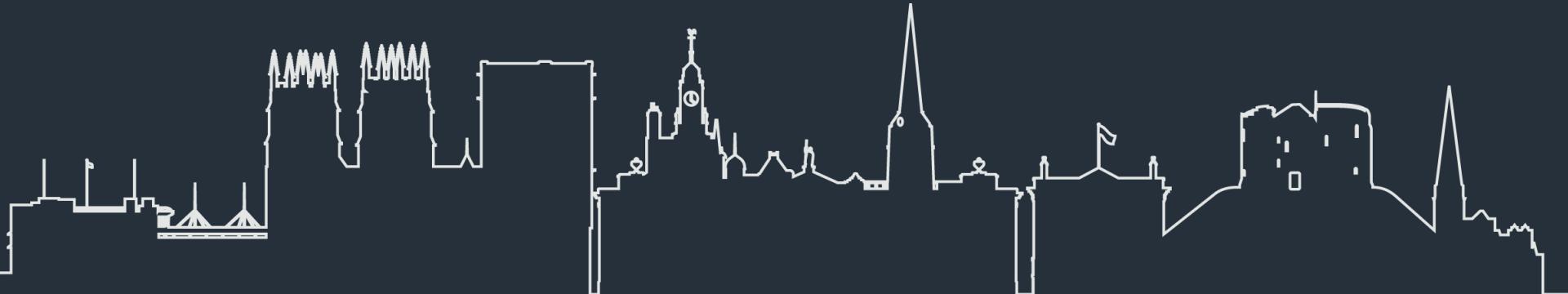




# **YORK OUTBREAK CONTROL**

## **Communications update**

**29 September 2021**



# Key messages



## Protect each other by wearing a face covering

Wearing a face mask is now a personal choice, please wear one if you can.

Enjoy York safely.



## Protect. Respect. Be kind.



## Restrictions may have gone, but COVID-19 hasn't...



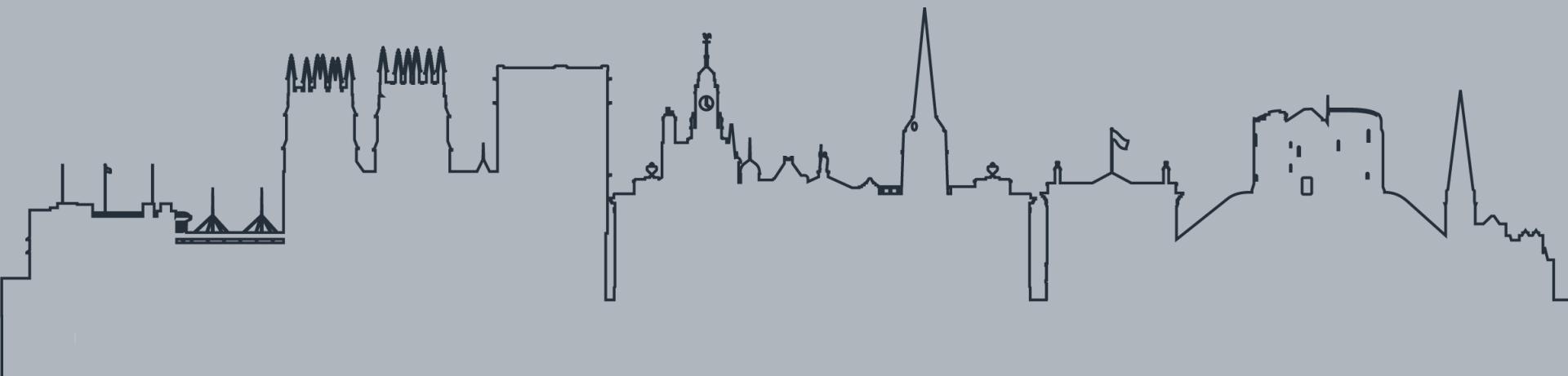
Wear a face covering, if you can, in busy and indoor spaces.



Wash your hands regularly.



If you feel unwell, stay home and get tested.



# 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



Working together to improve and make a difference

# A phased approach

Phases	Approach (including aims)	Timing
1	<p>Regular updates of current situation to try and prevent outbreaks</p> <p><b>Amplify in phase 2</b></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	<p>Alert following spike in cases and/or change in restrictions</p> <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>	2 December 2020: Tier 2 30 December 2020: Tier 3
3	<p>Manage outbreak</p> <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>	23 March 2020: Lockdown 2 November 2020: Lockdown 5 January 2021: Lockdown 8 March 2021: step 1a 29 March 2021: step 1b
4	<p>Safely recover</p> <ul style="list-style-type: none"> <li>• Approach as per phase 1 and 2</li> </ul>	12 April 2021: step 2 17 May 2021: step 3 19 July? 2021: step 4

# Communications roadmap



	J	J	A	S	O	N	D
Restrictions	Step 3	Step 3 Step 4	Self isol			Monitor and respond to govt guidance	
Regular updates / e-newsletters	Ix weekly;				Reduced frequency		
Direct publications, Our City	Quarterly						
Facebook live – ask the leaders	Monthly – link to restrictions/changes						
Let's be York (Safe reopen) replaced by Protect. Respect. Be Kind	Signage, social, web, PR throughout Partner use						
Right place, right care – winter pressures	Supporting NHS led campaigns						
18-34 yo residents	PR, social, partner packs						
Testing	Direct, web, social, signage						
Vaccinations	Support rollout and potential autumn boosters/school vaccination service. Social, PR, Web, Signage						
#FeelRealYork	Social media, posters, partner toolkit around men's mental week.						
Return to education	Support education settings			Prepare for return of pupils			
#Whatsmynextstep	PR, social, partner toolkit shared on building in more activity around the home, plus case study						



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



## Share accurate and timely messaging

1 of 26 press releases COVID-related;

4/39 media enquiries COVID-related

20/09/2021	Navigation Road low traffic trial neighbourhood to begin
17/09/2021	York Youth Council needs you!
17/09/2021	York Walking Festival begins this weekend
17/09/2021	Plans shared for £3.3m transformation of York active travel routes by 2023
14/09/2021	My City Centre vision published, Join the conversation and help shape York's future
14/09/2021	New centre of excellence continues York's role at cutting edge of smart transport
09/09/2021	A time to reflect and mark World Suicide Prevention Day
08/09/2021	York Community Woodland secured for future generations
07/09/2021	Funding awarded to support the Jorvik Viking Festival
07/09/2021	York supports Emergency Services Day on 9 September
06/09/2021	Let's stay safe as children return to school
14/07/2021	Adult Learning in York Week starts September 6th
03/09/2021	Changes to support economic development and inward investment in York
03/09/2021	New cafe, hall and salon to open in extended independent living community
01/09/2021	Media briefing on work to prepare for Afghan refugees in the city
01/09/2021	34 new homes completed at independent living community
26/08/2021	Emergency roadworks and road closures for Bootham and Gillygate
25/08/2021	Developing the space around the Eye of York through public engagement
24/08/2021	Executive: Council proposes £500k additional support for local businesses
24/08/2021	Jon gets more active as he recovers from covid
23/08/2021	Have your say on Tadcaster Road walking, cycling and bus improvement scheme
20/08/2021	All York Family bus ticket offer to continue until school holidays end

# 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 (2,405 recipients + <2%)
- Weekly business e-newsletter (1,698 recipients +2%)
- Weekly families e-newsletter (1,151 recipients + 2%)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: Wed 18/08 696 views, 343 engagements

Regularly share case data and vaccination update



Working together to improve and make a difference

# Return to education campaign

Focus on supporting parents, carers and pupils to return safely back to school/college in September

Encouraging young people aged 11+ to take two lateral flow tests before their return to school/college

Targeted activity included:

- Letter to parents/carers of secondary school pupils
- Social media posts
- Articles in residents and family newsletters
- Updated webpages, with information about testing, covid restrictions in schools, etc



Directorate of Public Health

Public Health  
West Offices  
Station Rise  
York YO1 6GA

Date: 23 August 2021  
Email: [enquiries.publichealth@york.gov.uk](mailto:enquiries.publichealth@york.gov.uk)

Dear Parent/Carer,

Summer seems to have flown by quickly and as the return of school draws closer we wanted to advise you of the testing arrangements in place across the city to help pupils return to school safely.

The government is advising that every secondary school pupil has two symptom-free tests in the week before they return to school and then

## Support for parents and students

[Home](#) > [Let's be York](#) > Support for parents and students



We're working with schools and child care providers to help answer questions from parents, carers and pupils about the new school year in September. We will continue to update this advice over the coming weeks to comply with government guidance, which can change quickly.

See further information for parents and students:

- [making schools safe](#)
- [face coverings in schools](#)
- [coronavirus testing](#)
- [pupil hygiene and hand washing](#)
- [cases of coronavirus in schools](#)
- [school attendance](#)
- [education at home](#)

## THE PRESS



Secondary school pupils urged to have regular Covid-19 tests

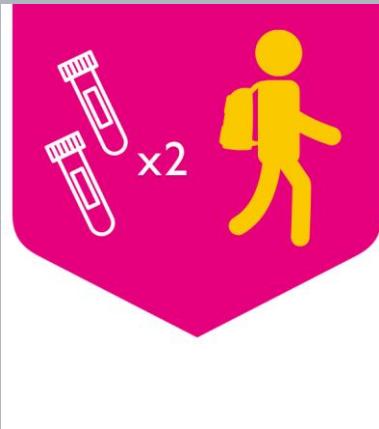
By [Matthew](#) | Published: 08/08/2021 10:00:00 AM

Secondary school pupils urged to have regular Covid-19 tests



Working together to improve and make a difference

# Back to school: key messages



**Is your child at secondary school or college?**

Help reduce the spread of coronavirus. Take two symptom-free covid tests, three days apart before the start of term.

Visit [www.york.gov.uk/schools-education/home-testing-students](http://www.york.gov.uk/schools-education/home-testing-students)



**Is your child at secondary school or college?**

Help reduce the spread of coronavirus. Take two symptom-free covid tests, three days apart before the start of term.

Visit [www.york.gov.uk/schools-education/home-testing-students](http://www.york.gov.uk/schools-education/home-testing-students)



**Heading to secondary school or college?**

Help reduce the spread of coronavirus. Take two symptom-free covid tests, three days apart before the start of term.

Visit [www.york.gov.uk/schools-education/home-testing-students](http://www.york.gov.uk/schools-education/home-testing-students)



Click to add text



**Get ready to start the new term**

From covid to clothes, find out all you need to know for the start of the school term...

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



**Get ready to start the new term**

From covid to clothes, find out all you need to know for the start of the school term...

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



**Start the school year in the right way**

Regular attendance at school - as long as you're fit and well - is key to doing your best and getting the qualifications you need.

Check out our webpages to help you start the new term.

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



# 16-29 year olds

## Vaccinations

City of York Council  
Published by Hootsuite · Just now · 

Over two thirds of 18-30 year olds have already had their first #COVID19 jab. Don't miss out on yours.  
Book your appointment or find a walk-in centre: [nhs.uk/covidvaccination](https://nhs.uk/covidvaccination)



Shared national social media assets on CYC channels  
Varied messaging – don't miss out, get vaccinated,  
Also shared via university and college partners to get messages direct to York's student population, ahead of return to York for many

cityyorkcouncil

cityyorkcouncil Over two thirds of 18-30 year olds have already had their first #COVID19 jab. Don't miss out on yours.  
Book your appointment or find a walk-in centre: [nhs.uk/covidvaccination](https://nhs.uk/covidvaccination)

24 s

View Insights

Be the first to like this  
24 SECONDS AGO

Add a comment... Post

**Young people aged 16 and 17 can now walk in and get their Covid jab in York**

# Encouraging young people to get vaccinated

## National, Regional and local insight

- Convenience – pop-ups where they are, when they want
- Motivated by social good/doing normal things
- Low sense of personal risk
- Partner approach
- Peer influence; vox-pops, ‘why I had mine’ stories, social influencers
- Parent-power

## 3-tier approach:

### National assets

### Regional trial behaviour change campaign (PHE-led)

### Nimbus vox pops, selfie-stand, engaging local influencers



## Youth vaccination toolkit

 Cabinet Office

**COVID-19 Young people and vaccines Toolkit Overview**

The vaccination programme has substantially reduced the risk from severe COVID-19 in the UK.

The latest national [COVID-19 vaccine surveillance report](#), estimates the programme has prevented about 22 million infections and 80,000 deaths so far in England.

Half of all young people aged 18 to 29 in England have received a first dose of a COVID-19 vaccine.

**Key messages**

- All adults can now book a vaccine.
- Young people aged 16 to 17 in England are encouraged to have their first dose before the return to school.
- Half of all young people aged 18 to 29 in England have now received a first dose of a COVID-19 vaccine.

<https://drive.google.com/file/d/1Kz4ugSYXIKCMQbWtIZDrQYJw8PA3EcB/view?usp=sharing>

**Materials:**

<https://coronavirusresources.phe.gov.uk/covid-19-vaccine/resources/young-people-vaccines/>

**Video:**

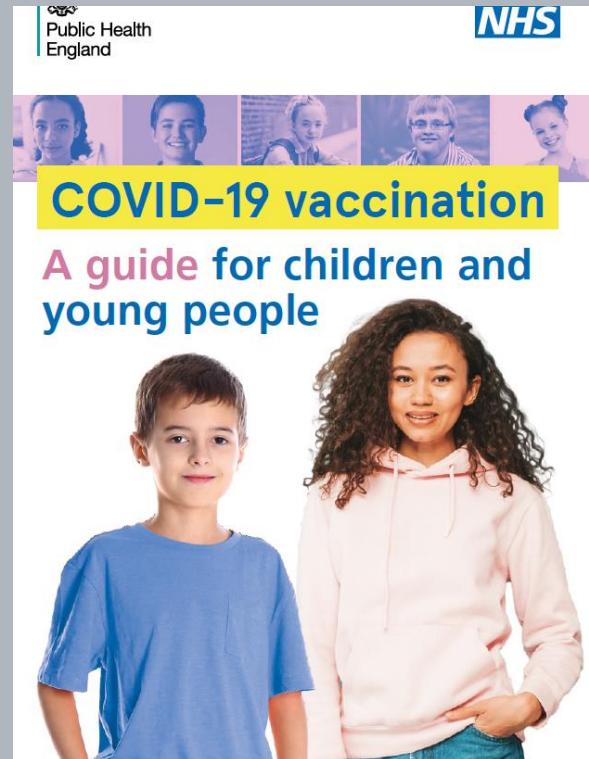
<https://coronavirusresources.phe.gov.uk/covid-19-vaccine/resources/video-content-vaccine/>

ON YOUR COVID-19 VACCINE JAB  
DON'T MISS THE TRAVELLING

COVID-19 Young people and vaccines Toolkit - updated 2 September 2021 Document owned by National Resilience Hub External Affairs Team

# Next phase – supporting national rollout of vaccinations to 12-15 year olds

- Awaiting social media assets from PHE for CYC social media accounts
- Leaflets and information to share via secondary schools
- Share assets with secondary schools
- Articles for residents and family newsletters



Working together to improve and make a difference

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

## Vaccinations



Partner communications  
Shared NHS/CCG communications  
Business bulletin to city employers  
Promoted vaccinations to next groups  
Shareable information at vaccination sites



Date	Time	Location	Vaccine	Further Information
Daily	8am-8pm	Ashham Bar Vaccination Centre	Astra-Zeneca Moderna Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	9am-12noon	Jorvik Gillygate Practice, Stonebow	Astra-Zeneca Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Saturday 14 August	2-4:30pm	Citywide Health, Wyre Court, Haxby	Astra-Zeneca	For people aged 40+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.
Sunday 15 August	8:30am - 12noon	Wigginton Recreation Hall	Pfizer	For people aged 18+ who have not yet had their first dose, or want to bring forward their second dose to 8 weeks.

 **City of York Council**  
• 36 mins ago

Let's protect each other by getting both COVID-19 vaccine doses.

More #GrabAJab pop up clinics are open in York this weekend and next.

<https://www.valeofyorkccg.nhs.uk/GrabAJab/>  
Read more

NHS

**GRAB A JAB this weekend**

- No appointment needed.
- No GP registration or NHS number needed.
- You can walk in for your

**YORK**  
Saturday 14 August 9am-12pm  
• Jorvik Gillygate Surgery  
Sunday 15 August 9am-12pm  
• Wigginton Recreation Hall  
Saturday 21 August 9am-12pm  
• Jorvik Gillygate Surgery  
• Kimberlow Hill Surgery



Working together to improve and make a difference

# Build confidence in next steps people need to rebuild fitness

Physical health - #WhatsMyNextStep

Social and partner comms  
Case study end August

## THE PRESS

News Sport Photos Business What's On Eating Out Announcements  

NEWS

24th August

### York Olympic trainer fights back to fitness after Covid-19

By Haydn Lewis |  Haydnpress



Working together to improve and make a



## Mental wellbeing - #FeelRealYork

Partner toolkit – suicide prevention day



City of York Council  @CityofYork · Sep 18

It can be hard to know what to do if someone you know is struggling with their mental health.

@TalkSuicideHCV are offering FREE suicide prevention training to spot the signs. It only takes 20 minutes.

Go to [talksuicide.co.uk](http://talksuicide.co.uk)  
#TalkSuicide #FeelRealYork

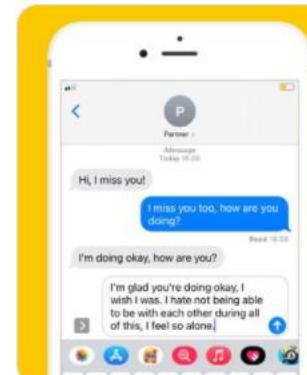
REQUEST YOUR FREE  
**#TALKSUICIDE PACK NOW.**  
**YOU COULD LEARN TO**  
**SAVE A LIFE.**

NHS Vale of York CCG  @ValeofYorkCCG · Dec 16, 2020

Over these challenging times, it is now more important than ever to keep on top of your emotional well being. There is always someone you can talk to.

 [valeofyorkccg.nhs.uk/feel-realyork/](http://valeofyorkccg.nhs.uk/feel-realyork/)

#FeelRealYork



HOW ARE YOU  
REALLY FEELING?  
**#FEELREALYORK**

[www.time-to-change.org.uk](http://www.time-to-change.org.uk)