



CITY OF
YORK
COUNCIL

YORK OUTBREAK CONTROL Communications plan

Supporting the Outbreak Control Plan



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 2

Alert following increase in cases

30 September 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
- Social media – including promoting test and trace app

Statement issued 27 September 2020



We have seen the video circulating on social media from last night


The virus is still here and cases locally and across the country are rising. Scenes like this put us all at greater risk.

See our full statement at york.gov.uk/news/article/3...

"The businesses and residents of York have done so much this year to limit the number of coronavirus cases and we are all very grateful for that."

"However the virus is still here and cases locally and across the country are rising. Scenes like this put us all at greater risk and give the virus the chance to easily spread, and increases the likelihood of further restrictions which could close down many businesses."

"We will work with partners from across the city such as the Police, Make it York, the York BID and York Retail Forum to ensure that scenes like these aren't a regular occurrence and people can support our local businesses in a way that is safe and that won't spread the virus."



Cllr Andrew Waller, Executive Member for the Economy and Planning

3:23 PM · Sep 27, 2020 · Hootsuite Inc.

4 Retweets 9 Likes

NEWS

27th September

'Such scenes put us all at greater risk'- council chief

ABOUT 146,000 RESULTS (0.26 SECONDS)

Daily Mail
Police battle to disperse crowds packed in city centre after 10pm closing time under new Covid rules
Vast swathes of Saturday-night drinkers were seen downing pints on the streets of nightlife-hotspot Newcastle and in student-heavy city York.
1 day ago



UPDATED ...ing out it's working well. @daviddunninguk
Shocking video shows crowds packing city centre after 10pm pub closures
102



The Sun
Nightclubs to open from 3pm with half-price drinks to beat 10pm curfew and bars to offer unlimited cocktails
Popworld bars in York and Liverpool are now opening from 4pm until ... London, have also put out a call to drinkers to start their nights on the ...
3 days ago



BBC News
Covid: Manchester mayor calls for 'urgent review' of 10pm closures
... closing time have been filmed in UK cities including Liverpool and York ...
Crowds gathered in the city as the pubs turned out drinkers on ...
58 mins ago



Yahoo Entertainment
UK drinkers take party to the street after pubs close at 10 pm
Large crowds of drinkers danced and sang in the streets of York in the UK on Saturday (September 26th) night after pubs closed at 10 pm due ...
1 day ago



Daily Mail
London's busy Soho is already deserted at end of first coronavirus curfew weekend
Vast swathes of Saturday-night drinkers were seen downing pints on ... the streets of nightlife-hotspot Newcastle and in student-heavy city York.
18 hours ago



We've got it covered campaign

Launched 10 September 2020



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 or 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:



Let's stay safe and keep protecting each other

Amplifying public health messages

21 September 2020

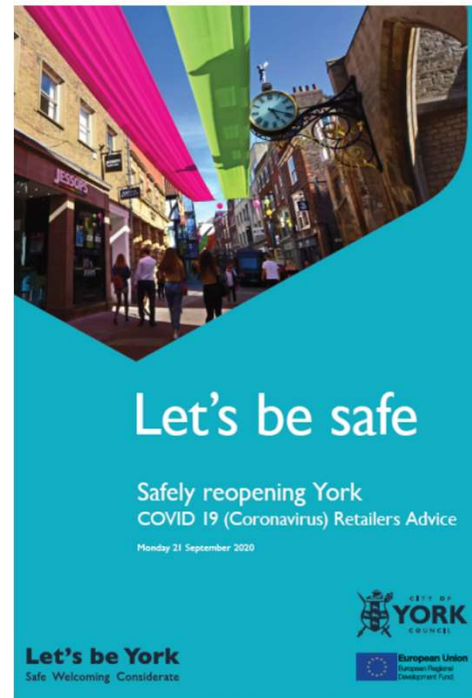
- Updated business packs
- CYC and Visit York social media
- Posters for business premises

Exploring out of doors in different dwell commuter/points

Confirmed out of doors

- Racecourse
- A1 shopping forecourts
- Lamppost banners
- Designer outlet centre

- CYC and Visit York web



Let's be York
Safe Welcoming Considerate

Let's stay safe and keep protecting each other



nhs.uk/coronavirus



Let's stay safe and keep protecting each other



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nhs.uk/coronavirus



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Let's be York
Safe Welcoming Considerate



Future campaigns

Universities and colleges

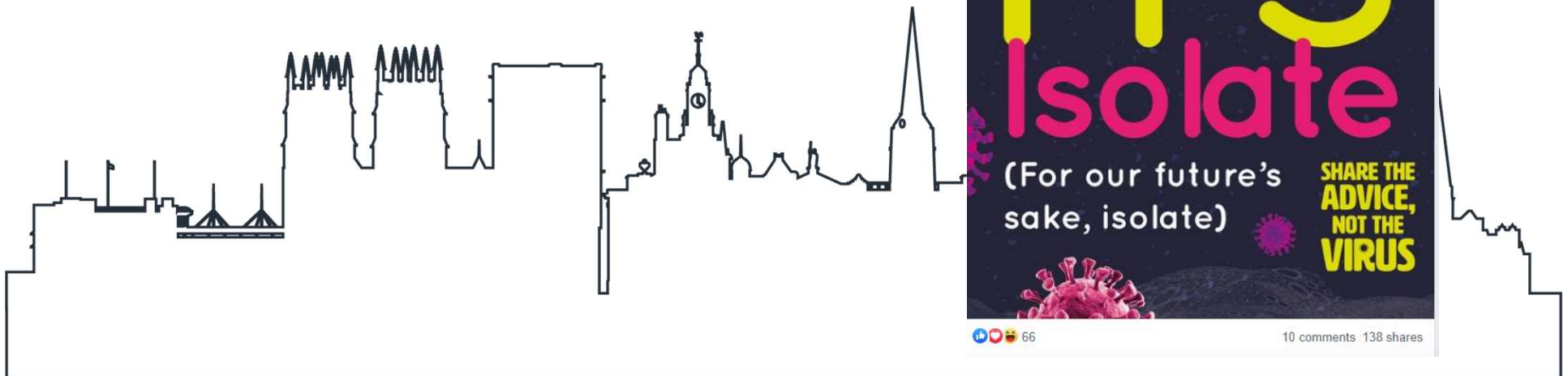
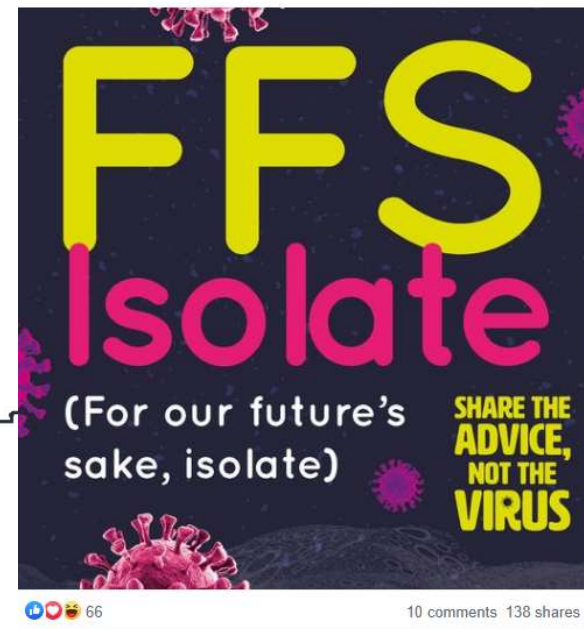
- Continuing to work together with weekly covid comms meeting

Targeted messaging

- Exploring other council's campaigns to encourage 24-49 year olds to wear face coverings/follow safety precautions
- Eg. Rochdale

In addition, seasonal flu campaigning is being planned

 Rochdale Borough Council
25 March · 🌐
Stay at home to help save lives. Only go out when absolutely necessary for food, medicine, work or exercise www.rochdale.gov.uk/coronavirus ⚠️
#FFSIsolate





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Phase 3

Manage outbreak

Planning stage



Planning outbreak communications

- Learning from other local authorities
- Incident wash-up - response communications
- Compiling business influencers list
- How to support community groups adapt materials
- Toolkit of communications materials

Thank you

Any questions ?

