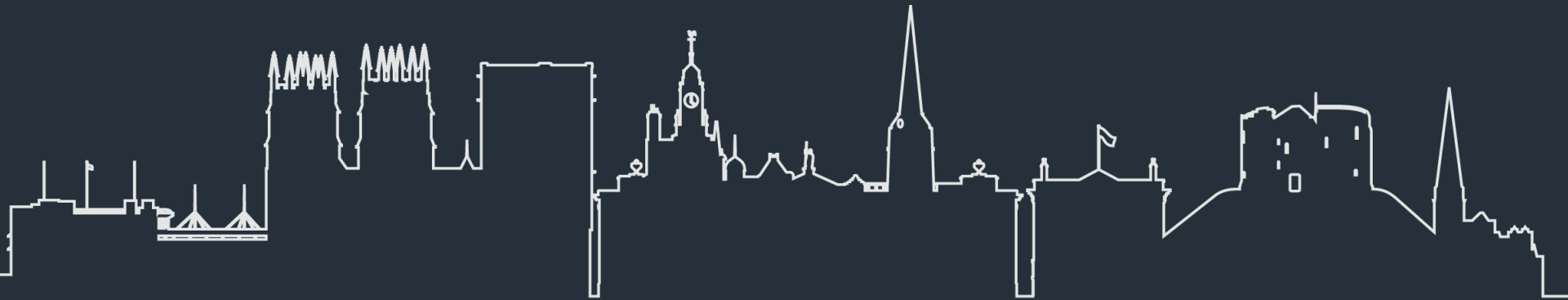


YORK OUTBREAK CONTROL Communications plan

Supporting the Outbreak Control Plan



Communications update

- Sharing the outbreak communications plan
- The big 4 – key messages
- Communications update
- Annex A – covid19 incident communications plan

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 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

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	<p>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.</p> <p>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.</p> <p>Do – residents and partners advocate and share messages which come from this group and work collectively to protect the city.</p>		
AUDIENCE	<div><ul style="list-style-type: none">ResidentsBusinesses/ networks/representativesStakeholders and partners</div> <div><ul style="list-style-type: none">Members and Parish CouncillorsMPsCouncil staff</div> <div><ul style="list-style-type: none">MediaVisitors / university studentsEmployees (if an outbreak in one setting)</div>		
STRATEGY	<div><div>1. Share timely and regular updates</div><div>2. Build advocacy</div><div>3. Build confidence</div><div>4. Build engagement</div></div>		
IMPLEMENTATION	<div><div>Share timely and regular updates</div><ul style="list-style-type: none">Publish <u>weekly case information</u> on the open data platformSend partners, members, MPs, parish councils twice weekly updates, and residents twice weekly updates or businesses via the weekly business bulletin (opt-in <u>e-newsletters</u>)Update residents and partners via the Outbreak Management <u>webcast</u> (every 3 weeks)Provide a weekly wrap-up <u>PR</u> for local mediaProvide a weekly <u>PH video</u> on the current key issuePublish the latest position in <u>Our City</u> or direct mail <u>leaflets / letters</u>Update the CYC <u>website</u> with accurate information</div>		<div><div>Build confidence in the steps taken / actions to take</div><ul style="list-style-type: none">Maintain and update /recovery and /covid19 webpagesRepeat “the big 4” PH messages as often and as clearly as possibleChallenge misinformation with PR, social and support from PHEProvide <u>partner packs</u> to ensure consistent messaging and to support safety-led recovery work (for example <u>Let’s be York</u>)Promote how people can take easy steps to stay safe in social, OOH signage, posters and adverts, as part of <u>Let’s be York</u>Inform people about outbreak management control measures via the <u>Outbreak control advisory group</u>Share updates around <u>test and trace figures</u>On the event of a lock down, initiate the <u>Covid-19 incident comms plan</u>, including weekly head of Comms group meetingsPrepare <u>lockdown comms products</u> in advance, ready to “take off the shelf” inc. press briefings, FAQs and web-ready pages</div>
	<div><div>Build engagement through conversation</div><ul style="list-style-type: none">Run a quarterly “<u>temperature check</u>” to assess residents confidence in the public health messages and safety of the city as part of Our Big ConversationMonitor feedback from <u>Our Big Conversation consultation</u> and community feedback and share findings to inform approachesHold regular <u>facebook live Q&A</u> with PH officials to provide opportunities to ask questionsWork with BBC Radio York to host <u>radio call-ins</u></div>		<div><div>Build advocacy</div><ul style="list-style-type: none">Provide twice weekly partner updates (via e-mail) sharing central government advice and guidanceProvide partner packs as the situation changesFacilitate discussions on discrete issues, such as face coverings, students returning, visitors returningHold regular Head of Comms group meetings to discuss PH issues</div>
EVALUATION	<div>Residents and businesses are aware of the messages and rules (measured through OBC) and are confident in the measures</div> <div>Businesses and partners share messages via their channels</div> <div>Partners share information from the partner packs or updates</div>		

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 	

The big 4 – 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

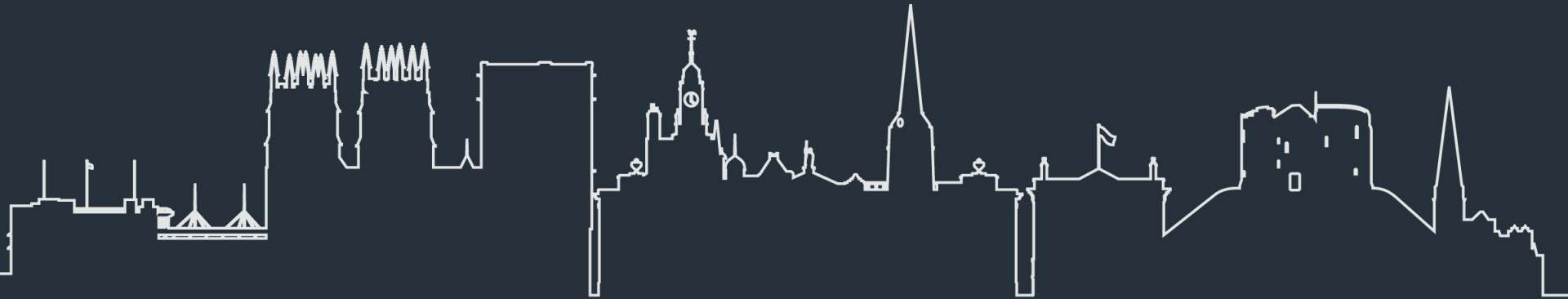


Socially distance -
2m is best

Phase I

Regular update of current situation to try and prevent outbreaks

19 August 2020



Share accurate and timely messaging

Continue to share consistent and persistent preventative messages via multiple channels including:

- Stakeholder briefings/updates
- Resident updates
- Radio interviews
- Press releases
- Our City (right)
- Social media
 - Facebook Live Q&A
 - Regular schedule esp. weekends



Stay safe

Let's be safe
With more of the city reopening we are encouraging people to stay safe whilst supporting our local businesses.

Wash your hands
Washing your hands regularly, and for more than 20 seconds is as important as ever.
Pick a song and thoroughly wash your hands with soap and water for at least 20 seconds.
Try and avoid touching your face too.

If you have symptoms stay at home and get tested
The main symptoms of coronavirus are:
• a high temperature – this means you feel hot to touch on your chest or back
• a new, continuous cough – this means coughing a lot for more than an hour, or three or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)
• a loss or change to your sense of smell or taste – this means you've noticed you cannot smell or taste anything, or things smell or taste different to normal

If you have any of these symptoms:
Stay at home (self-isolate) – do not leave your home or have visitors. Anyone you live with, and anyone in your support bubble, must also self-isolate.
Get a test – get a test to check if you have coronavirus as soon as possible. Anyone you live with, and anyone in your support bubble, should also get a test if they have symptoms. Call 119 or visit www.nhs.uk/Coronavirus to book your test.

Face coverings
You must wear a face covering when out and about, including when shopping and on public transport.
A cloth face covering should cover your mouth and nose while allowing you to breathe comfortably. It can be as simple as a scarf or bandana that ties behind the head.
Wash your hands or use hand sanitizer before putting it on and after taking it off. Avoid touching your eyes, nose, or mouth at all times and more used face coverings in a plastic bag and you have an opportunity to wash them.
Do not touch the front of the face covering, or the part of the face covering that has been in contact with your mouth and nose. Once removed, make sure you clean any surfaces the face covering has touched.
Tips on how to make your own face coverings are available at www.gov.uk/government/publications/how-to-wear-and-make-a-cloth-face-covering.

Current government guidance
The more people you have interactions with, the more chance the virus has to spread. Therefore, try to limit the number of people you see – especially over short periods of time.

From 4 July:

- You can meet in groups of up to two households at a time (your support bubble counts as one household) in any location – public or private, indoors or outdoors. You should continue to practice social distancing with those outside your household.
- When you are outside you can continue to meet in groups of up to six people from different households, following social distancing guidelines.
- Additional businesses and venues, including restaurants, pubs, cafes, visitor attractions, hotels, and campsites will be able to open where they are COVID secure.
- Other public places, such as libraries, community centres, places of worship, outdoor playgrounds and outdoor gyms will be able to open.
- Stay overnight away from your home with your own household or support bubble, or with members of one other household.

You should not:

- Gather indoors in groups of more than two households (your support bubble counts as one household) – this includes when dining out or going to the pub.
- Gather outdoors in a group of more than six people from different households (gatherings larger than six people should only take place if everyone is from just two households).
- Interact socially with anyone outside the group you are attending a place with, even if you see other people you know, for example, in a restaurant, community centre or place of worship.
- Hold or attend celebrations (such as parties) where it is difficult to maintain social distancing.
- Stay overnight away from your home with members of more than one other household (your support bubble counts as one household).

Information for those shielding
The government has announced that from 1 August the shielding scheme will be paused, however the Council will not stop supporting residents. Help will remain in place for those who need it through our Coronavirus Helpline. People can continue to call 01904 551550 or email COVID19help@york.gov.uk.

Let's protect each other
Our medical services weren't designed with social distancing in mind.
Wearing a face covering helps prevent the spread of the virus.

Let's be York
We're keeping Coronavirus

Stopping the spread of the virus is in all of our hands:

- Keep washing them regularly with soap and water
- Socially distance, 2m is best where possible
- If you have symptoms, stay at home and get tested
- Wear a face covering

Social distancing
The closer we get to each other the more chance the virus has to spread.
Please continue to stay 2m apart where possible. If this isn't feasible, the best advice should be followed with people wearing face coverings or being behind the perspex screens that many businesses have put up.

Our City COVID-19 Recovery

Build advocacy

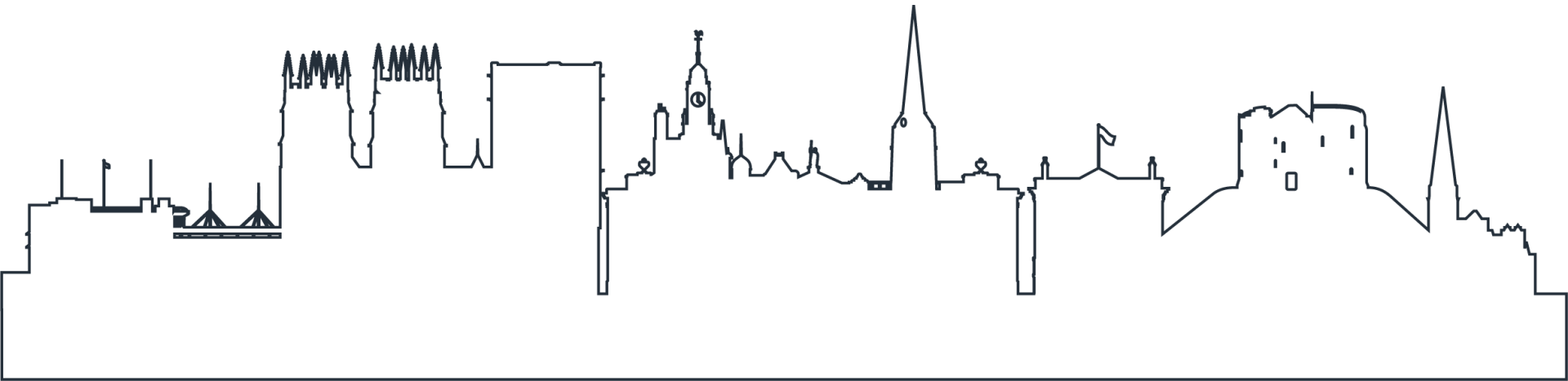
We are working with different partner and stakeholders:

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

Build engagement

Delivering different engaging communications:

- Facebook live with partners
- Joint press releases and statements
- Sharing content and messages via the twice weekly partner update
- Listen to feedback from Our Big Conversation (report end August)



Learn from others

We are constantly monitoring the impact of Coronavirus in different parts of the country and around the world to understand best practice, including a weekly briefing session with the Cabinet Office.

Current themes include:

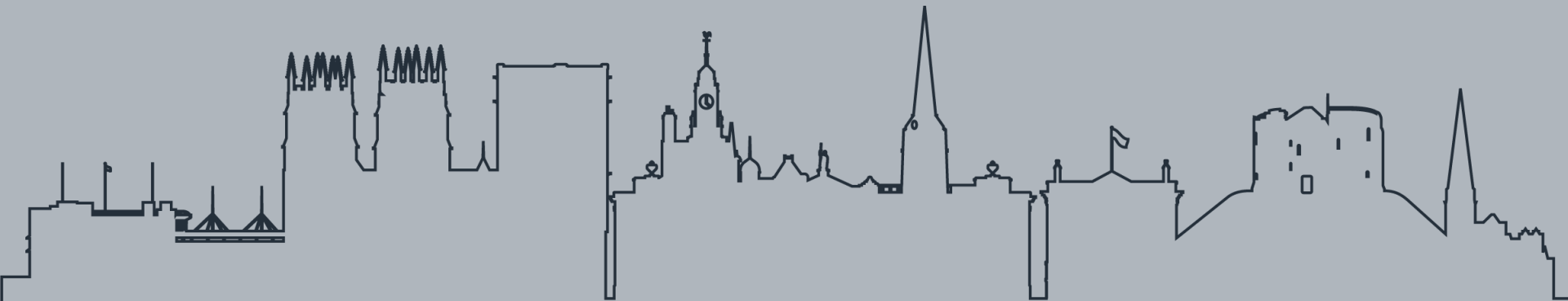
- The impact of the pandemic
- Local outbreaks
- Tackling misinformation
- Resilience

Head of Comms Group – a lessons learned during the incident to inform the incident comms plan (Annex A)

Annex A

Coronavirus incident communications plan

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



Making history, building communities

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 weekly member/CLG/partner/media comms and daily 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 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 team 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
- Continue to promote York as a city open for business when possible
- 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 CLG and spokespeople
- Distribute comms update after gold/cobra – SVOT, partner brief, members brief, 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), building community resilience
- Monitor media sentiment as a proxy for resident sentiment and align tone (via Meltwater) – share with command group

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

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

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	Extend to partners	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 briefing
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 brief 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 “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