Offer guidance and practical support.</p> <p>Share message widely</p> <p>Share video content from public health professionals to explain latest advice in an engaging way</p> <p>Address inaccuracies/provide context</p>	
Phase 3	Manage outbreak (more details in subsequent slides)	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> • Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase • Signpost support • Promote unity and community cooperation • Target information 	

Phase I

Regular update of current situation to try and prevent outbreaks



Share accurate and timely messaging

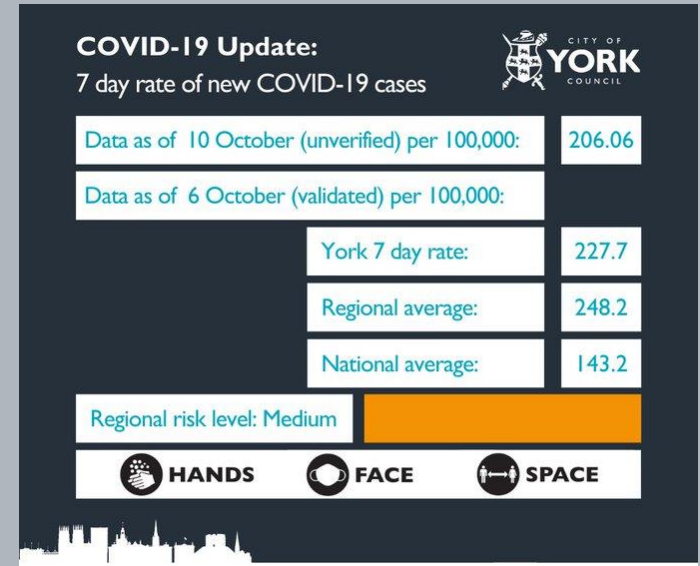
The most up to date case data is shared via:

- Daily case tweet and social media posts
- Daily radio show on Jorvik Radio at 10.30am
- Weekly updates published every Friday on York Open Data:

<https://data.yorkopendata.org/dataset/covid-19-daily-data-tracker>

- Share safety information with partners

<https://www.visityork.org/explore/feel-at-home-in-york>



Share accurate and timely messaging

Quickly address inaccurate information

For example: W/c 29 June 2020

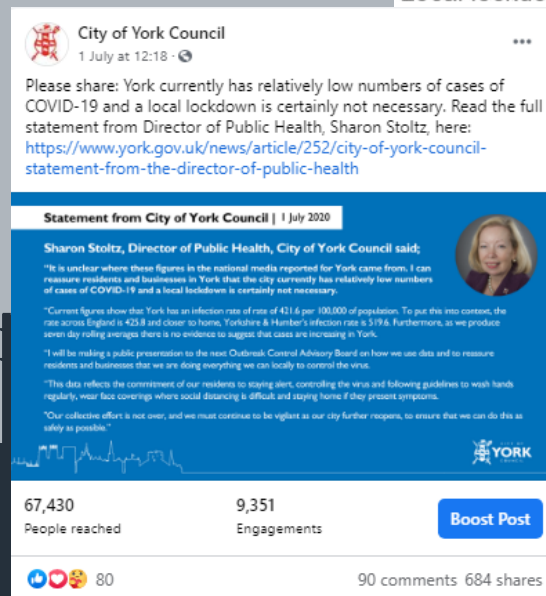
York was one of several areas reported in the national press as a place at risk of local lockdown.

In York, this was entirely inaccurate.

With partners, we immediately addressed this and shared accurate information as widely as possible.



Local lockdowns may be about to take place in some areas of England



City of York Council
1 July at 12:18 · 🌐

Please share: York currently has relatively low numbers of cases of COVID-19 and a local lockdown is certainly not necessary. Read the full statement from Director of Public Health, Sharon Stoltz, here: <https://www.york.gov.uk/news/article/252/city-of-york-council-statement-from-the-director-of-public-health>

Statement from City of York Council | 1 July 2020

Sharon Stoltz, Director of Public Health, City of York Council said;

"It is unclear where these figures in the national media reported for York came from. I can reassure residents and businesses in York that the city currently has relatively low numbers of cases of COVID-19 and a local lockdown is certainly not necessary."

"Current figures show that York has an infection rate of rate of 431.6 per 100,000 of population. To put this into context, the rate across England is 425.8 and closer to home, Yorkshire & Humber's infection rate is 519.6. Furthermore, as we produce seven day rolling averages there is no evidence to suggest that cases are increasing in York."

"I will be making a public presentation to the next Outbreak Control Advisory Board on how we use data and to reassure residents and businesses that we are doing everything we can locally to control the virus."

"This data reflects the commitment of our residents to staying alert, controlling the virus and following guidelines to wash hands regularly, wear face coverings where social distancing is difficult and staying home if they present symptoms."

"Our collective effort is not over, and we must continue to be vigilant as our city further reopens, to ensure that we can do this as safely as possible."

67,430 People reached 9,351 Engagements [Boost Post](#)

👍❤️👎 80 90 comments 684 shares

Working together to improve and make a difference

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

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

- 2x weekly email updates to members and partners
- 2x weekly resident e-newsletter
- Weekly business e-newsletter
- Weekly families e-newsletter
- Regular press releases and media interviews
- Direct mail/booklets
- Social media campaigns / weekly public health video
- Targeted communications



City of York Council
5 July at 09:05

Face coverings are now required when using public transport. You may also want to consider wearing a face covering if you are coming into the city, as more businesses reopened yesterday. Find out how to make your own face covering here: <https://www.gov.uk/government/publications/how-to-wear-and-make-a-cloth-face-covering>

City of York Council
5 July at 10:30

Fiona Phillips, our Assistant Director for Public Health offers some advice on how to stay safe when out and about in the coming days and weeks.

Duration – the longer you are in contact with people, the higher the risk so consider how much time you spend out of your home.

1,704 People reached 33 Engagements **Boost Post**

5 1 comment

Let's protect each other

Our medieval streets weren't designed with social distancing in mind.

Whilst we've made some changes to the way people move around the city **wearing a face covering in places you can't socially distance can help prevent the spread of the virus.**

Let's be York
Safe Welcoming Considerate

European Union
European Regional Development Fund

We salute York's Heroes
York's Acknowledgement

Get involved in Our Big Conversation

- Devolution: the next steps
- Opening up York for everybody
- Reconnecting with the city
- Essential public health information

Ourcity

September 2020
Email: ourcity@york.gov.uk
www.york.gov.uk

07:32

YORK

Hello Claire Foale

Your next resident update has arrived!

To continue to help you and your community stay up to date with the latest information, we've put together some useful guidance on key government messages, updates on York services and direct links to support.

Please visit our coronavirus webpages:
<https://www.york.gov.uk/coronavirus>

For more news from us, visit:
<https://www.york.gov.uk/news>

1. Self-isolation: what you need to know

If you develop any coronavirus symptoms (new, continuous cough/high temperature/loss or change of normal sense of taste or smell), you must follow the Government guidelines:

- Self-isolate for at least 10 days from when the symptoms began
- Book a test to see if you have coronavirus
- Do not go to a GP surgery, pharmacy or hospital
- After a positive result you will receive a text, email or phone call asking you to log into the NHS Test and Trace website and to provide information about recent

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

Saturday 4 July saw more of our businesses reopen, particularly in the hospitality sector. To support businesses and residents we issued:

- Business toolkits, with guidance, information and resources to help reopen safely
- E-newsletter updates with advice
- More signage in the city centre
- Social media campaign and animation
- Joint statement with partners (Police, NHS, York BID) re supporting local businesses safely





Build engagement through conversation



18 August: Ask the Leaders Q&A Public Health


2 September: Ask the Leaders Q&A Back to School

 **City of York Council** was live. Published by Sarah Mitchell-Baker [?] · 1d · 


Join us for a Live Q&A discussing your question about public health across York and our response to the Coronavirus pandemic. (First live streamed on 18 August 2020, 5pm)

On today's panel:


- Cllr Keith Aspden, Leader of City of York Council
- Cllr Carol Runciman, Executive Member for Health and Adult Social Care
- Fiona Phillips, Assistant Director of Public Health
- Dr Andrew Lee, Executive Director of Primary Care and Population Health, NHS Vale of York CCG
- Andrew Godfrey, Neighbourhood Policing Inspector for York City Centre, North Yorkshire Police





#AskTheLeaders Coronavirus Live Q&A | 18 August 2020
56:55 Powered by Zoom

 Get more likes, comments and shares
When you boost this post, you'll show it to more people.

10,802 People reached 1,017 Engagements [Boost post](#)


 30 34 Comments 16 shares

 **City of York Council** was live. 2 September at 16:59 · 

Join us for a Live Q&A discussing your question about returning to schools and early years settings across York. (First live streamed on 2 September 2020, 5pm)


On today's panel:

- Cllr Paula Widdowson, Executive Member for Climate Change (Chair of the panel)
- Cllr Ian Cuthbertson, Executive Member for Children, Young People and Education... See more



AskTheLeaders Back to School Live Q&A | 2 September 2020
56:55 Powered by Zoom

11,760 People reached 1,115 Engagements [Boost Post](#)

 19 43 comments 12 shares 3.3K views



Safely reopening the city – one year recovery campaign

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.

Let's be York
Let's Reopen Yorkshire

Economic recovery (EU funded)

Communities recovery

Stay informed

Daily COVID data for York is available at York Open Data. The dataset contains daily data trackers for the COVID-19 pandemic, aggregated by month and starting 18th March 2020. The dataset is updated on weekly basis.



Corporate recovery (Council)

Promote a stronger economy



Shop local

If every York resident spent a fiver at a local business this weekend, that would put £1m into York's economy. Whether it's a takeaway meal, for white or a new bicycle - let's shop local!

Let's be York
Let's Reopen Yorkshire

For touch free parking please use RingGo

Use the RingGo app and pay by credit or debit card

Or call 01904 300002


Let's be York
Let's Reopen Yorkshire

Your results, what next?

Get help online with understanding grades at GCSE, AS and A level this summer - and your future options

Let's be York
Explore Inspire Learn

Build confidence in the safe opening of the city



Open later and

Visiting a play area this weekend?

Don't forget to take hand sanitizer with you to keep your hands clean and stop the spread of Coronavirus while you play.

Let's be York
Let's Reopen Yorkshire

Let's engage

"We're supporting"

Back to school

We are working with schools, colleges and childcare providers to ensure children are safe when they return

Lee Probert
York College

Let's be York
Explore Inspire Learn

Let's celebrate

Our Repair Office is now using funding to repair the roof of your own home for good news, sharing with friends and get registered and turn the house in.


Repairs & Maintenance

We are now able to take appointments for all your repair needs for your home.

Contact us
01904 552000 (open 9.00am to 5.00pm, Monday to Friday)
01904 420400 outside of normal office hours

Let's be York
Let's Reopen Yorkshire

Share safety actions individuals/organisations taking




Jaydene
Plush Cafe

All our staff members are wearing masks, as well as face shields where appropriate, while menus are available in a digital format by scanning a QR code.

#YORKKIND
ReopenWithCare

WE'VE GOT IT COVERED



Let's be York
Let's Reopen Yorkshire

Residents who are need priority

We're still here to help!

We're still here to help!

Although chugging has slowed, you might still need help. We're still here for you. Email us at: covidhelp@york.gov.uk Call us at 01904 551150 You can find local food deliveries at: www.york.gov.uk/coronavirus/support-you/

Let's be York
Let's Reopen Yorkshire

Register for priority slots before 17 July

If you've registered for a priority slot, you'll get a call from us to help you get your appointment.

Don't go hungry in the holidays

If your children get free school meals, we'll still have to help you over the holidays.

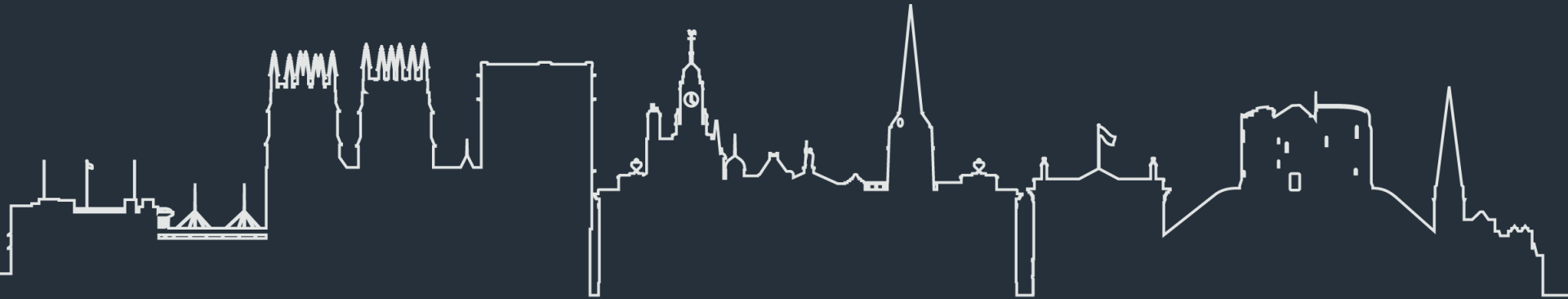
Email us at: covidhelp@york.gov.uk Call us at 01904 551150

Let's be York
Let's Reopen Yorkshire



Phase 2

Alert following increase in cases



We've got it covered campaign

Launched partner campaign



You are here: Home > Campaigns > We've got it covered

We've got it covered

Whether you are shopping in the city, attending university or college, visiting your GP or enjoying the public spaces that York has to offer, we want to ensure that everyone is taking part in the 'We've got it covered' safety message.

This encourages the important ways to help keep you and those around you safe:

- > Face coverings
- > Hand washing
- > Social distancing of at least 2m
- > Staying at home and getting tested if you think you have symptoms

The above safety measures are in place in a number of recognisable settings across the City of York, including GP practices, care homes, schools, university, college, public spaces, public transport, retail outlets, hairdressers, restaurants, canteens/kitchens and libraries.

'We've got it covered' - Face coverings

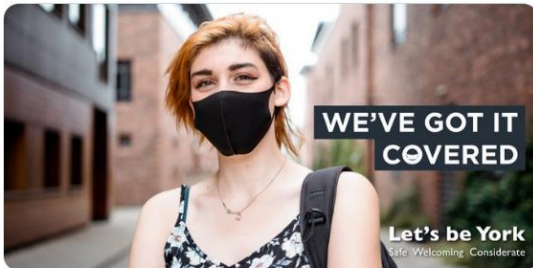
There is growing evidence that face coverings can stop the spread of coronavirus and it has become compulsory/UK Law to wear them in many settings across the city including supermarkets, shops and public transport. 'We've got it covered' encourages you to wear a face covering when appropriate to do so as it will reduce the likelihood of transmitting any infections.

Importantly, those exempt from wearing a face covering, should not face discrimination from other members of the public or retail staff. This includes not being able to put on, wear or remove a face covering because of a physical mental illness or impairment, or disability.

In the UK, you do not need to wear a face covering if you have a legitimate reason not to. This includes:



City of York Council @CityofYork · 3h
Let's keep the number of cases low by keeping our distance and wearing a face covering when in busy places. #WeveGotItCovered #LetsBeYork
Find out more about how you can help at: valeofyorkccg.nhs.uk/campaigns/weve...
@YorkStJohn



7 8



York St John University @YorkStJohn · Sep 13
Face coverings, alongside handwashing, distancing, and staying home and getting tested if you have symptoms remain our best defence against coronavirus.

We all need to play our part to keep ourselves and others safe.

#WeveGotItCovered

valeofyorkccg.nhs.uk/campaigns/weve...



9 24



First York @FirstYork · Sep 11
We're proud to be part of @CityofYork 'We've got it covered' campaign to encourage wider use of face coverings, hand washing & social distancing. Read more here: bit.ly/3htmfid #wevegottcovered

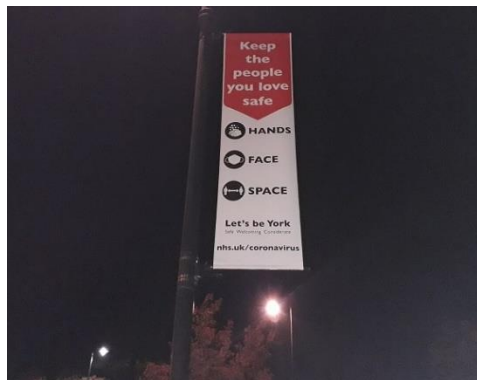
City of York Council @CityofYork · Sep 11
Partners across York have launched a campaign to reassure residents that safety measures are in place across the city to encourage wider use of face coverings, hand washing and social distancing, in order to stop the spread of coronavirus. Read more here: york.gov.uk/news/article/3...



2 2

With partners, promoted “warning” public health messaging across the city

Shopping areas, including Designer outlet



Lamp posts



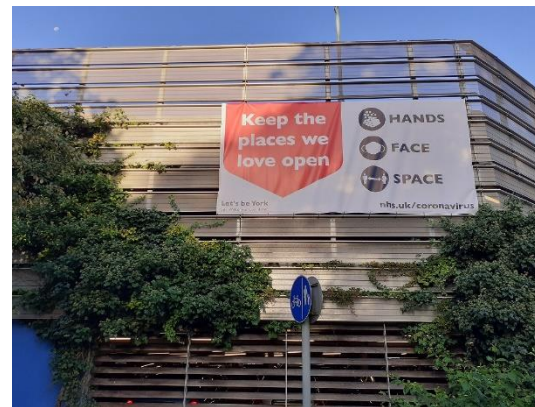
Guildhall



Ward notice boards



Racecourse

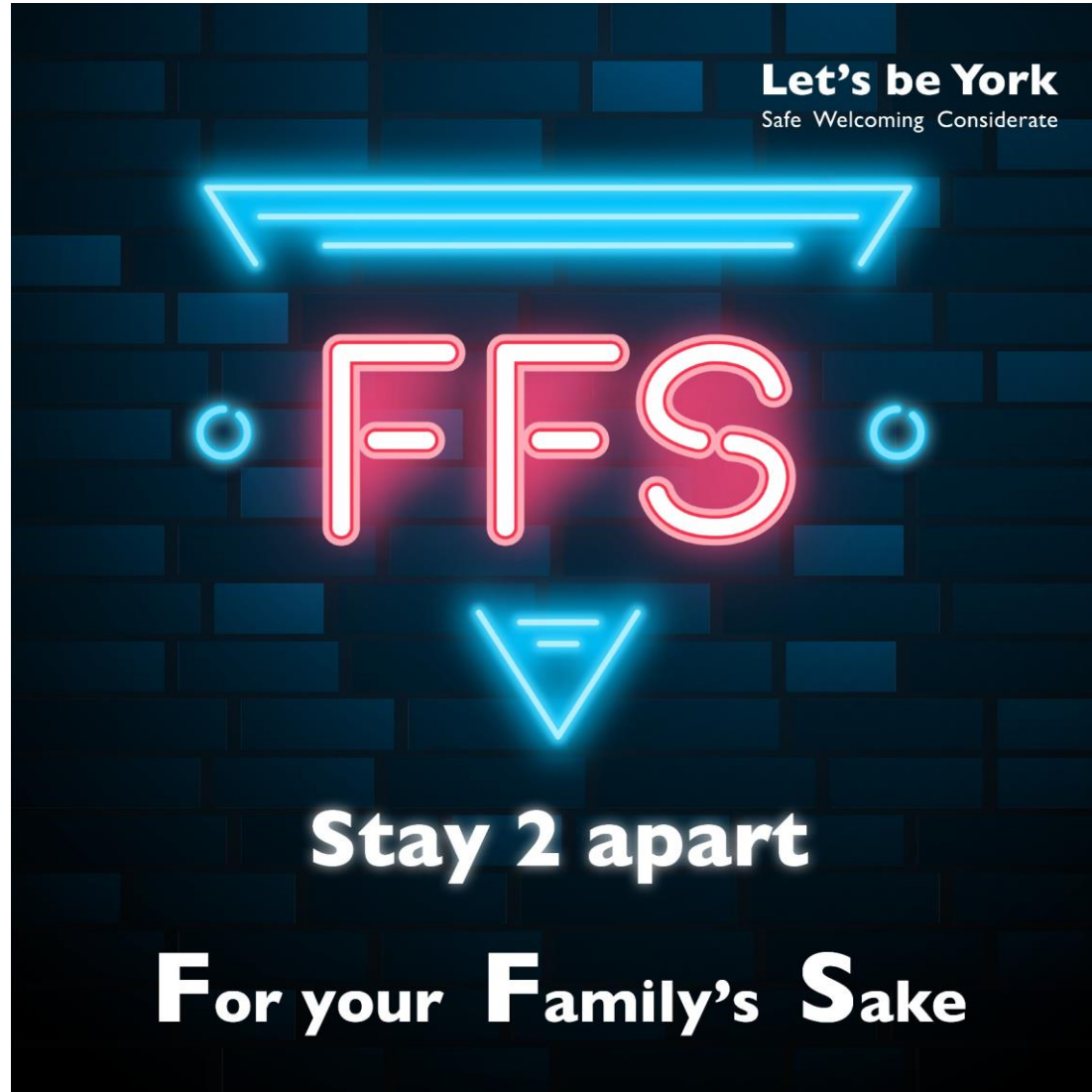


Hospital



Schools

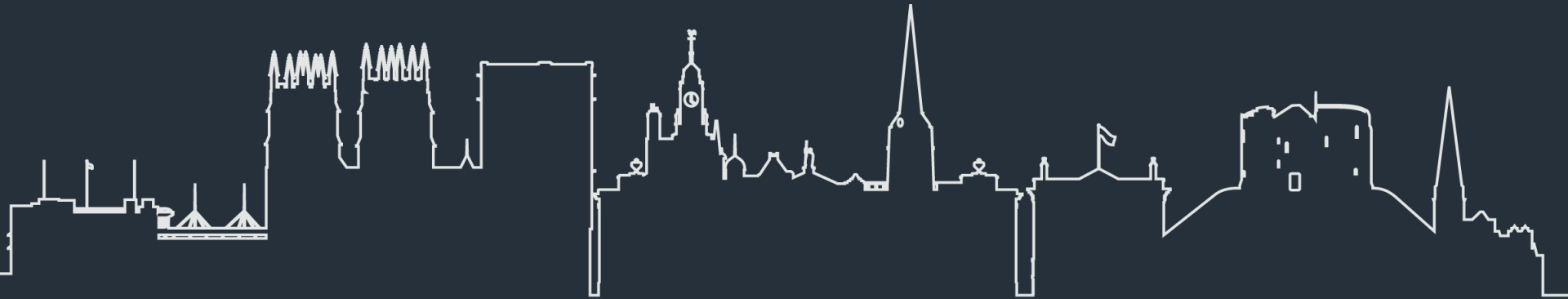
Worked with younger age partners, to engage and target younger audience (age 18-30yo)



Phase 3

Manage outbreak

Planning stage



Planning outbreak communications

- Learning from other local authorities
- Incident wash-up for response communications
- Learning from partners, including Human Rights Steering Group submission
- Community partner briefing sessions
- Toolkit of communications materials

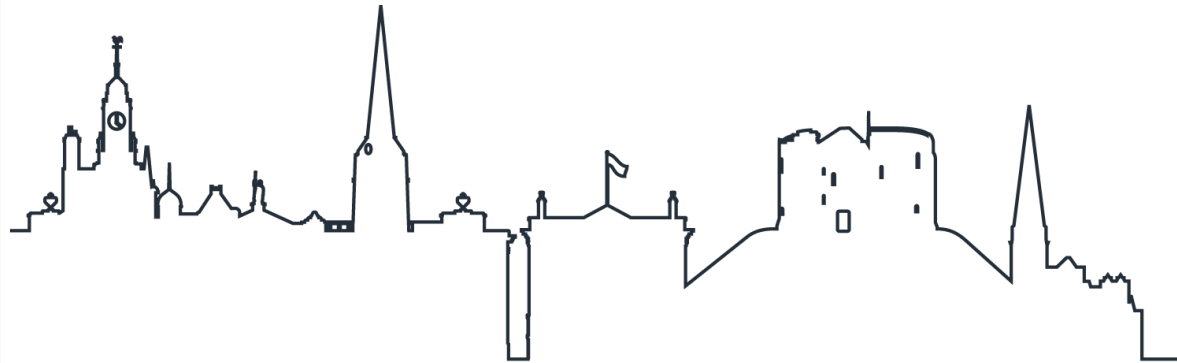
Build advocacy

We are working with different partner and stakeholders:

- Head of Communications group
- Schools, academies and early years providers
- Universities and colleges
- Businesses and voluntary sector
- NYLRF

Delivering different engaging communications with partners:

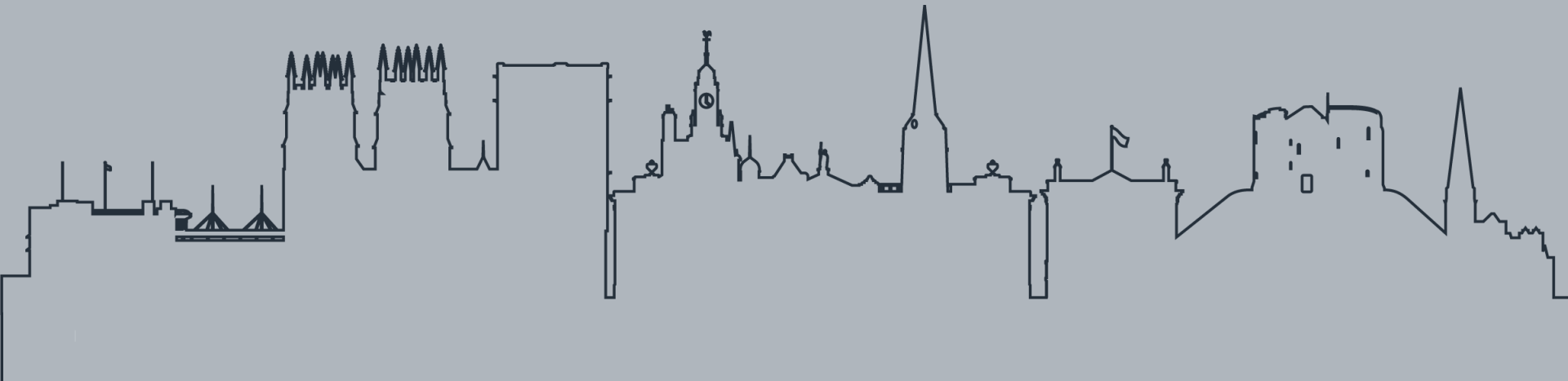
- Facebook live Ask the Leaders Q&A
- Joint press releases and statements
- Partner campaigns (eg. face coverings, emotional health)
- Joint outbreak communications planning sessions



Annex A

Coronavirus incident communications plan

To support residents to prepare and **during** an incident



Coronavirus incident communications plan

To support residents to prepare and **during** an incident

Objectives

Think – residents believe we are meeting their immediate and longer-term needs, all residents and visitors know what to do to protect each other (esp elderly/underlying health conditions), stakeholders are aware of how they can support

Feel – all audiences feel CYC are responding appropriately and that the council, city and country work together to be prepared and continue essential services.

Do – residents access the support they need using appropriate channels, residents and businesses access appropriate services and stakeholders signpost the right support/service at the right time

Strategy

Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase

Initiate incident comms toolkit, assign roles and establish the rhythm of the incident, with regular member/CLG/partner/media comms and resident/staff and targeted comms and ongoing social media and website updates.

Signpost support

Update CYC website and signpost support through all channels, responding to social media and providing information for partners (esp .Head of Comms and Outbreak Management Advisory Group) to distribute through their channels

Promote unity and community cooperation

Put people first, share stories of people coming together and showing the very best of themselves, being mindful of sentiment and needs

Target information

Provide residents with targeted information about service changes, signpost relevant support services, coordinate information through targeted networks for partners to distribute to their channels – targets are education, public transport, economic/business, social care communities

PRIORITIES

- This plan is “live” whilst the incident remains “live”
- Initiate incident comms toolkit, assign roles and establish rhythm, set up social media monitor report
- Update CYC website and CYC social media channels
- Provide information for partners, members, CLG, staff, managers, residents
- Provide updates for staff, residents and targeted partners (schools and social care)
- Manage and engage key stakeholders
- Escalate communications if situation worsens/scope widens

Incident response communications plan – for duration of response. Escalated at different stages

OBJECTIVES

Think – residents believe we are meeting their immediate and longer-term needs, all residents and visitors know what to do to protect each other (esp elderly/underlying health conditions), stakeholders are aware of how they can support

Feel – all audiences feel CYC are responding appropriately and that the council, city and country work together to be prepared and continue essential services.

Do – residents access the support they need using appropriate channels, residents and businesses access appropriate services and stakeholders signpost the right support/service at the right time

AUDIENCE

- Affected (elderly/underlying health conditions) residents
- All residents
- Members / parish councillors
- Partners / Outbreak control / HOC group
- Businesses
- Staff / managers
- CLG
- Daily targets: adult social care/education
- Audience segments: education, economic, social care, communities, public transport

STRATEGY

1. Deliver a regular drumbeat
2. Signpost support
3. Promote unity and community cooperation
4. Target communications

IMPLEMENTATION

Deliver a regular drumbeat of accurate /up-to-date communications (escalate comms if situation worsens)

- Attend command briefings /establish the rhythm of the incident, messaging and initiate comms toolkit / assigning roles
- Maintain the single version of the truth (SVOT) – use this to brief internal management teams and spokespeople
- Distribute comms update after gold/cobra – SVOT, partner update, members update, internal message, managers brief
- Share weekly media statement and manage media response
- Provide daily update about current situation to staff/residents
- Update press / members with any new confirmed cases (only)
- Address inaccuracies on social media
- Produce comms to support SVOT as identified
- Maintain list of FAQs for media/leader/spokespeople

Promote unity and community cooperation

- Share stories of people coming to help others – case studies, re-tweets, arranging media opportunities (as spokespeople for the York response to an incident), sharing community resilience
- Monitor media sentiment as a proxy for resident sentiment and align tone (via Meltwater) – share with command group

Signpost support

- Ensure all content links back to official sources (usually NHS/gov.uk)
- Provide content for CYC website with all support available
- Develop FAQs for CYC website and publish in partner brief
- Share signposts with managers
- Provide FAQs to customer services centre
- Provide partners with targeted toolkits/tweets to share signposts
- All media statements to include signposts for support
- Monitor social media and signpost responses on official channels
- Collate staff/partner/resident concerns and identify appropriate signpost for future comms
- Develop business comms to support grant applications etc for budget 2020 measures

Target communications

- Share daily update from NYLRF with key messages to CYC education and adult social care heads of service
- Provide targeted information via partners with tailored content for education, economic/businesses, social care, communities and public transport
- Provide media response for confirmed cases (with clear roles for spokespeople (PHE – case, Leader – city, DPH – health protection)
- Provide comms products for partners to distribute via their employees and through their channels, with specific information for different areas
- Update target groups with changes to services as appropriate
- Encourage channel shift to reduce F2F visits, including information for meetings
- Provide infection control updates in Hazel Court and West Offices

EVALUATION

Increased number of residents go to CYC channels for information, content shares (through retweets, media, partners, etc.), accuracy of information, increased visits to signposts, increased use of telephone or web, complaints mitigated

Refer to business continuity plan to maintain 24/7 services

Objective	Task	Audience	Comms product
Regular drumbeat	Make sure command know current situation and have easy access to scope of information	CLG, Leader, Dep Leader, JP Emergency Planning, Comms – members	Single version of the truth
	<ul style="list-style-type: none"> - Keep staff updated with latest advice and information - Share latest information - Review manager advice and update following gold/silver 	Internal	Daily staff update / silver linings Weekly staff briefing Intranet
	<ul style="list-style-type: none"> • Public Health officers reassure residents, offer latest health advice - York is prepared. • Regular update on local impact. 	<ul style="list-style-type: none"> • York Residents • Local media 	Media interviews and statements Website Social media (and responses) Update existing signage
	<ul style="list-style-type: none"> - Keep councillors updated with latest advice and information about York preparedness - Share latest information for partners 	Executive Ward councillors Parish Councillors MPs	Twice a week members brief Media statements Ward level briefings if hyper local
Signpost support	Provide updated advice and resources from NYLRF to key internal stakeholders so they can support partners	Commissioning (to share with independent care providers), independent living and housing - Schools to update parents. Brief headteachers. Early years providers and childcare providers.	Daily update
	Share latest advice and signpost information Keep stakeholders informed Share local impact of national advice	Partners – HOC group, outbreak group	Twice weekly partner brief
Promote unity and cooperation	<ul style="list-style-type: none"> - Continue to share latest information and advice - Promote good meeting practices (infection control) 	<ul style="list-style-type: none"> • HOC group • Partners • West Office/Hazel court visitors • Members 	Head of Comms group meeting (monthly) Twice a week partner brief
Target information	Share latest advice and signpost information Keep stakeholders informed Share local impact of national advice	Targeted networks (as listed)	Partner toolkits (targets only) Website Business bulletin

Escalation

Objective	Task	Audience	Comms product
Regular drumbeat	Make sure command know current situation and have easy access to scope of information	Internal	Single version of the truth
	<ul style="list-style-type: none"> - Keep staff updated with latest advice and information - Share latest information - Review manager advice and update following gold/silver - Demonstrate support 	Internal	Hold team meetings Team visits Daily updates / silver linings Telephone auto-messaging
	<ul style="list-style-type: none"> • Public Health officers reassure residents, offer latest health advice and Leader states that York and the country is prepared. • Regular update on local impact. • Demonstrate civic leadership 	<ul style="list-style-type: none"> • York Residents • Local media 	Paid-for social including videos Paid-for advertorials Additional public space signage Facebook live Q&As Direct mail / Our city
	<ul style="list-style-type: none"> - Keep councillors updated with latest advice and information about York preparedness - Share latest information for partners 	Executive Ward councillors Parish Councillors MPs	Daily members update
Signpost support	Provide updated advice and resources from NYLRF to key internal stakeholders so they can support partners	Extend recipient list – could include partners	Daily update
	Share latest advice and signpost information Keep stakeholders informed Share local impact of national advice	Extend partner list	Daily partner update Weekly Head of Comms group meeting
Promote unity and cooperation	<ul style="list-style-type: none"> - Continue to share latest information and advice - Promote good meeting practices (infection control) - Anticipate comms needs from different groups 	<ul style="list-style-type: none"> • HOC group • Partners • West Office/Hazel court visitors • Members 	Provide comms tools to support specific needs Channel shift campaign Case study campaign “York Kind”
Target information	Share latest advice and signpost information Keep stakeholders informed Share local impact of national advice	Targeted networks – opt into information	E-newsletters