

Outbreak management and test and trace communications and engagement approach



Recent examples of communications work



- Meet the leaders Q&A
- Public health video updates
- Working with LRF and amplifying local messaging
- Resident e-newsletters



City of York Council 
@CityofYork

Thank you to everyone following the guidance on social distancing. It is important we continue to wash our hands, keep 2m away from others outside your household and not meet anyone indoors. york.gov.uk/news/article/2...



5:59 PM · Jun 6, 2020 · [Twitter Web App](#)

 View Tweet activity



City of York Council  @CityofYork · 23h

WATCH AGAIN: Re-watch our [#AskTheLeaders](#) Live Coronavirus Q&A (Originally broadcast 15 June, 5-6pm). This week we discussed your questions relating to the reopening of city centre businesses and the expansion of school attendance. Click here to watch:



WATCH NOW: [#AskTheLeaders](#) Live Coronavirus Q&A | 15 June 2020
WATCH AGAIN: [#AskTheLeaders](#) Live Coronavirus Q&A (Originally broadcast 15 June, 5-6pm) On the call: -Cllr Paula Widdowson, Executive...
[facebook.com](#)

More examples (multi-channel approach)

Resident updates (Our City and other resident booklets, picture below right)

Work with local media

City signage encouraging social distancing (Picture below left)

Sharing of LRF and Government messages

Member and partner updates



Sharing partner messages



City of York Council @CityofYork · Jun 6

We're encouraging everyone to continue playing their part in the fight against coronavirus by following social distancing guidance, reducing the spread of the virus and saving lives.
[#StayAlert](#)



STAY SAFE
IN NORTH YORKSHIRE

We are all in this together

Thank you for everything
you have done so far to
keep everyone safe.



City of York Council @CityofYork · Jun 16

Hand washing still plays a key role in protecting yourself and others from [#coronavirus](#).

- Wash your hands more often
- Use soap and water for 20 seconds
- Or use hand sanitiser

Tips on hand washing technique here: nhs.uk/live-well/heal...

HM Government

NHS



**Slow the spread
one squeeze of soap at a time**

STAY ALERT · CONTROL THE VIRUS · SAVE LIVES



City of York Council @CityofYork · Jun 3

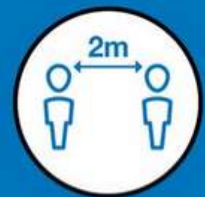
- ✓ Going out? Keep at least 2 metres (6.5ft) away from people you do not live with.
- ✓ Stay home as much as possible.
- ✓ Continue to wash your hand regularly, for 20 seconds, with soap or hand sanitiser.

Find out more at gov.uk/coronavirus [#StayAlertStaySafe](#)



STAY SAFE
IN NORTH YORKSHIRE

**Protect yourself
and your family.**
Keep your distance
if you go out. Stay at
least 2 metres apart.



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 public health messages and work collectively to protect the city.

Strategy

Build advocacy

Share key public health messages and updates on the current situation in York
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 they can do to support the citywide effort

Share more of what the city is doing to protect residents.
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'
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.
- Our City (July)
- Further ask the leaders Q&A's
- Inform people of the local test and trace programme
- Share information around the outbreak control plan
- Share the latest public health advice
- Develop tone of voice and messaging around the plan

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
- Partners
- Members
- Parish Councillors
- MPs
- Council staff
- Media

STRATEGY

1. **Build advocacy**
2. **Build confidence**
3. **Build engagement**

IMPLEMENTATION

Build confidence in health and safety of the city

- Provide regular updates
- Work with partners to ensure consistent messaging and support recovery work taking place (for example Let's be York)
- Showcase the work happening across the partnership
- Share data
- Talk about preventative approach
- Inform people about outbreak management control plan (communications strategy to align with final plan)
- Share information and updates around the test and trace programme

Build engagement through conversation

- Promote webcasts
- Demonstrate partner engagement
- Continue to share public health messages and advice via multiple channels in different formats to increase reach and engage residents. Continue to engage residents through Q&A's and future consultations
- Bespoke messaging for target audiences

Build advocacy

- Involve and engage partners on the group
- Sharing the actions taken across the city to protect people and prevent an outbreak
- Residents, businesses and partners sharing consistent messaging

EVALUATION

Residents and businesses are aware of the messages

Businesses and partners share and advocate message and open their channels

Partners use our packs

Proposed communications activities



| Task | Audience | Objective | Channels |
|--|--|--|--|
| Media briefings and updates | Local and regional media York Residents Businesses | Explain new group and plan to media and public. Engage them with process and help reassure them of the work taking place in the city Provide regular updates Explain test and trace programme | Regular press releases Social media Resident updates Our City Partnership channels Visible citywide public health messaging |
| Member updates | - Members | Share information and engage members Increase understanding of work taking place in the city Build advocacy | Regular updates to members as part of member brief to update on progress and latest information |
| Share latest public health content | <ul style="list-style-type: none"> Residents Businesses | <ul style="list-style-type: none"> Engage public with health messaging via many channels Advise people of outbreak control meetings and other ways to engage with the council (public meetings, big conversation and Q&A's) Work with partners to present consistent messages | <ul style="list-style-type: none"> Social media Press releases Ask the leaders Q&A Resident communications Partner communications |
| Internal, partner and stakeholder briefings | <ul style="list-style-type: none"> Agreed internal group Education and social care partners Childcare settings, schools Businesses and indie forum | Share information and engage colleagues and stakeholders Increase understanding of work taking place Build advocacy | <ul style="list-style-type: none"> Partner briefing with latest advice and messages Updates shared with senior managers in the council E-newsletter updates |

Phased approach



| Phase | | Approach (including aims) | Timing |
|----------------|--|---|---|
| Phase 1 | <p>Advise city of latest public health advice</p> <p>Provide regular updates to residents</p> <p>Information around test and trace programme</p> | <p>Keep residents, businesses and partners informed in citywide work</p> <p>Ensure consistent messaging and build advocacy through the Let's be York plan.</p> <p>Continue partnership approach across health and social care sector</p> <p>Bespoke messaging for target audiences</p> <p>Maximise reach and understanding of what to do</p> <p>Embed public health approach in recovery work into all communications</p> | Now (work ongoing) |
| Phase 2 | Introduce the outbreak control plan | <p>Continue to promote key public health messages</p> <p>Offer guidance and practical support</p> <p>Share video content from public health professionals to explain latest advice in an engaging way</p> | Late June/Early July |
| Phase 3 | Continue to share updates on city response to Coronavirus (including reacting to local/national changes to advice) | <p>Inform residents of progress and engage public</p> <p>Multi-channel approach as part of city's recovery work</p> <p>Bespoke messages to target audiences</p> <p>Target all residents and businesses with key public health messages</p> | <ul style="list-style-type: none"> Throughout pandemic |