

# YORK OUTBREAK CONTROL

## Communications update

9 June 2021



# Key messages

## Safe Behaviours



Wash hands frequently,  
for at least 20 seconds.

**Hands**



Wear a face covering in  
enclosed environments.

**Face**



Maintain space  
with anyone outside your  
household or bubble.

**Space**



**Air**

Meet with others outdoors  
where possible.



Minimise the number  
of different people you meet  
and the duration of meetings,  
if possible.



**Air**

Let fresh air in.



Download the  
NHS Test & Trace app.



Get a test immediately  
if you have any symptoms.



Self isolate if you have  
symptoms, have tested  
positive, or had contact with  
someone with COVID-19.

# The four 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

## Phase 4

- Safely recover

# A phased approach

Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p><b>Share accurate and timely updates:</b> Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing the most up to date information and tools to support behaviour change.</p> <p><b>Build advocacy:</b> Work closely with partners to ensure consistent messaging across the city. Share public health actions taken by city partners and public health and show how behaviour changes are supported by partners.</p>	15 June 2020: Reopening
2	Alert following spike in cases and/or change in restrictions	<p><b>Build confidence in the steps taken and what people need to do :</b> Share what the city is doing to protect residents and what they need to do to keep others safe and places open. Use case and vaccination data to update residents and businesses on the current position. Demonstrate partnership approach being taken.</p> <p><b>Build engagement through conversation:</b> Share messages and updates with residents. Engage audiences to find out how they are feeling and what they need to help the city recover and adapt their behaviours. Work closely with our partners to share insight and ideas.</p>	<p>2 December 2020: Tier 2</p> <p>30 December 2020: Tier 3</p>
3	Manage outbreak	<p><b>Deliver a regular drumbeat of accurate information:</b> Initiate incident communications toolkit, assign roles and establish the rhythm of the incident, with regular and targeted communications and ongoing social media and website updates.</p> <p><b>Signpost support:</b> Update CYC website and signpost support through all channels, responding to social media and providing information for partners to distribute through their channels</p> <p><b>Promote unity and community cooperation:</b> Put people first, share stories of the personal impact of covid (MyCovidStory) and of people coming together and showing the very best of themselves and their experience of covid (York Kind)</p> <p><b>Target information:</b> Provide residents with targeted information about changes, signpost relevant support services, coordinate information through targeted networks for partners to distribute to their channels</p>	<p>23 March 2020: Lockdown</p> <p>2 November 2020: Lockdown</p> <p>5 January 2021: Lockdown</p> <p>8 March 2021: step 1a</p> <p>29 March 2021: step 1b</p>
4	Safely recover	<ul style="list-style-type: none"> <li>Approach as per phase 1 and 2</li> </ul>	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>21 June 2021: step 4?</p>

# Communications roadmap



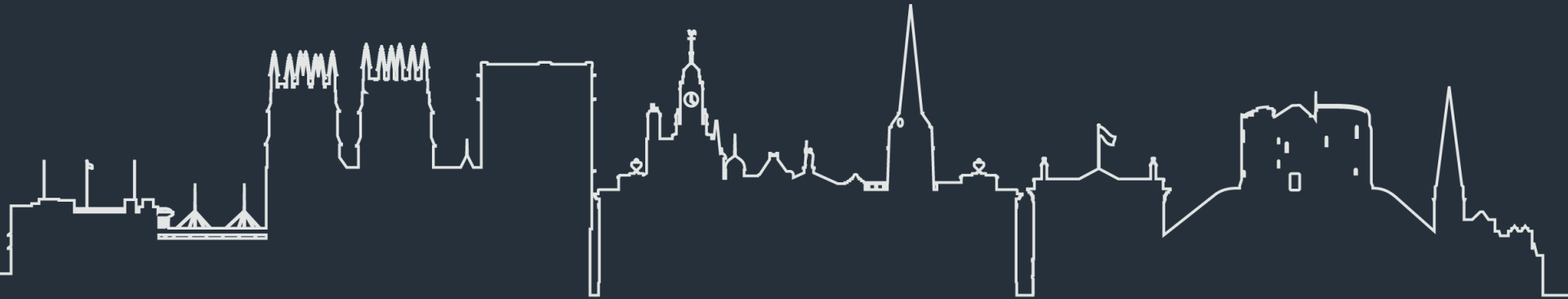
	2020										2021					
Regular rhythm	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Restriction communications	lockdown			Tier I				T2	Lockdown	T3	Lockdown		S1	S2	S3	S4
Regular updates / e-newsletters	daily			1-2 a week												
Direct publications, <i>Our City</i>	monthly				quarterly				monthly		quarterly					
Facebook live – ask the leaders					monthly		weekly	fortnightly				monthly				
Let's be York (Safe reopen) inc. York Kind: Reopen with care					Business pack, signage, social, web, PR						Signage, social, web, PR (PHE BSIU insight trials)					
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				8							
Emotional health #FeelRealYork									PR, facebook, social, outside, partner packs							
Testing strategy inc. normalising									Direct, web, social, signage							
Complacency: My Covid Story									Web, social, direct, PR							
Vaccinations, inc. mythbusting									Direct, social, letter to businesses							
A year on									31		23					

# ROADMAP STEPS as published 22/02/2021

	Step 1		Step 2		Step 3	Step 4
	8 March	29 March	No earlier than 12 April		No earlier than 17 May	No earlier than 21 June
		As schools break for Easter Holidays	5 weeks after step 1		5 weeks after step 2	5 weeks after step 3
<b>Education</b>	Schools and colleges open for all students	Practical Higher Education Courses				
<b>Business / activities</b>	Wraparound care, including sport, for all children.	Organised outdoor sport (children and adults) Outdoor sport and leisure facilities All outdoor children's activities Outdoor parent & child group (up to 15 aged 5+)	All Retail Libraries & Community Centres Indoor leisure inc. gyms (individual use only) All children's activities Indoor parent & child groups (up to 15 aged 5+)	Personal care Most outdoor attractions Self-contained accommodation Outdoor hospitality	Indoor hospitality Organised indoor sport (adult) Remaining accommodation Indoor entertainment and attractions Remaining outdoor accommodation	Remaining businesses, including Nightclubs.
<b>Social contact</b>	<b>OUTSIDE</b> Exercise and recreation with +1 <b>INSIDE</b> Household only	Rule of 6 or 2 Households Household only	Rule of 6 or 2 Households Household only	Maximum 30 people Rule of 6 or 2 Households (subject to review)	No legal limit No legal limit	
<b>Travel</b>	<b>DOMESTIC</b> Stay at Home <b>INT'L</b> No international holidays	Minimise travel No international holidays	Domestic overnight stays (household only) No international holidays	Domestic overnight stays Subject to review		
<b>Larger events</b>	<b>LIFE EVENTS</b> <b>OTHER EVENTS</b>	Funerals: 30 Weddings and wakes: 6	Funerals: 30 Weddings, wakes, receptions: 15 Event pilots Small organised outdoor events	Most significant life events: 30 Indoor events 1000 or 50% Outdoor events 4000 or 50% Large seated outdoor venues 10,000 or 25%	No legal limit (subject to review) Larger events (subject to review)	

# Phase I

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



# Share accurate and timely messaging

16 covid related x press releases - 1/5 – 28/5  
The council issued 37 press releases altogether.

Date	Title
27 May 2021	York to welcome the new Lord Mayor during first ever covid-secure Annual Council
25 May 2021	Lower-income households awarded extra £75 Council Tax discount
21 May 2021	Further action taken to protect barbershop's customers
20 May 2021	Partners support city's first weekend in Step 3
18 May 2021	Call for more residents to get tested as part of efforts to stop the virus from spreading
17 May 2021	Let's take this next step safely and support our local businesses
13 May 2021	Action against business breaking covid rules
13 May 2021	Comment on Covid variants in York
13 May 2021	New Covid testing centre opening in York City Centre
12 May 2021	National guidance on council meetings updated
12 May 2021	Council plans for "Back to the Bus recovery"
10 May 2021	Council welcomes news country will move to step 3 of Roadmap on 17 May
10 May 2021	Shop local and travel for less: New travel incentives announced
06 May 2021	York children to receive free school meals support during May half term
05 May 2021	Council seeks innovative proposals to support local businesses and communities



Addressed misleading coverage about the Indian variant





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

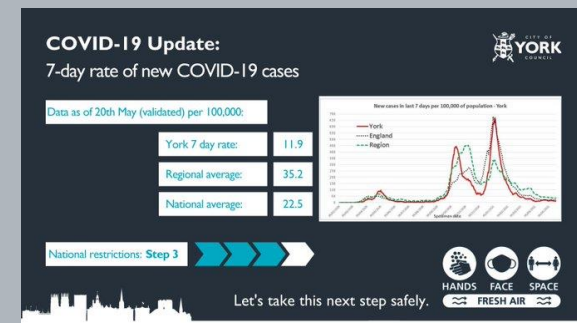
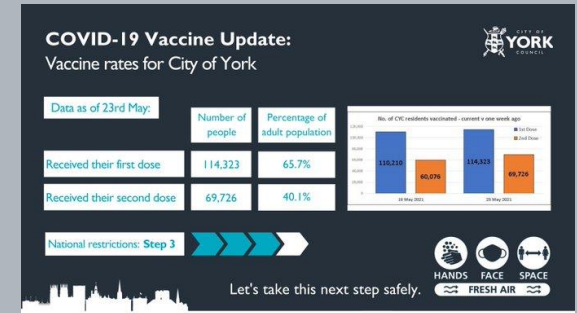
The council works closely with partners and uses different channels to reach as many people as possible.

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

- 1 x weekly email updates to members and partners (130 recipients)
- 1 x weekly resident e-newsletter (2,319 recipients **+1%**)
- Weekly business e-newsletter (1,574 recipients **+1%**)
- Weekly families e-newsletter (1,113 recipients **+1%**)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: Ask the Leaders Q&A  
Facebook live: 13/05/21 – 662 views, 3 shares, 13 reactions, 1450 reach

The regular communications reduced after 17 May

Regularly share case data and vaccination update



Working together to improve and make a difference

Step and potential dates	What this means (summary). For full details go to the roadmap	Actions (beyond the regular rhythm)	Challenges	Key messages
<b>Step 1 – 8 March</b> <b>Could be announced 1 March</b>	<ul style="list-style-type: none"> <li>Schools and colleges open for all students</li> <li>Some practical HE courses return</li> <li>Funerals (30) and wakes and weddings (6)</li> <li>Exercise outside with one other person</li> <li>No indoor mixing</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Live</li> <li>Information to parents</li> <li>Media briefing</li> </ul>	<ul style="list-style-type: none"> <li>Testing</li> <li>Parental anxiety</li> <li>Complacency</li> </ul>	<ul style="list-style-type: none"> <li>Stay at home</li> <li>Hands, Face, Space</li> <li>Get tested</li> <li>Let's keep going</li> </ul>
<b>Step 1b – No sooner than 29 March</b> <b>Announced by 22 March</b>	<ul style="list-style-type: none"> <li>Rule of six or two households outdoors</li> <li>Outdoor sport and leisure facilities reopen</li> <li>Organised outdoor sports return</li> <li>Outdoor parent and child groups (15)</li> <li>Minimise travel, no holidays</li> </ul>	<ul style="list-style-type: none"> <li>Open space/parks signage</li> <li>Map/graphic about local with York in the centre?</li> <li>Community groups/sports briefing (what can do)</li> </ul>	<ul style="list-style-type: none"> <li>What is local?</li> <li>Return of sport</li> <li>Parent and child groups</li> <li>Rule of 6</li> <li>Staff health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Stay local</li> <li>Hands, Face, Space</li> </ul>
<b>Step 2 – No sooner than 12 April</b> <b>Announced by 5 April</b>	<ul style="list-style-type: none"> <li>Still no indoor mixing, rule of 6 outside</li> <li>Reopening of retail, leisure and outdoor hospitality</li> <li>Domestic overnight stays (household only)</li> <li>Indoor parent and child groups (15)</li> <li>Funerals (30), Weddings and wakes (15)</li> <li>By 15 April all phase 1 offered vaccine</li> </ul>	<ul style="list-style-type: none"> <li>Media briefing</li> <li>Information for businesses</li> <li>City centre and district signage</li> <li>Litter campaign</li> <li>Partner briefing</li> <li>Direct comms to residents</li> </ul>	<ul style="list-style-type: none"> <li>Lots reopening</li> <li>Team capacity as this is around Easter break</li> <li>Domestic tourism</li> <li>Business support and café licences</li> <li>Unis face to face learning increases</li> </ul>	<ul style="list-style-type: none"> <li>Hands, Face, Space, air</li> </ul>
<b>Step 3 – No sooner than 17 May</b> <b>Announced by 10 May</b>  <b>Our City</b>	<ul style="list-style-type: none"> <li>Indoor entertainment and attractions (including pubs)</li> <li>30 people outdoors, rule of 6/two households indoors (under review)</li> <li>Life events, inc weddings (30)</li> <li>Outdoor entertainment performances</li> <li>Return of crowds (indoor is 1,000 or 50% capacity, outdoor 4,000 or 50%)</li> <li>International travel (subject to review)</li> </ul>	<ul style="list-style-type: none"> <li>Facebook live</li> <li>Media briefing</li> <li>Stadium signage</li> <li>Live well York update?</li> <li>Pub signage</li> <li>Registrar / Crem signage</li> <li>Animation about fresh air</li> <li>What you can do outside</li> <li>Partner briefing</li> </ul>	<ul style="list-style-type: none"> <li>Live spectator sports</li> <li>Indoor mixing</li> <li>Tourism</li> <li>Up to 30 outside</li> <li>Pubs open to indoor trade</li> <li>Furlough support for affected staff</li> <li>Complacency</li> </ul>	<ul style="list-style-type: none"> <li>Hands, Face, Space and air</li> <li>Meet outdoors if you can</li> </ul>
<b>GOVERNMENT REVIEW ON THE FUTURE OF HANDS, FACE, SPACE AND HOW WE GET FULLY BACK TO NORMAL</b>				
<b>Step 4 – No sooner than 21 June</b> <b>Announced by 14 June</b>	<ul style="list-style-type: none"> <li>No legal limits on contact and life events</li> <li>Larger events</li> <li>Nightclubs</li> </ul>	<ul style="list-style-type: none"> <li>Open letter to residents?</li> <li>COVID safe celebration pack</li> </ul>	<ul style="list-style-type: none"> <li>What prevention measures are still in?</li> <li>Staying open!</li> </ul>	

## Phase 2

**Alert – following change in restrictions**



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

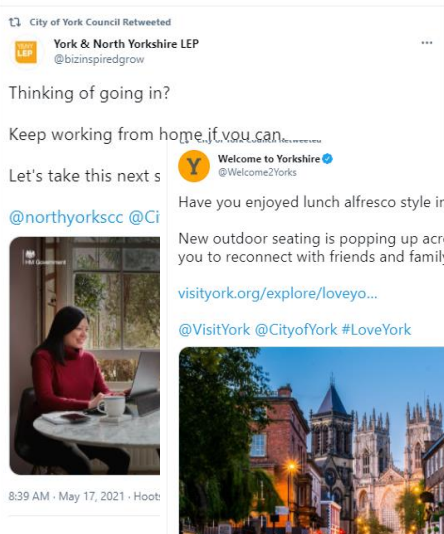
Reminding residents what they can do (safe behaviours) to help stop the spread of the virus and keep homes and families in York safe

## Communications objectives:

**Think:** there are things to do and support available

**Feel:** supported and engaged and more control over own safety

**Do:** follow hands, space, face, air to help keep everyone safe



Press release, web Partner, resident and business updates Shared partner messages Social Our City Sign advocacy

**Educational Psychology Service**  
City of York Council

**Educational Psychology (EP) Support Line**  
A confidential telephone support service, staffed by Educational Psychologists, to talk through questions or concerns about children and young people's wellbeing or learning. Open to all parents and carers of children with additional needs or SEND, living in the City of York



Call slots of up to 30 minutes, available during term time:  
Wednesday mornings 9am-11.30am  
From 14<sup>th</sup> April to 21<sup>st</sup> July 2021

*Please note: the helpline offers short slots to talk with a psychologist about particular concerns; unfortunately, within the time available, we cannot advise on complex situations where different agencies need to work together to support a child or young person.*

Please call 01904 553055

## 'Let's all keep going' - cautious welcome to York Hospital's 'milestone'



**Travel smart this match day**

- Visit the iTravel website to plan journeys by bus, bike or on foot.
- Pre-booked your parking? Spaces will be available in Monks Cross Park and Ride site.

**Let's all stay safe on shared paths**

It's important for all of us to enjoy exercising outside. When near a shared path, ensure your pet is on a lead or trained to walk to heel.

**Let's make space for each other on shared paths.**

**ourCity** Summer 2021

Reopening the city, safely page 4  
Your vaccine and testing questions answered page 6  
Join Our Big Conversation page 9

City of York Council @CityofYork

Stickers and posters are available to help you operate safely. This is perfect for businesses and community groups in York ✓

We can post these to you. Interested? Contact newsdesk@york.gov.uk with your address 📧

**Stay safe with friends in your home**

- Meeting outdoors is best however, you can meet indoors as groups of up to six or two households.
- Regular symptom-free testing will help you know you are keeping your friends safe.
- Continue to sanitise or wash your hand regularly.
- Keep your distance where possible to do so.
- When indoors, open a window to improve air flow and help minimise the chance of spreading COVID-19

**Let's keep York open**

illy coffee  
Breakfast  
Juices  
Sandwiches  
Salads  
Pastries  
Hot Food

ORDER HERE

# Build confidence in the steps taken and what people need to do – 17 May

- Press release and statement, web, social
- Shared NHS messages
- Partner briefing, resident and business update
- Offered posters to Station and Stadium
- Hospital banner
- Make It York / Welcome to Yorkshire good to go video
- Facebook live



## Face coverings

From Monday, 17 May, secondary school children:

- 😊 don't have to wear face coverings in classrooms, and communal areas
- 😬 still have to wear face coverings on school buses and public transport

Let's be York  
Explore Inspire Learn

Keep the places we love open



nhs.uk/coronavirus

Let's be York  
Safe Welcoming Considerate

## From May 17 you can:

- Meet indoors as a group of up to 6 people or two households.
- Visit indoor hospitality (table service only) as a group of up to 6 people or two households.
- Stay overnight at a hotel or the home of friends or family (rule of six applies).
- Enjoy indoor entertainment such as cinema, children's play areas, museums.
- Take part in indoor adult group sports and exercise classes.



Audience	Messaging	Comms actions
All residents Partners/members	Wrap up of restrictions Crem – social distancing means numbers limited 2x week testing	PR Members brief Partner brief Resident newsletter
Education	Face coverings on school transport/classroom/colleges	Social Web York Education Resident/families newsletters
Business community	Open windows QR code displays Download business signage/support Test staff	Web Business bulletin Partners (BID, FSB, etc)
Residents (at home)	Social contact – how to meet people safely (at home and outside)	Web Social Resident newsletter
Event participants (races, stadium)	Safe travel Testing first? (guidance dependent)	
Commuters into York or to events	Keep York open	Out door signs : hospital station race course
Visitors/staycation-ers	Keep York open – safety measures	W2Y safety video Hotel posters etc.

#AskThe Leaders Live Q&A

Thursday 13 May, 5:30 - 6:30pm

Join us as we discuss the next step of the roadmap and the SEND Inclusion Review consultation.

Comment during the livestreams or email us at: [YourQuestions@york.gov.uk](mailto:YourQuestions@york.gov.uk)

"Because we've all been doing the right thing - observing hands, face space, getting tested and vaccinated, self-isolating when necessary - we are now able to enjoy more freedoms.

"We can't lose sight though of the huge efforts that have got us here, so please let's all keep going and protect each other."



Cllr Keith Aspden, Leader of City of York Council

[www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)



Hello,

## Your latest business email update has arrived!

Stay up to date with the latest government guidance for businesses under the current National Lockdown restrictions and help York stop the spread of COVID-19.

To find out more visit: <https://www.york.gov.uk/COVIDBusiness>

## 1. COVID-19 update for businesses – Step 3

Further easing of COVID restrictions has been confirmed by the Government for 17 May. This means that Planned Step 3 easements will go ahead from Monday.

Business and activities – Most businesses in all but the highest risk sectors will be able to reopen. In all sectors, COVID-Secure guidance will remain in place and businesses may not cater for groups bigger than the legal limits. Indoor hospitality will reopen – and as in Step 2, venues will not have to serve a substantial meal with alcoholic drinks; and there will not be a curfew. Customers will,



We're Good to Go! | Visit York

HM Government NHS

**Travel safely and plan ahead.**

If using public transport, remember to wear a face covering, unless you are exempt.

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

Hello Claire Foale

## Your next resident update has arrived!

To continue to help you and your community stay up to date with the latest information, we've put together some useful guidance on key government messages, updates on York services and direct links to support.

Please visit our coronavirus webpages: <https://www.york.gov.uk/coronavirus>.

For more news from us, visit: <https://www.york.gov.uk/news>

## Testing

### Public Health

## Symptom-free testing available for all residents

Everyone secondary school age and over is being encouraged to get tested twice a week.

Around a third of COVID-19 cases present with no symptoms, which means you could be spreading the virus to your friends and family without knowing. This is why we are asking residents to ensure they are regularly being tested for coronavirus, record their results and continue to follow social distancing measures and hands, face, space and fresh air to help keep our city open and the people around us safe.

The home testing kits, which you can collect from participating pharmacies and local testing sites, contain seven COVID tests each, are non-invasive, provide a result in less than 30 minutes and contain detailed information about how to record your results and, self-isolation actions you need to take with a positive result. Symptom-free tests are free, quick and easy and can help us keep the places we love open and the people we love safe.

If you have symptoms of Coronavirus you should self-isolate ☎ 119

• [www.nhs.uk/coronavirus](https://www.nhs.uk/coronavirus) to arrange a test.

## Getting the tests

- You can collect a free testing kit pack or take the test in person at one of our Symptom-Free Testing Centres (York

Leisure Centre, University of York, York St John University, Foxwood Community Centre and St Williams college. You can now simply turn up when we are open, there is no longer a need to book.

• [www.york.gov.uk/SymptomFreeCOVIDtest](https://www.york.gov.uk/SymptomFreeCOVIDtest).

- There are other options including home delivery or the chance to collect from pharmacies near where you live. You can order a free testing kit by ☎ 119, [www.gov.uk/order-coronavirus-rapid-lateral-flow-tests](https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests)

### Please note

- You shouldn't take a symptom-free test if you have tested positive for Coronavirus in the past 90 days.
- Children of primary school age or younger are not being asked to regularly get tested for COVID.
- Any child who develops symptoms of COVID should still get a test, either by booking online or by calling 119.

## Your vaccination questions

Everyone will be offered a COVID-19 vaccine by the NHS. You will be invited to an appointment, by text, telephone or letter, when it is your turn.

### Where will I get my vaccine?

It could be your own GP practice, another local GP centre or the large vaccination site at Ashkam Bar. We will never ask for payment details.

When you are eligible it's quick and simple to book through a link provided by your GP or

### Public Health

through the national system at [www.nhs.uk/covid-vaccination](https://www.nhs.uk/covid-vaccination) or by phoning 119 free of charge.

If you are waiting to hear about your vaccination, please avoid contacting your GP for updates. Keep their phone lines free for those who need help with health concerns.

### Which vaccine will I get and how do I know they are safe?

All three vaccines approved in the UK, Pfizer-BioNTech, Oxford AstraZeneca and Moderna are now being administered in the Vale of York. Your vaccination site will assess the appropriateness for you of the available vaccine and you'll have a chance to chat about any concerns you may have.

Each vaccine has undergone rigorous assessment by UK regulators to ensure they are safe and effective. The approved vaccines do not contain any animal products or egg.

### What happens when I get my vaccine?

It is important to arrive on time. You will be asked to wear a mask and sanitise your hands when you arrive. A volunteer marshal will take your details and you will receive the vaccine in the top of your arm. You may then be asked to wait in an observation area for 15 minutes.

You may experience some mild side effects for a couple of days, including:

- sore arm
- aches or nausea
- headache
- high temp or shivery
- tiredness

You cannot contract COVID-19 from the vaccine, but it is possible to catch the virus and pass it on once you have been vaccinated, so it is important to continue to follow any national restrictions that are in place and remember Hands – Face – Space – Fresh air.

• [www.york.gov.uk](https://www.york.gov.uk) • [@CityofYork](https://twitter.com/CityofYork) • [cityofyork](https://www.facebook.com/cityofyork)

### How do I get to my vaccination centre?

For information on accessing the Ashkam Bar site by car, bike or foot visit:

• [www.nimbuscare.co.uk/our-services/nhs-covid-vaccination-service/](https://www.nimbuscare.co.uk/our-services/nhs-covid-vaccination-service/)

First Bus has a useful journey planner and a vaccination centre travel guide:

• [www.firstbus.co.uk/york/plan-journey/vaccination-centre-travel-guide](https://www.firstbus.co.uk/york/plan-journey/vaccination-centre-travel-guide)

## Bereavement support

If you or someone you know is struggling with the loss of a loved one there is help and support out there.

## Our City Resident update / partner brief Launched testing site - Media coverage/social Media response – door to door testing Social Direct communications to residents Shared NHS/CCG messaging

• [www.york.gov.uk/SupportingBereavedChildren](https://www.york.gov.uk/SupportingBereavedChildren).

For practical help when someone dies, call the Bereavement Advice Centre on ☎ 0800 634 9494

• [bereavementadvice.org](https://www.bereavementadvice.org)

Please note that each telephone number may have differing opening times. Please refer to the website for details.

7



**NHS Test and Trace**

HM Government

Regular rapid Covid-19 testing is how we keep those close to us safer. The tests are easy to do and show results within 30 minutes.

FREE, RAPID COVID-19 TESTS / NHS.UK / GET-TESTED

s and visitors able to access this service.

### Tweet

 City of York Council @CityofYork

Planned a trip to York? Why not add peace of mind to your shopping list?

St William's College is now offering free Covid tests. Get a result in 30 minutes and grab a coffee while you wait ☕

Opening times:  
Monday to Friday 10am-5pm  
Weekends 10am-3pm

[york.gov.uk/news/article/6...](https://www.york.gov.uk/news/article/6...)



**Free Covid testing is now available at St William's College**

You can book a test or just drop by, please visit: [www.york.gov.uk/SymptomFreeCOVIDtest](https://www.york.gov.uk/SymptomFreeCOVIDtest)



## Covid tests

- Use home tests for anyone aged 11 and over with no Covid symptoms
- Do not use home tests on children under 11
- If you or your child have Covid symptoms, book at: [gov.uk/get-coronavirus-test](https://gov.uk/get-coronavirus-test)

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

## Vaccinations

21st May

## Vaccine letter to be sent out to city employers



City of York Council Retweeted

**Nimbuscare** @Nimbuscare1

Teams at the #YorkVaccinationCentre are preparing to work night shifts this weekend in a bid to speed up the vaccination programme & vaccinate an extra 12,000 York people ahead of time. #NHS #CovidVaccine For more info [nimbuscare.co.uk/vaccinator-tea...](https://nimbuscare.co.uk/vaccinator-tea...)

6:10 AM · May 19, 2021 · Hootsuite Inc.

21 Retweets · 8 Quote Tweets · 110 Likes

**Andrew Digwood** @AndrewDigwood1 · May 19  
Replying to @Nimbuscare1  
You're doing a great job. The setup at Askham Bar is brilliant. Looking forward to coming for my 2nd in early July.

**Nick Bradley FloD (The Leaders Coach)** @NickBradley7 · May 19  
You guys are doing a great job. I've had both jabs with you and thought you are incredibly well organised and cheerful !! Thank you team Askham Bar !!

**Jennifer Bannister** @JennieBannister · May 19  
Replying to @Nimbuscare1  
Will this include all over 30s?

**Nimbuscare** @Nimbuscare1 · May 19  
It's for people in priority groups 1-9. That's over 50's & high risk patients.

**Fi Shaw (they/them)** @fi\_shaw · May 19  
Replying to @Nimbuscare1  
I'm coming in for my second tomorrow! You're all doing a great job, thank you

**Alexandra Callow** @sami23 · May 19  
Replying to @Nimbuscare1  
Had my second jab today! Thank you, everyone at Askham Bar has done a wonderful job!



HM Government

**7 in 10**  
UK adults have now received a dose of Covid-19 vaccine

NHS



NHS

Women who are breastfeeding are able to have the COVID-19 vaccine.

We will let you know when your vaccine is ready for you.

Media / regular communications inc. facebook live and resident newsletter

Partner communications

Shared NHS/CCG communications

Letter to city employers

Media relations

Promoted vaccinations to next groups



NHS

**The vaccine reduces chances of hospitalisation by 85%**

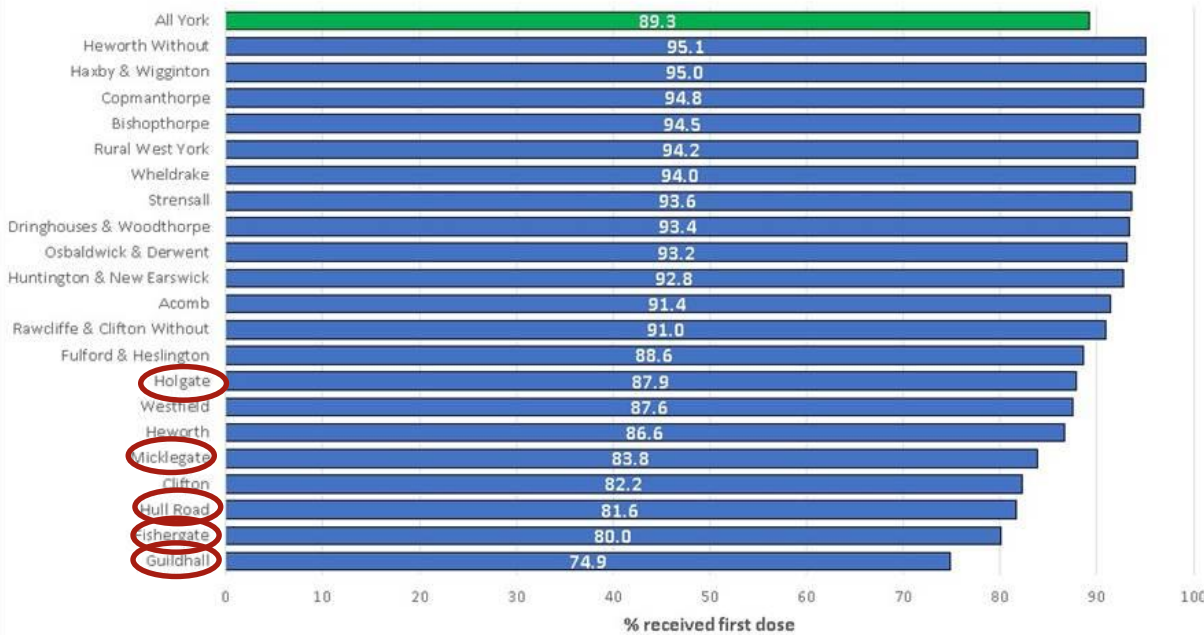
We'll let you know when your Covid-19 vaccine is ready for you.

EVERY VACCINATION GIVES US  
**HOPE**

Working together to improve and make a difference

# Anti-covid / anti-lockdown leaflet and vaccination take-up

% 40+ ward population received 1st Dose v York Average



## Vaccination take-up

York Average: 88.8%

Holgate: 87.9%

Micklegate: 83.6%

Hull Road: 81.6%

Fishergate: 80%

Guildhall: 74.9%



Anti-lockdown leaflets have been reported in Bishopthorpe Road and Fishergate, Hull Road and Holgate wards with stickers appearing across the City Centre (Parliament Street, Davygate, Coppergate, St Sampson's and St Helen's Square)

There is a correlation between where leaflets have been reported and lower take-up rates, however Cabinet Office report low engagement and there are likely to be other factors influencing vaccination take-up rates.

This needs further analysis and we will work with the Cabinet Office to see if other areas are reporting the same whilst exploring whether other parts of the city have had leaflets. In the meantime, we are addressing vaccination hesitancy in several different ways.

### Online engagement (data from February 2021)

Low engagement with the 'Great Reopening' movement – they have 6,000 members in their Telegram group, 1,700 on the Facebook group and 450 Twitter followers. There has also been a low volume of conversation on Twitter and discussion appears to be confined to existing anti-lockdown users.

Source: Cabinet Office



## Local action by contact tracers and partners (this includes in areas where we have been informed of leaflet drops)

- Contact tracing team have been working with York City Centre Primary Care Network, contacting people who have not taken up the offer
- This work is extending to York medical Group and priory Medical Group. This work continues to follow the JCVI priority groups.
- The contact tracing team with testing centre staff have been going door to door in key areas of the city, offering home testing kits. When appropriate they have also been having a conversation regarding the COVID vaccination.
- NIMBUSCARE lead a short sharp, week long vaccination tracing project and contacted 2-3,000 people who had not taken up the offer
- Public Health, CCG and NIMBUSCARE are scoping the viability of opening a Vaccination site in the city centre

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

## Emotional health

Partner toolkit  
Social / sharing partners  
MH awareness week



Thriving-With-Nature-compressed.pdf 2 MB | Back at work.pdf 2 MB

our partner organisations too - thank you everyone!

### TTC York Mental Health Awareness week Schedule 10th - 17th May 2021

Please feel free to share all of the details below with your wider networks, thanks.

**Monday 10th May**

- Look out for our graphics on social media and feel free to download and use them within your networks - the graphics are available in this folder:
- Watch our videos - please refer to our YouTube channel (and more will be added soon) [Time to Change York - YouTube](#)
- Read our blogs - please refer to our website and scroll down to the blogs section (which will go live on Monday): [Time to Change York - York CVS](#)
- We'll also be doing a private event to around 50 staff from North Yorkshire Police, and Fire & Rescue (following on from an event we did yesterday for around 70 staff).

**Tuesday 11th May**

- Visit us on our website
- Listen out for our social media posts
- Social media posts

**Wednesday 12th May**

- Join our free event at 11:00am - 12pm - register [2021 at 11:00am](#)
- Social media posts

**Thursday 13th May**

- Listen out for our social media posts
- Join our free event at 7:00pm - register [2021 at 7:00pm](#)
- Social media posts

**Be kind to yourself every day**

Use our **self-help app** to track your mood and find practical tips and techniques to look after your emotional health.

To find out more, visit [selfhelp.samaritans.org](http://selfhelp.samaritans.org)

**SAMARITANS**  
A registered charity

**NHS**  
Tees, Esk and Wear Valleys  
NHS Foundation Trust

**7 ways you can get closer to nature...**

**Qwell**  
An online mental wellbeing community for adults

**Mental Health Awareness Week**  
10th-16th May

Sign up at [Qwellio](#)

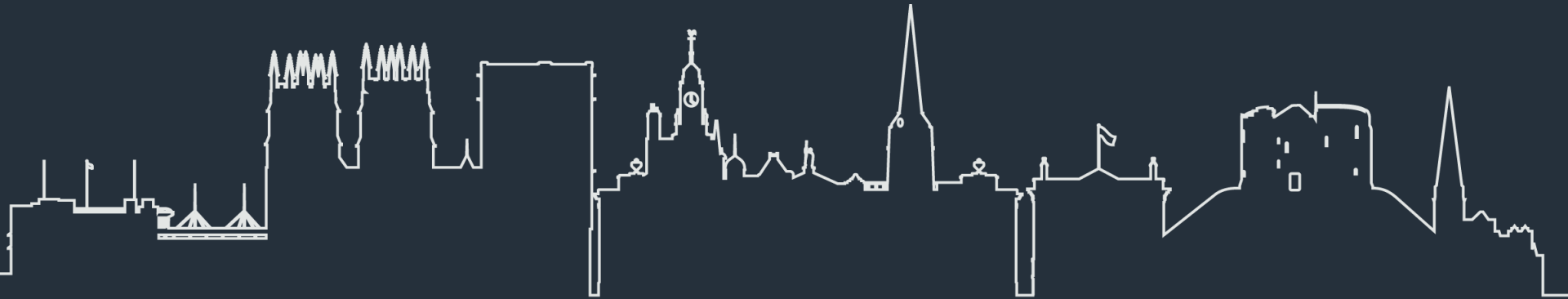
**kooth**  
Mental Health Awareness Week  
10th - 16th May

Sign up at [Kooth.com](http://Kooth.com)

Working together to improve and make a difference

# Phase 4

# Safely recover



# Behavioural trial – amended plan

The trial will be in stages timed around key reopening dates:

1. Prior to 29 March – PHE Behavioural science unit reviewed the existing signage and proposed changes. Signage was revised and was installed for 29 March and then, additional signage, for 12 April.
2. Prior to 17 May – focus groups with businesses are not going ahead (over 34 viewed webpages, with 6 registered - need 28 to be significant). Instead PHE will continue to interview residents/visitors to the city about their experiences together with the Our City survey for all residents. Businesses were invited to comment on PHE proposals through the normal meeting cycle.
3. Prior to 21 June – tourist and resident insight together with business comments will inform refined signage together with recommendations about the interventions installed across the city
4. During the summer, we will poll businesses about how visitors are behaving in open spaces in light of the changes and whether the insight has made a difference.

# Build engagement through conversation

## 25 March 2021

Held zoom webinar for business with outside space

- Promoted through corporate and partner channels
- 66 registered attendees

## 19-20 April 2021/ 10-11 May 2021

4 x focus groups arranged for businesses to discuss direct with PHE behavioural science unit

28 participants to be significant – only 6 registrations (34 web views) - this stage has been cancelled

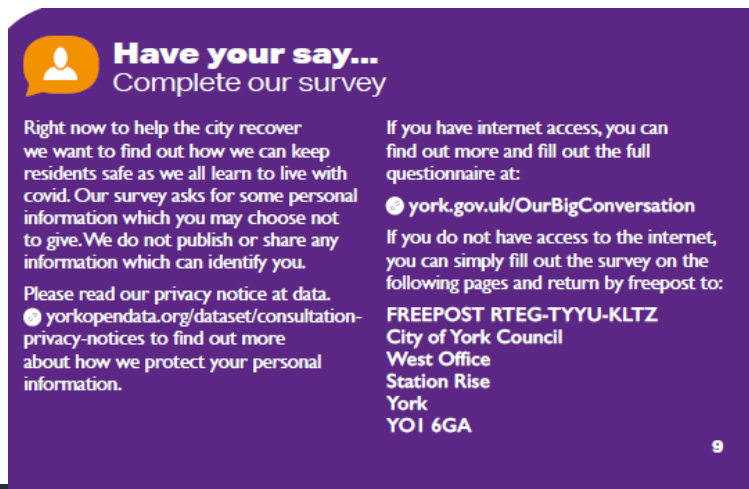
## 30 April - 4 May 2021


Holding interviews with residents and visitors, and invited businesses who registered for focus groups

15 registered interest, 8 interviews have taken place

## May – Our City survey for all residents

**June** – businesses invited to comment on proposals ahead of installation through usual meeting rhythm (to make as easy to contribute as possible)



 **Have your say...**  
Complete our survey

Right now to help the city recover we want to find out how we can keep residents safe as we all learn to live with covid. Our survey asks for some personal information which you may choose not to give. We do not publish or share any information which can identify you.

Please read our privacy notice at data.  
[yorkopendata.org/dataset/consultation-privacy-notice](https://yorkopendata.org/dataset/consultation-privacy-notice) to find out more about how we protect your personal information.

If you have internet access, you can find out more and fill out the full questionnaire at:  
● [york.gov.uk/OurBigConversation](https://york.gov.uk/OurBigConversation)

If you do not have access to the internet, you can simply fill out the survey on the following pages and return by freepost to:

**FREEPOST RTEG-TYYU-KLTZ**  
City of York Council  
West Office  
Station Rise  
York  
YO1 6GA

9