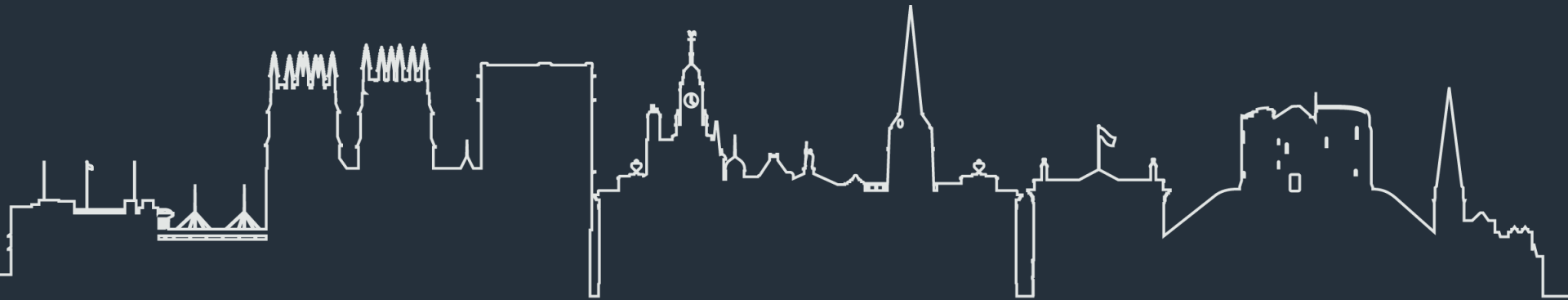


YORK OUTBREAK CONTROL Communications plan

Supporting the Outbreak Control Plan



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

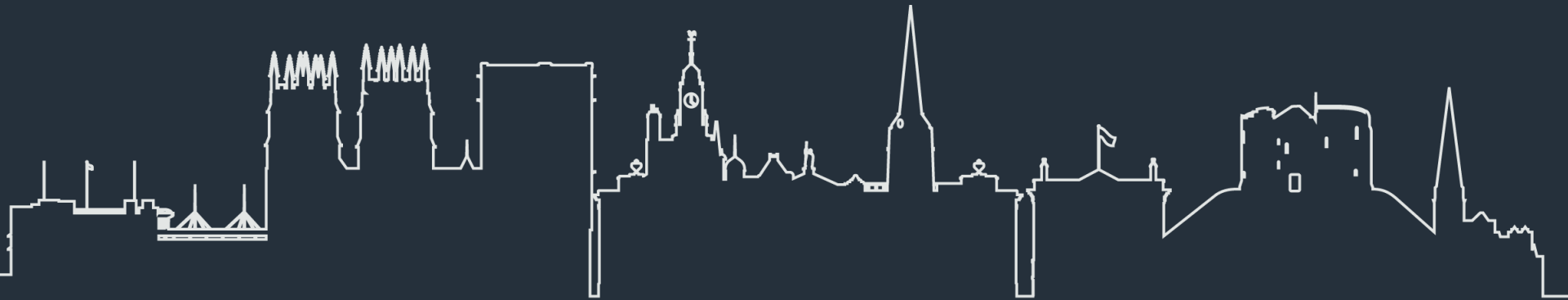
Communications update

- Results and recommendations from Our Big Conversation temperature check
- Face covering campaign
- Let's be York – return of university students
- Community cohesion campaign
- Younger people campaign



Our Big Conversation

Results and recommendations





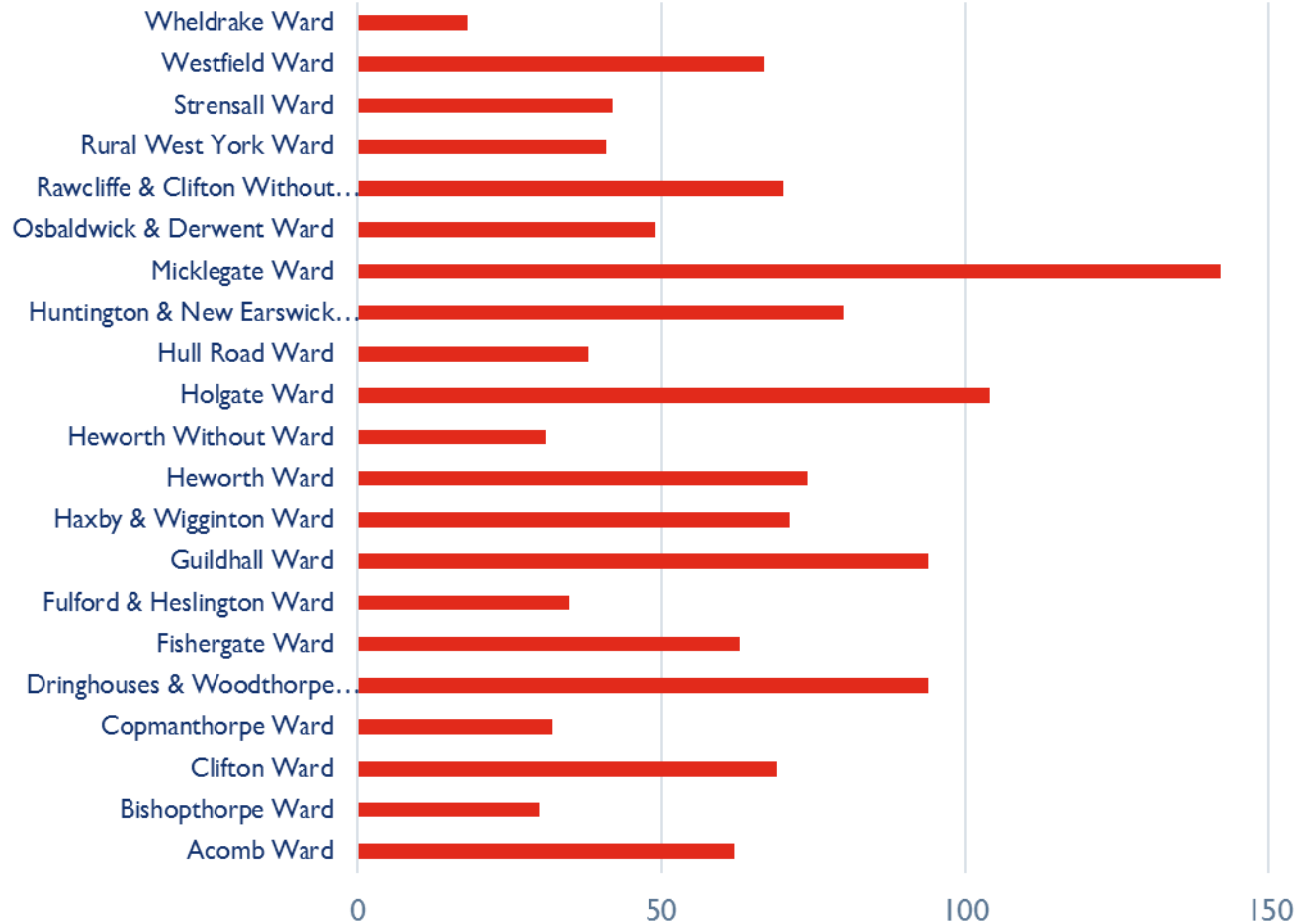
Temperature Check



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 identified channels had a significant % of people finding it 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.

Consider a city-wide campaign to address physical and mental health impacts

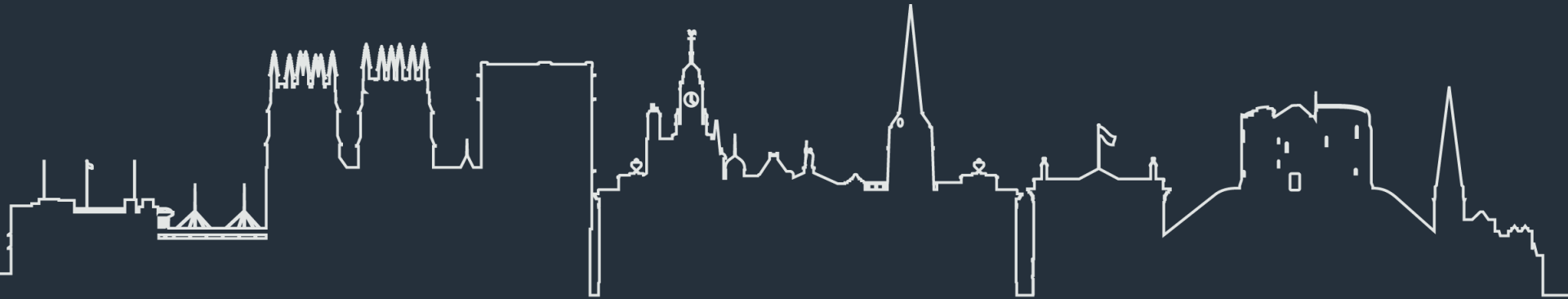
Reminder : phased approach

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	<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

9 September 2020



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 protect each other

How do you keep two Vikings apart?

Use social distancing. We're deploying floor markers around the city centre so feel free to stand on Vikings. Komms, Screens and Obstacles where you need to.

Let's be York
Safe. Welcoming. Considerate.

Economic recovery (EU funded)

Communities

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.



Let's be York
Explore. Inspire. Learn.

Corporate (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, fizzy white or a new bicycle - let's shop local!

Let's be York
Safe. Welcoming. Considerate.

Let's be safe

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
Safe. Welcoming. Considerate.

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

Let's be York
Safe. Welcoming. Considerate.

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
Safe. Welcoming. Considerate.

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

Let's be York
Explore. Inspire. Learn.

Let's celebrate

Our Repair Office is now using funding to repair the loam of your own home by supporting local, sharing with friends and get repaired and turn them inside!

Repairs & Maintenance

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

Contact us:
01904 512000 (open 9am - 5pm)
8.30am to 5.00pm, Monday to Friday
01904 420045 outside of normal office hours

Let's be York
Safe. Welcoming. Considerate.

Share safety actions individuals/organisations taking (not EU funded)

Jaydene
Push 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

Approved image to follow

Let's be York
Safe. Welcoming. Considerate.

Signpost support

Residents who are need priority

We're still here to help

We're still here to help!

Although shielding has lifted, you might still need help. We're still here for you. Email us at: covid@help@york.gov.uk Call us at 01904 511500 You can find local food deliveries at: www.york.gov.uk/coronavirus/support-you/

Register for priority slots before 17 July

If you're requiring a priority appointment, email us at: covid@help@york.gov.uk

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: covid@help@york.gov.uk Call us at 01904 511500

Let's be York
Safe. Welcoming. Considerate.

Let's be York
Safe. Welcoming. Considerate.

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* (lands on door steps from the 7 September 2020)
- Social media



Public Health

Follow our steps to safety

These are a key representative team and we want to thank you and your family for everything you have done.

They have helped homes, looked after your children and adapted to the new normal of social distancing and wearing face coverings in our businesses required.

While our markets are currently open to the city when compared to the national and regional settings, we want it to stay the way it is so asking you to keep going and follow our steps to safety so we can continue to support our local businesses and people can live, work, learn, play and visit with confidence.

1. Let's protect ourselves and each other

- Respect social distancing and remember 2m is best
- Wash your hands regularly for more than 20 seconds
- Wear a face covering can help stop the spread!

2. Stay alert

Be aware of the symptoms

- A High temperature
- A dry cough/sore throat
- Loss of or change in sense of taste and smell

3. Act

If you have symptoms, please stop shop, home and get tested. Anyone can get a test and they are free of charge. Call 01904 411111 or visit www.ukhsa.gov.uk/coronavirus to book a test.

Who can I socially visit?

We have how important it is to see friends and family and support local businesses by staying out or shopping. You can

- See your friends and family indoors or outdoors. You shouldn't include a group of more than two households at a time indoors - this includes when dining out or going to the pub.
- Socialise with friends outdoors in groups of up to six people from different households. Two households can meet together in larger numbers.
- Stay meaningful from your home with members of one other household.

Please do remember to practice social distancing, wash your hands and wear a face covering in spaces you can't socially distance in protect you and your friends and family if you have symptoms you must stop home and get tested.

It sometimes really does matter!

Coronavirus is a contagious virus which has spread across the world and only many have died as a result. Carefully, coronavirus can cause more serious symptoms in people with weakened immune systems, older people and those with long-term conditions like diabetes, cancer and chronic lung disease.

For some Coronavirus only has mild symptoms but in other fit and healthy people it has had lasting impacts, such as fatigue and other health problems.

We are still learning about the virus so why take the risk? Practising social distancing, washing hands and face coverings remains our best defence against the virus. Let's look after ourselves and each other whilst supporting our local businesses.

Why should I wear a face covering?

Face coverings are proven to stop the spread of coronavirus. You may not know you have the virus but simply being such as a shop/working can spread the virus even if you don't have symptoms.

It isn't meant for us to wear a face covering but something we simply really can use this.

While they are mandatory in many indoor spaces and on public transport, we advise that you should wear them to any public space you can't socially distance.

Please remember though that many people are exempt due to medical conditions. Please report them. For those who are exempt, early following this can be downloaded from www.gov.uk/government to help you.

Protect yourself with a flu jab

This year it's more important than ever that we protect ourselves and each other by getting a flu jab. We are rolling out a vaccination programme across the city from September. We will start by reaching those most at risk, including our health and social care workers, those with long term health conditions and people with a history of being care workers in their population.

This year a risk will be contacted by their GP, please book an appointment when you get your letter. Please look out for the letter advice we are working hard to make a make that you are better to get the jab with a COVID course vaccination to plan to keep you and our colleagues safe.

All the information can be found at www.york.gov.uk/cv19

the next steps

York for everybody


g with the city

ublic health information

number 2233

mail: enquiry@york.gov.uk

www.york.gov.uk



Making history, building communities

Facebook Live Coronavirus Q&A

18 August: Public Health

Demonstrate that the council is adapting to be **open and effective**,
engaging with residents throughout lockdown and recovery.

Communications objectives:

- **Think:** Local resident and businesses are aware that their council leaders are responding to their questions and adapting how they communicate in order to operate openly and affectively amidst lockdown.
- **Think:** Resident and businesses are equipped with more detailed answers and insight into some of the more nuanced issues being addressed by the council and the support available to them.
- **Feel:** Resident and businesses feel they can participate in dialogue with council leaders and that local concerns are being heard and addressed.
- **Do:** Staff, residents and businesses watch the Q&A and engage in constructive conversations on social media and submit email questions for the discussion.
- **Do:** York is seen by peers in local government as adapting and innovating to connect with residents.

Evaluation headlines :

Think (aware)

Social media total reach –10.8k
Advocates (key partners who shared the message) –York COVID facebook pages,

Other comms activities-mentioned in internal communication to staff, email updates to Businesses, residents and schools/families.

Feel (interest)

Social media engagement – 1,017
Views – 2.767

Do (action/advocacy)

Peak live view: 84
Email questions submitted: 5
Shared 16 times (Facebook)



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

Facebook Live Coronavirus Q&A



2 September: Back to School

Demonstrate that the council is adapting to be **open** and **effective, engaging** with residents throughout lockdown and recovery.

Communications objectives:

- **Think:** Local resident and businesses are aware that their council leaders are responding to their questions and adapting how they communicate in order to operate openly and affectively amidst lockdown.
- **Think:** Resident and businesses are equipped with more detailed answers and insight into some of the more nuanced issues being addressed by the council and the support available to them.
- **Feel:** Resident and businesses feel they can participate in dialogue with council leaders and that local concerns are being heard and addressed.
- **Do:** Staff, residents and businesses watch the Q&A and engage in constructive conversations on social media and submit email questions for the discussion.
- **Do:** York is seen by peers in local government as adapting and innovating to connect with residents.

Evaluation headlines :

Think (aware)

Social media total reach – **11,760**
Advocates (key partners who shared the message) – **COVID Support psges, BRTUS: York**

Other comms activities- mentioned in internal communication to staff, email updates to residents and schools/families, Let's Be York parent pages.

Feel (interest)

Social media engagement – **1,115 Views – 3.3k**

Do (action/advocacy)

Peak live view: **72**
Email questions submitted: **7**
Shared **12** times (Facebook)

Promoting across Twitter, Facebook, Instagram and YouTube before, during and after live stream

On CYC Website

Recent question and answer sessions

We recently held a live-stream which provided the opportunity to ask some of our questions you had; watch here:



See recordings of previous Ask The Leader sessions:


- Ask The Leaders coronavirus questions and answers, 28 April 2020 or
- Ask The Leaders coronavirus questions and answers, 12 May 2020 or
- Ask The Leaders coronavirus questions and answers, 15 June 2020 or
- Ask The Leaders coronavirus questions and answers, 16 July 2020 or

 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



 City of York Council @CityofYork · Sep 2
STARTING IN 10 MINS ON OUR FACEBOOK PAGE.
facebook.com/cityofyork
Grab a cuppa and join us over on our facebook page for the next Live Q&A focussing on returning to schools and early years settings in York, including guidance around travel, hygiene and support.

Boost Post

12 shares 3.3K views

#AskThe Leaders Live Q&A

Preparing to return to schools and early years settings this September.

Wednesday 2 September, 5-6pm

Comment during the live stream or email us at YourQuestion@york.gov.uk

Share accurate and timely messaging

Build advocacy

Face coverings task and finish group

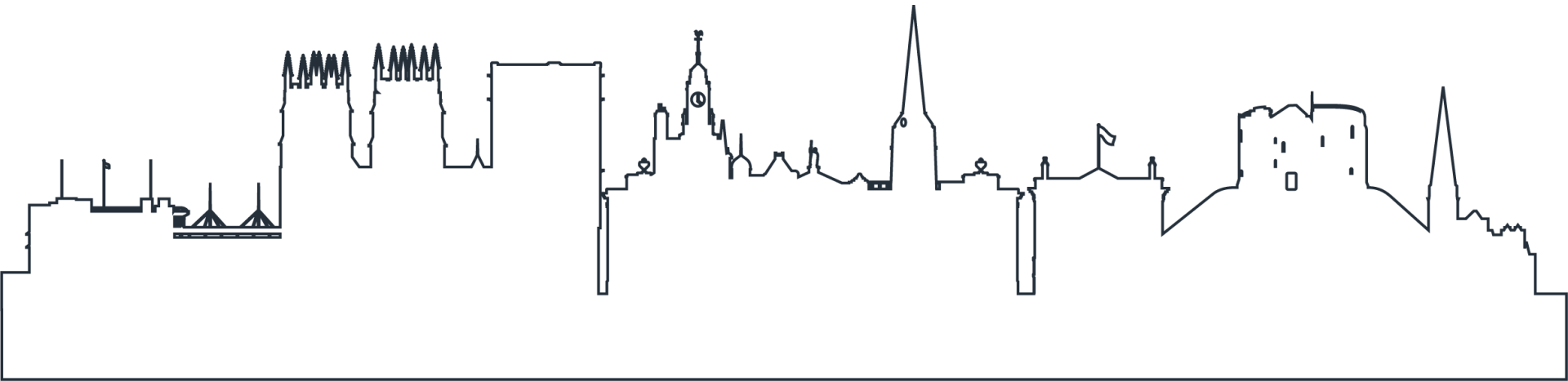
- New regulations came into force 28 August 2020
 - Face coverings are mandatory in a most indoor settings including shops, supermarkets, banks, libraries, places of worship, community centres or where social distancing is difficult with fines up to a max £3,200 for repeat offenders
 - secondary pupils have to wear face coverings in schools corridors in local lockdown areas, with schools choosing whether to introduce them
 - Children under 11 and people who cannot put on, wear or remove a face covering for good reason are exempt



Build advocacy

Face coverings task and finish group

- Partners developed a joint campaign in 10 days
- “We’ve got it covered” – launches 7 September 2020 to coincide with college students return and will run throughout September
- Features photos of different settings showing how organisations are helping to keep people safe – with face coverings, hand washing (or hand/san) and social distancing – shared amongst partners channels
- Addresses insight from Our Big Conversation / temperature check



“We’ve got it covered” Communications plan

Objectives

Think – audiences know “we’ve got it covered” by the 3x things to protect themselves and others (hand washing, face coverings, social distancing of at least 2m), face coverings worn inside or at a distance of 2m, partners are working together to help York know what to do when, there are exemptions when people have good reasons for not wearing a covering, the need for considerate communications

Feel – audiences feel supported, inspired and reassured that partners are working together for the good of the city

Do – wear a face covering if appropriate to do so, advocate face coverings and mindful communications, recognise and support exemptions

Strategy

We’ve got it covered – shared message and photo library showing different recognisable settings and the safety measures in place – settings include waste, schools, GP, care homes, university, college, public spaces, retail, restaurants, libraries, canteen/kitchens – aiming to show different settings in obvious York places.

Amplify message – partners to distribute a shared set of posters and social media posts promoting message and settings, distributed throughout September – starting predominately with education and moving into retail and public transport

Create a shared toolkit – partners create a toolkit of different settings showing different measures in reportage style, with a common frame promoting the message and leading to shared website content or more information on the CCG website

Encourage advocacy – initiate a selfie/advocacy campaign by encouraging different organisations and audiences to share photos of themselves taking/following safety measures with #gotitcovered– **initiate a selfie campaign .. ?**

PRIORITIES/HIGHLIGHTS

- 1-2 September – photo shoots across different settings
- 7 September – campaign launches
- Use other moments in September to push campaign eg.
- 7 September – college returns
- 14 September – YSJ returns
- September – UoY returns

OBJECTIVES

Think – audiences know “we’ve got it covered” by the 3x things to protect themselves and others (hand washing, face coverings, social distancing of at least 2m), face coverings worn inside or at a distance of 2m, partners are working together to help York know what to do when, there are exemptions when people have good reasons for not wearing a covering, the need for considerate communications

Feel – audiences feel supported, inspired and reassured that partners are working together for the good of the city

Do – wear a face covering if appropriate to do so, advocate face coverings and mindful communications, recognise and support exemptions

AUDIENCE

- Residents/students/visitors
- Businesses/ networks/representatives
- Stakeholders and partners
- Members and Parish Councillors
- MPs
- Council staff
- Media
- Visitors
- Employees (if an outbreak in one setting)

STRATEGY

1. **We’ve got it covered**
2. **Amplify message**
3. **Create a shared toolkit**
4. **Encourage advocacy**

IMPLEMENTATION

We’ve got it covered

- All partners use same **factual** and consistent information
- Partners develop shared photo library of the safety measures in place – settings include waste, schools, GP, care homes, university, college, public spaces, retail, restaurants, libraries, canteen/kitchens – aiming to show different settings in obvious York places.
- CYC creates frames for adding to photos to create shared approach – using Lets be York campaign
- Different frames created for different messages

Create a shared toolkit

- CYC create a partner toolkit to share photos reflecting city, safety precautions and its demographics
- CYC shares frames with partners for consistent look and feel
- Created and share key messaging
- CCG to develop web content for sharing by partners on their own websites and more details for signposting to more information

Amplify message

- Share consistent messaging and support recovery work taking place (for example Let’s be York)
- Launch on 7 September with shared PR and newsletter content
- Partners use own channels to reach as many people as possible
- Showcase the work happening across the partnership – at the Outbreak Control Advisory Board
- Provide poster pdfs to download for installing onsite/premises
- Schedule social throughout September starting with Education
- Posters displayed on buses and park and ride sites? (could we encourage LNER??)

Build advocacy

- Establish and run the face covering task and finish group
- Share the actions taken across the city to protect people and prevent an outbreak
- Residents, businesses and partners sharing consistent messaging
- Create opportunity for residents/students to take selfies and share “I’ve got it covered” message on their social feed
- Partners share all photos across social (not just specific to their setting)

EVALUATION

Residents/visitors/students and businesses are aware of the messages
Students and visitors share and advocate message and open their channels
Partners use our packs

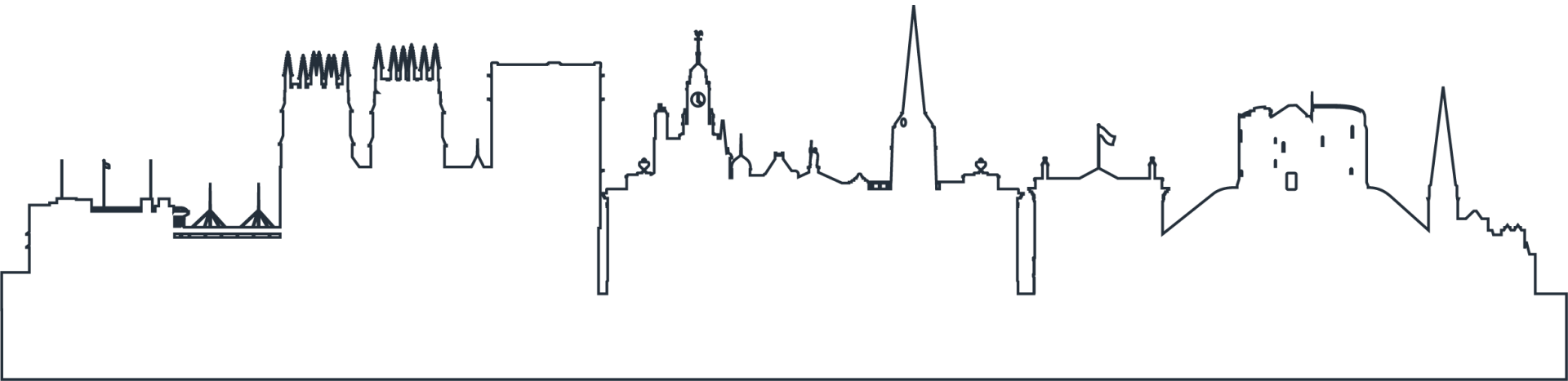
Example campaign images only

The real ones launch on 7 September 2020



Photo library showing different settings

Social media posts
Posters to download
Web content
Newsletter content
Launch PR



Let's be York
Safe Welcoming Considerate



Future campaigns

Universities and colleges

- Safe and welcoming
- New animated video to welcome students to the city and encourage everyone to support each other take the right precautions

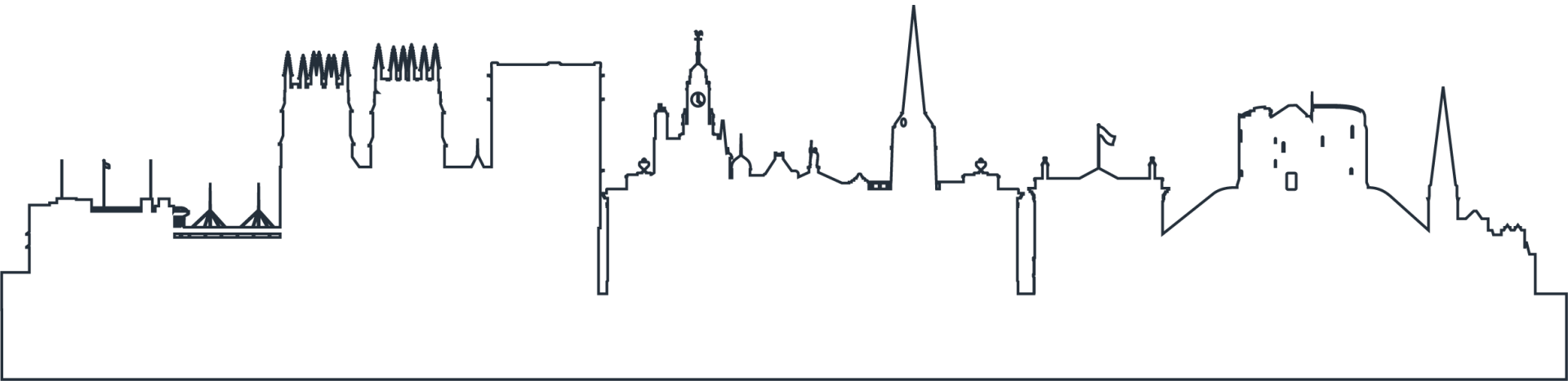
Community cohesion

- Welcoming and considerate
- Campaign being developed to help address insight that “others” are putting residents at risk

Targeted messaging

- Safe and considerate
- Exploring other council's campaigns to encourage 24-49 year olds to wear face coverings/follow safety precautions

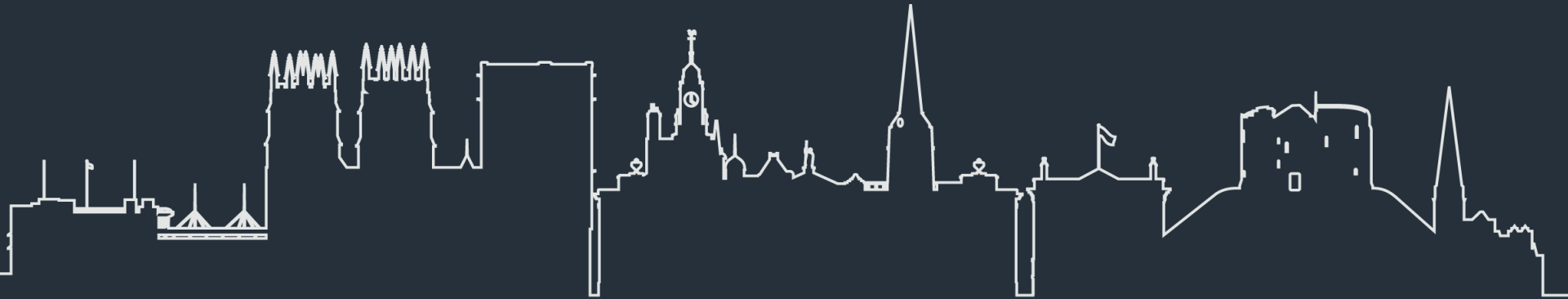
In addition, seasonal flu campaigning is being planned



Phase 3

Manage outbreak

Planning stage



Planning outbreak communications

- Desktop outbreak planning session held with universities – follow-up sessions planned
- Head of Comms Group lessons learned planned
- Toolkit of communications materials drafted

Thank you

Any questions ?

