

# YORK OUTBREAK CONTROL

## Communications update

10 February 2021



# 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

# 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 and/or change in restrictions

## Phase 3

- Manage the outbreak

# 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>	15 June ? 2020: Reopening
Phase 2	Alert following spike in cases and/or change in restrictions	<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>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p>
Phase 3	Manage outbreak	<p>Initiate the covid-19 incident comms plan (see annex A)</p> <ul style="list-style-type: none"> <li>• Deliver a regular drumbeat of accurate / up-to-date information as directed by cobra and relevant phase</li> <li>• Signpost support</li> <li>• Promote unity and community cooperation</li> <li>• Target information</li> </ul>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p>

# Communications roadmap



	2020										2021		
	M	A	M	J	J	A	S	O	N	D	J	F	M
Restriction communications	lockdown			Tier 1				T2	lockdown	T3	lockdown		
Regular updates / e-newsletters	daily			1-2 a week									
Direct publications, <i>Our City</i>	monthly				quarterly					monthly			
Facebook live – ask the leaders						monthly			weekly		fortnightly		
Let's be York (Safe reopen)				Business pack, signage, social, web, PR									?
Let's be York (keep open)							Outside, social						
Let's be York (Xmas/keep going)													
We've got it covered							Social, PR, web						
18-34 yo residents							social						
Safe return to school							direct, social, web						
Emotional health									PR, facebook, social, outside, partner packs				
Testing strategy											Direct, web, social, signage		
Vaccinations, inc. mythbusting											Social, direct		
Complacency											Web, social, direct		
Anniversary											Media social		

# Phase I

## Regular update of current situation to try and prevent outbreaks



# Share accurate and timely messaging

24 x press releases (covid-safe flood response highlighted)

- 03 February 2021 York Stadium Leisure Complex to offer symptom-free testing
- 03 February 2021 Make Time to Talk Day a day to make a difference
- 01 February 2021 Looking back: how local ward funding helped support local communities
- 29 January 2021 Flood defences operating ahead of predicted river level rise
- 29 January 2021 One year on: Council thanks residents and businesses as rates fall
- 23 January 2021 Frontline teams start to clean up as river levels steady
- 22 January 2021 Residents urged to stay safe as river levels fall in York
- 21 January 2021 Travel safely with sub-zero temperatures and rising river levels
- 21 January 2021 Residents urged to stay safe and stay home as river levels rise
- 21 January 2021 Foss flood warning - council officers on site to help residents and deploy sand bags
- 20 January 2021 Live Q&A to discuss residents' flooding questions
- 20 January 2021 Travel safe as river levels continue to rise
- 19 January 2021 Council deploys flood defences as levels expected to reach high levels
- 19 January 2021 York launches 'My covid story'
- 19 January 2021 Council increases support for York businesses
- 15 January 2021 Thousands get 'symptom free testing' in York
- 15 January 2021 Double grants boost for York businesses as council delivers on grant promise
- 15 January 2021 Stay home and save lives this weekend
- 15 January 2021 Be aware of Covid-related scams
- 14 January 2021 Support for city's rough sleepers continues
- 13 January 2021 Support key workers by following the rules
- 13 January 2021 Volunteers thanked for their amazing contribution
- 13 January 2021 Covid marshalls continue supporting city to be safe in lockdown
- 11 January 2021 West Offices customer centre to move online



**City of York Council** @CityofYork

We think every day is a good day to thank our brilliant covid #volunteers - especially on #ThankYouThursday

Here's a snapshot of their fantastic contribution to #York :  
[york.gov.uk/news/article/4...](http://york.gov.uk/news/article/4...)

**Roles taken by our covid volunteers in 2020:**

Supporting community hubs: 494	IT support: 24	Doorstep matters: 42
Distributing food: 30	Specialist support: 16	Wellbeing phone calls: 136
Driving: 121	Stewarding: 126	Gardening: 3

York Cares and 6 others



# Share accurate and timely messaging

## A year on

National, local and regional media scrutiny

Worked closely with University of York on shared brief

Opportunity to reinforce partnership approach and thank residents and business for support to remind them of measures and purpose

Via media / social / partner communications



BBC Politics: Yorkshire and Lincolnshire  
BBC Yorkshirecast  
BBC Radio York  
BBC Look North

Local, Regional and National media

**Twitter Thread** (candle image thread): 6,888 impressions / 236 engagements

**Facebook** (candle image): 4,479 reached / 288 engaged (infographic): 2,959 reached / 93 engaged

**PR website visits:** 30

**Media advocacy:** [York Mix](#), [York Press](#), [Yorkshire Evening Post](#), [Manchester Evening News](#), [BBC Radio York](#), ITV, The Guardian,

**Partner Advocacy:** COVID community groups, York Festival of Ideas (Director), University of York (Active York, YUSU)



Covid-19 in the UK: back to York, where it all began

York Press

CORONAVIRUS: A year on - how the story unfolded in York

York Press: This is how the storm developed: The focus initially, on January 30, was not on StayCity but on Natalie Francis, a York mum working ...  
4 days ago



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

The council works closely with partners and uses different channels to reach as many people as possible.

Our regular communications (increasing registrations throughout the month by%):

- 2x weekly email updates to members and partners (126 recipients)
- 2x weekly resident e-newsletter (2,244 recipients +44%)
- Weekly business e-newsletter (1,503 recipients +10%)
- Weekly families e-newsletter (1,087 recipients + 6%)
- Regular press releases and media interviews
- Social media campaigns / weekly public health video

Update on impact to council services



**The Customer Centre has moved to phone and online**

West Offices is closed for face to face visitors

As always our Customer Services team are available to help with all usual business by email or phone during normal hours.

Most services are available online 24/7.

[york.gov.uk/coronavirus](http://york.gov.uk/coronavirus)

**CORONAVIRUS**  
PROTECT YOURSELF & OTHERS

Share partner messaging



City of York Council Retweeted

**York CVS #NeverMoreNeeded**  
@YorkCVS

URGENT: Volunteers needed to provide a lifeline to individuals isolating with COVID-19 symptoms in #York

Via regular phone calls, volunteers will provide emotional support and link individuals & families to practical help to access food & prescriptions:

Share government communications



HM Government

**NHS**

## A STEP TOO CLOSE COULD BE A STEP TOO FAR

The new COVID-19 variant is spreading fast, and around 1 in 3 people with coronavirus don't have any symptoms.

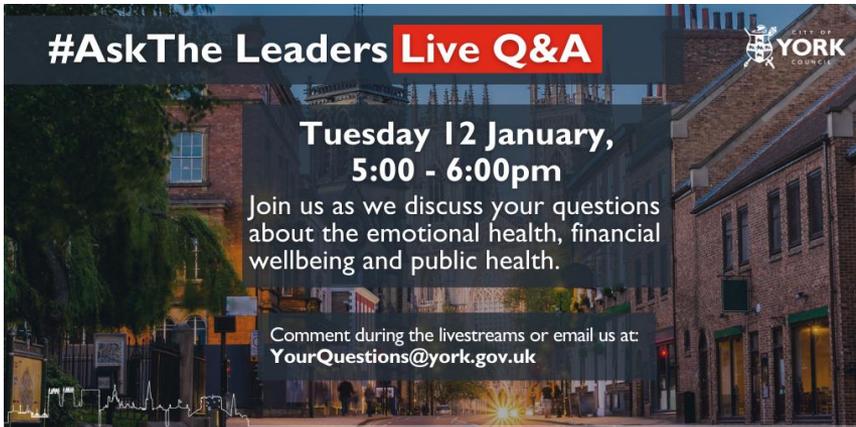
If you have to shop, try to go alone and limit the trips you make.

**STAY HOME › PROTECT THE NHS › SAVE LIVES**



Working together to improve and make

# Build engagement through conversation



- Held 4x Facebook lives  
Views – 11,602  
Shares – 35  
Reactions – 62  
Comments - 178
- Radio call-ins incl. Jorvik Radio and BBC York
- Social media boosted Our Big Conversation “temperature check”

# Phase 3

# Manage outbreak



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

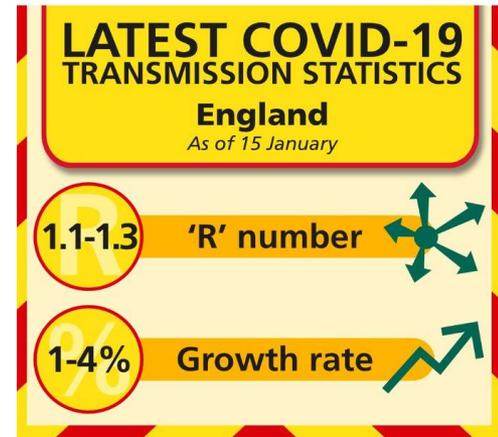
Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

## Communications objectives:

**Think:** know that whilst in lockdown there are things they can do and support available

**Feel:** supported and engaged with Covid safety measures, feeling more control over own safety

**Do:** stay home and follow hands, space, face to help keep everyone safe



Shared national messaging

**Looking for local businesses which deliver food in lockdown?**

Check out the list at:  
[www.livewellyork.co.uk/fooddeliveries](http://www.livewellyork.co.uk/fooddeliveries)

If you know someone without internet access who needs the list, please print it for them or ask them to call 01904 551550 for help.

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**Money worries?**

Many people are worried about their bills at the moment.

For more money advice and support, please go to:  
[www.gov.uk/BenefitsAdvice](http://www.gov.uk/BenefitsAdvice)

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**Business grants**

[www.york.gov.uk/coronavirus](http://www.york.gov.uk/coronavirus)

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

**In lockdown you can still...**

Exercise with the family in your local park or public playground. Please remember to stay as close to home as possible.

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

Stay safe. Stay local. Save lives

**POLICE - ALERT**

**Rise in coronavirus vaccination scams**

**ActionFraud**

Learn more: [actionfraud.police.uk/vaccine](http://actionfraud.police.uk/vaccine)

**OFFICIAL**

**Support for parents**

Download our Parent Pack to find resources, contacts and advise to support you and your family's wellbeing this lockdown.

Find this download and more at:  
[www.york.gov.uk/LBYParentStudentSupport](http://www.york.gov.uk/LBYParentStudentSupport)

**CITY OF YORK COUNCIL**

**CORONAVIRUS PROTECT YOURSELF & OTHERS**

Signposted support to different groups

Social media what you can do

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

Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and provide health and wellbeing support

Open letter to all residents published social and in York Press

Letter to shielded

Letter to all other households (not shielding)

A5 health and wellbeing booklet to all households (96k)

## Thank you: A message from the City of York

Sponsored by  
**YORK CITY COUNCIL**



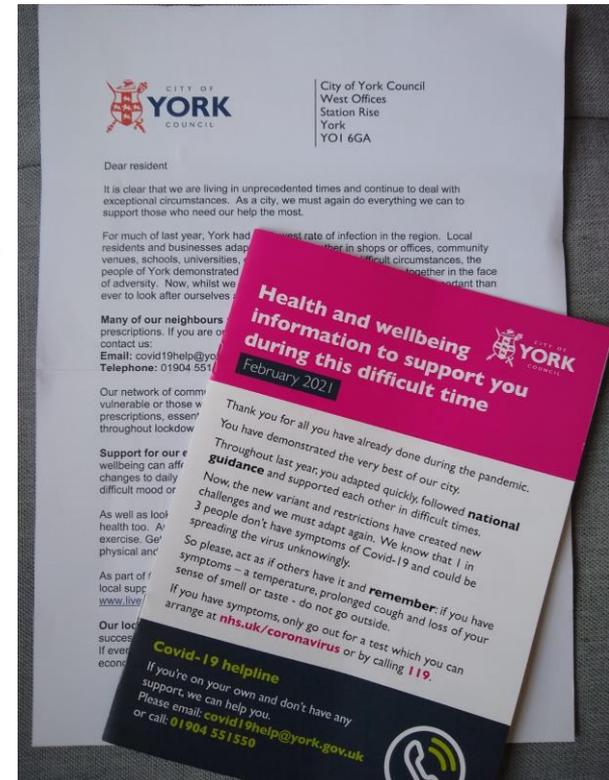
Thank you: A message from the City of York Council



As you will know, England has now entered another period of lockdown, which is anticipated to last until at least mid-February. We know how difficult this will be for so many of you and would like to thank you for all you have already done in such difficult circumstances. In the face of adversity, you have demonstrated the very best of our city.

Throughout last year, local residents and businesses worked hard to keep cases the lowest in the region and together, we reduced the spread of the virus. However, the beginning of 2021 has created a new challenge with the spread of the new variant of Coronavirus, and once again we must adapt.

This is not the start to the new year any of us wanted, but many of us may have anticipated. In recent weeks, across the country and



# Build confidence in the steps take and what people need to do



Economy and Place Directorate

West Offices  
Station Rise  
York YO1 6GA

Our Ref:  
21 January 2021

## Storm Christoph – covid safe-flood response

- Promoted public health safety messages
- Shared how operations had adapted to safely keep public safe

Media  
Facebook live (21 January)  
Social  
Targeted resident letters  
Business  
communications/covid  
marshalls

Dear resident,

As river levels in York continue to rise, we wanted to contact you to provide an update on the flood defences that will be deployed to your area, as well as provide you with the latest support and advice, as your home or road may be directly affected.

We wanted to reassure you that we have teams and resources in place to quickly respond to incidents and high river levels, in order to protect the city and that everything is being managed in a COVID secure way.

### Current river levels:

Following persistent heavy rain over the last few days as a result of Storm Christoph, the Environment Agency (EA) has adjusted its predicted maximum levels

York Press

'Covid-safe' flood evacuation plans as river levels set to rise

City of York Council is preparing to tackle the challenges of flooding during a



## Storm Christoph



As well as rainfall we are expecting cold temperatures. Here are some tips to stay safe at home.

- the temperature in your home should be at least 18 degrees.
- Keep well stocked up with food and prescription medicines.
- Keep in touch with others by phone, to let them know how you are doing
- Please check on elderly or medically vulnerable neighbours and relatives in a COVID safe way.

01904 551 550 COVID19help@york.gov.uk



## Storm Christoph



**STAY HOME.  
PROTECT THE NHS.  
SAVE LIVES.**

Our frontline teams are working hard across the city. Stay home and exercise as close to home as possible, avoid all flood water.



[www.york.gov.uk/flood](http://www.york.gov.uk/flood)

[www.york.gov.uk/floods](http://www.york.gov.uk/floods)

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

**Testing** Unique web page views 82,990 % of Total: 9.34% (888,593)  
ie. the most visited of all council pages

## York Council develops Covid-19 test online booking in three days

itv  
NEWS Top stories Your Area Topics Weather  
launched a tailored online booking system for its symptom-free Covid-19 tests.  
Symptom-free testing to be offered at the York Stadium Leisure Complex

CALENDAR | Wednesday 3 February 2021, 2:30pm



Media coverage

Direct communications to residents and responded to community facebook groups

Promoted booking a symptom-free test to key groups

Cabinet Office feature York Test and Trace across their channels

Signpost to web page for more information



**Haxby, Wigginton and Strensall**

To stop the spread of Coronavirus in your area you can now book a Coronavirus test

We are now offering tests at Ethel Ward Playing Fields Calf Close, Haxby, York YO32 3NU by appointment only. Tests are available from Monday 1 February and

**Acomb, Dringhouses and Woodthorpe**

We're extending testing at Acorn Rugby Club so more of you can get tested!

We've carried out nearly 2,000 tests at the Acorn testing site.

We will now be offering tests at the Titanet Road site on Monday 1 February and Tuesday 2 February with the same opening times as before (9am-3pm). You don't need a car to be able to attend.

Please continue to book a test by visiting: [www.nhs.uk/Coronavirus](http://www.nhs.uk/Coronavirus) or calling 119 and selecting the option that you were asked to attend by your local council.

Thank you for your support of the testing site. People can spread the virus without knowing it and finding these cases is helping us to reduce rates in your area and across the city.

**1 in 3 have no symptoms**

Stay up to date at

City of York Council @CityofYork

About 1 in 3 people with coronavirus have no symptoms and will be spreading the virus without realising.

Thank you to everyone who has taken a symptom-free test already.

To check if you are eligible and book your symptom-free test, please visit: [york.gov.uk/SymptomFreeCOV...](http://york.gov.uk/SymptomFreeCOV...)

**Help keep the people you love safe and stop the spread**

If you are eligible, please book a test at: [www.york.gov.uk/SymptomFreeCOVIDTest](http://www.york.gov.uk/SymptomFreeCOVIDTest)

If you have coronavirus symptoms or you're self-isolating, instead visit: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus) or call 119

improve and make a difference

W

# Complacency: MyCovidStory launched 19 January

- My Covid Story – 5 x case studies of residents lived experiences
- Sports clubs – target 30-49 yo male to encourage the right behaviours
- Partner case studies – lived experiences of health and social care professionals

Total reach = **117,874**

Total engagement = **11,064**

**Thank you partners for all your support**

## York Teaching Hospital NHS Trust

Facebook: reach 15,966, engagement 1,922;  
Twitter: 62 RTs, 104 likes

## York Press

5 comments;  
Facebook: 44 reactions, 2 shares  
Twitter: 2 RTs, 8 likes

## York City Knights

Twitter: 9 RTs 20 likes  
York City Knights support post  
Facebook: 47 reactions, 2 comments, 5 shares;  
Twitter: 18 RTs 31 likes  
Insta: 129 likes

## York City Football Club

Facebook: 147 reactions, 4 comments, 6 shares  
Twitter: 7 RTs 70 likes  
Insta: 326 likes

## Partner advocacy/support

**The Press in York**  
20 hrs · 🌐

Joe spoke out as part of the 'My Covid Story' campaign which was launched to remind residents of the importance of working together in the fight against coronavirus



YORKPRESS.CO.UK  
**'The physical and emotional toll of seeing patients die is awful'- York Hospital consulta...**

34  
5 comments • 1 share

## Local media

**York Fighting Coronavirus Together - YFCT**  
Yesterday · 🌐

A personal story from someone very much in the middle of it, to whom we're extremely grateful:

**City of York Council**  
1 d · 🌐

Joe is the consultant in charge of Critical Care at York Hospital.

"The physical and emotional toll of seeing patients die is awful. ... See more

Joe, Consultant

**York City FC**  
@YorkCityFC

We are using our platform to support the Council's fight against Coronavirus.

Stay home and stay safe.

**Support us where it counts, stay home.**

City of York Council

4:48 pm · 31 Jan 2021 · Twitter Web App

7 Retweets 67 Likes

**York City Knights**  
@YorkCityKnights

We are proud supporters of @CityofYork's 'My Covid Story' campaign to remind residents of our great city of the importance of working together in the fight against coronavirus.

#YFCFC #3owUQLF #WeAreYork

**There will be no team if we don't stay safe.**

City of York Council

8:00 pm · 30 Jan 2021 · TweetDeck

18 Retweets 31 Likes

## NEWS

### York doctor speaks out on 'emotional toll' of watching patients die alone during coronavirus pandemic

Joe said his entire team was tired and anxious

**'The physical and emotional toll of seeing patients die is awful' - York Hospital consultant speaks out**



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

## Vaccinations

Shared partner communications, eg.

- NHS stakeholder pack via partner update
- DHSC videos
- Nimbuscare communications

Social

Direct resident comms



Replying to @ValeofYorkCCG

The COVID-19 vaccine has undergone months of rigorous testing to meet strict standards of safety, quality and effectiveness.

The York Vaccination Centre will keep you safe through a range of measures including cleaning, disinfecting and social distancing.

5:33 pm · 18 Jan 2021 · Twitter Web App

2 Retweets 4 Likes



City of York Council Retweeted



**Nimbuscare** @Nimbuscare1 · 4h

Please don't worry if you can't make it today, due to bad weather in your area. You will be able to make another #COVIDVaccination appointment at a later date. You will not be forgotten. #YorkVaccinationCentre #NHSVaccinationCentre

1 7 6

Show this thread

City of York Council Retweeted



**Nimbuscare** @Nimbuscare1 · 4h

TUESDAY: If you have a #COVIDVaccination appointment today please travel safely. Our #VaccinationCentre car park & site have been made safe & are currently clear of snow. The nearby roads are also clear at the moment. Follow the latest travel advice from your area and #StaySafe

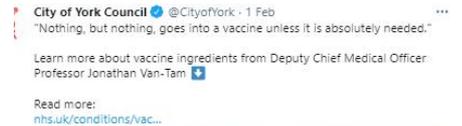
Resident updates

## 4. Getting to your vaccination appointment

Last week there were some traffic flow issues and delays experienced at the Askham Bar vaccination site. These have now been resolved and patients are, on average, arriving to the site and leaving with 20 minutes.

You can view frequently asked questions about the vaccine site online at <https://www.nimbuscare.co.uk/> and find out 'what to expect when you arrive' at <https://www.nimbuscare.co.uk/our-services/nhs-covid-vaccination-service/>.

For further information about the vaccine site, you can listen to local radio for updates, your GP practise will be sharing information and Prof Mike Holmes is writing a weekly column in the York Press each Tuesday.



Working together to improve and make a difference

# Next steps

- More My Covid Story case studies
  - St Leonard's Hospice, testing, vaccinations
- Vaccination communications
- Behavioural insight-led marketing/campaign preparing to reopen the city



Working together to improve and make a difference