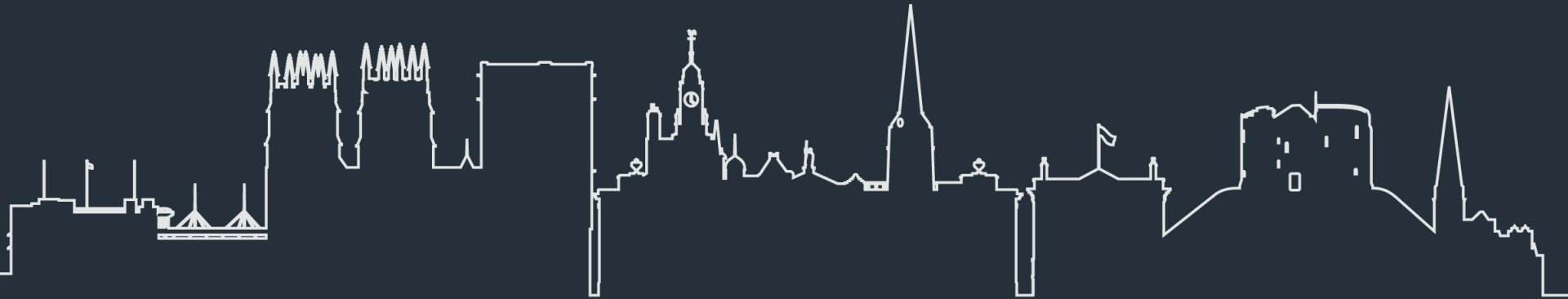


YORK OUTBREAK CONTROL

Communications update

24 November 2021



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

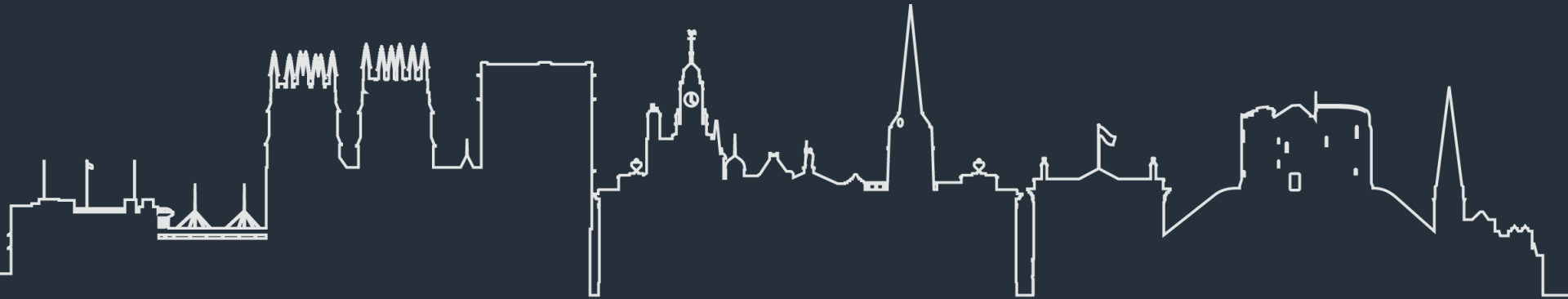
Phases		Approach (including aims)	Timing
1	Regular updates of current situation to try and prevent outbreaks	<p>Amplify in phase 2</p> <p>Share accurate and timely updates: Share key public health messages and updates about the current situation in York, quickly addressing inaccuracies and providing the most up to date information and tools to support behaviour change.</p> <p>Build advocacy: 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>Build confidence in the steps taken and what people need to do : 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>Build engagement through conversation: 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>Deliver a regular drumbeat of accurate information: 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>Signpost support: 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>Promote unity and community cooperation: 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>Target information: 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"> Approach as per phase 1 and 2 	<p>12 April 2021: step 2</p> <p>17 May 2021: step 3</p> <p>19 July 2021: step 4</p>

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	1x weekly;				Reduced frequency		
Direct publications, Our City	Quarterly						
Facebook live – ask the leaders	Monthly – link to restrictions/changes						
York-specific campaigns -Signage, social, web, PR throughout, partner use	Let’s be York		Protect, respect, be kind		Behaviour change		
Right place, right care – winter pressures	Supporting NHS led campaigns						
18-34 year old 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

30 of 80 press releases relate to COVID; large emphasis on recovery and jobs support

9/103 media enquiries COVID-related

Date	Title
15-Nov	Council launches Business Growth Voucher Scheme to support local businesses
11-Nov	Executive to discuss footstreets arrangements
10-Nov	£1m winter support to struggling households
05-Nov	Scrutiny to debate recommendations on the future of footstreets
02-Nov	York Business Week 2021 endorses sustainable business models
02-Nov	York leads consortium to uphold standards in private rented homes
01-Nov	York Business Week offers Skills Programme to Rebuild for Growth
01-Nov	York Business Week explores the Reconfiguration of Workspaces following Covid-19
01-Nov	York Business Week 2021 encourages 'Healthy Minds at Work'
01-Nov	#AskTheLeaders how to challenge poverty and talk money
30-Oct	York Business Conference returns to 'Rebuild for Growth'
27-Oct	Have fun this autumn safely and considerably
25-Oct	Children and young people in York to benefit from Free School Meals during half term
22-Oct	York children aged 12-15 years can get covid vaccination at Askham Bar NHS Vaccination Centre
21-Oct	York Remembers: a month-long opportunity for reflection and commemoration
20-Oct	Small Business Saturday to visit Haxby
19-Oct	Public health leaders recommend additional covid measures for York school pupils
18-Oct	Final consultation on The Groves' low traffic trial
08-Oct	Pioneering ten-year skills strategy to support the city through covid endorsed
08-Oct	New Special Educational Needs strategy for York young people considered
08-Oct	5,800 pupils walk the distance to Glasgow this Walk to School Week
08-Oct	A month of action aims to Challenge Poverty and Talk Money in York
08-Oct	Families with lower incomes receive £230k in support
06-Oct	Have your say on York city centre access
04-Oct	50 employers and training providers at latest York Job Fair
30-Sep	Funding awarded to support the York Ice Trail 2022 and Aesthetica Film Festival 2021
30-Sep	Help shape a new city centre vision – survey extended
24-Sep	UPDATED: Temporary pavement café licences extended - businesses reminded to reapply
22-Sep	Over £200K proposed for Free School Meals and community support projects this winter
21-Sep	City partners launch skills' strategy to support covid recovery

Share accurate and
timely messaging

19th October

Public health boss urges children to be vigilant as Covid cases soar



By Nadia Jefferson-Brown | [@NJeffersonBrown](#)
Business Editor



Sharon Stoltz, director of public health, City of York Council.

NEWS

[Home](#) | [Coronavirus](#) | [Climate](#) | [UK](#) | [World](#) | [Business](#) | [Politics](#) | [Tech](#) | [Science](#) | [Health](#) | [Family & Education](#)

[England](#) | [Local News](#) | [Regions](#) | [York & North Yorkshire](#)

Covid: York health boss urges move to 'Plan B'

🕒 20 October

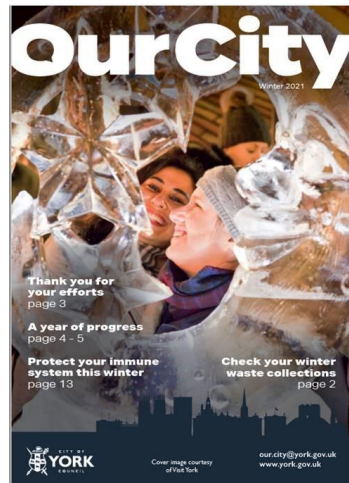


Coronavirus pandemic

Working together to improve and make a difference

16/11/21

Share accurate and timely messaging



Thank You

As we approach the end of another year, we want to take the opportunity to thank residents for their incredible efforts over the last 12 months.

2021 will certainly be a year that we never forget, but what we will most remember is the resilience and community spirit displayed by the people of York in times of need.

Whilst restrictions may have gone, Covid is still with us and we all have a part to play in stopping the spread of the virus. If we all continue to protect, respect and be kind we will make a difference. You can read more about the plans for booster jabs on page 13 and we would encourage everyone that is eligible to come forwards.

The past year has brought about new challenges and opportunities that will shape our city for decades to come. We would also like to thank the thousands of residents who took part in Our Big Conversation earlier this year to add your voice to the conversation about the future of York. You can read more about the results so far on page 14.

During November, we will reflect on the loss the city has experienced. Families and friends have lost loved ones and many people have found their lives disrupted beyond recognition. The city is resilient and it will bounce back however, now we are coming together to recognise the challenges we have faced. Please join us in quiet remembrance.

Information about local reflection and commemoration events is available at www.york.gov.uk/YorkRemembers

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

3

Public Health

Boost your immunity this winter

This winter it's essential we protect ourselves and others against both flu and Covid-19. You can give Covid-19 and flu to your family and friends, without having symptoms.

Invitations are now being issued to people eligible for the free flu vaccine and Covid-19 booster jab. Please keep playing your part and get your jabs when offered.

Flu vaccination

Flu vaccination clinics are up and running at GP practices, the Askham Bar NHS Vaccination Centre and community pharmacies.

People are being invited by their GP surgery or may be invited to book their jab at the Askham Bar Vaccination Centre. Please wait for your invitation and get your jab when the time is right.

Covid-19 booster vaccinations

Booster jabs are currently invitation only and are being offered to groups in the same order as the first vaccines. You will be eligible if you are:

- living in residential care homes for older adults
- aged 50 years or over
- a frontline health and social care workers
- aged 16 to 49 years with underlying health conditions that put you at higher risk of severe Covid-19 (as set out in the green book), and adult carers
- an adult household contact of immunosuppressed individuals

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



It's time to get more active!

There's never been a better time to rebuild strength and fitness lost during the pandemic.

With more clubs and gyms reopening, health and fitness specialists are urging us all to get more active.

Find fun and motivating ideas online

www.livewell.york.co.uk/WhatsMyNextStep

13

Dear Resident,

How to stay safe and help prevent the spread of winter viruses

As we head into the winter months the risk of illness from winter viruses becomes very real. This winter we know that COVID-19 is still circulating at high levels in communities in York but we are also concerned about colds and flu and other respiratory viruses that can cause mild to severe illness and deaths in the most serious cases.



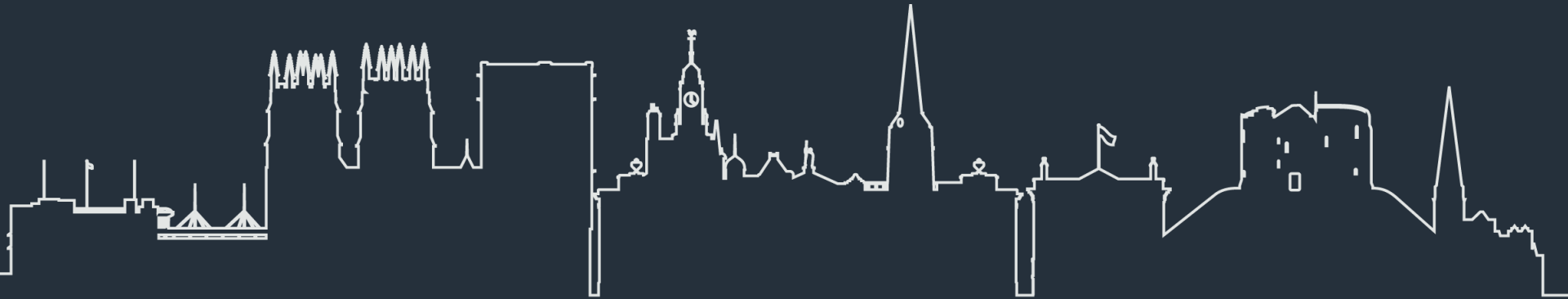
#TogetherYork

Disruptive behaviour change



Working together to improve and make a difference

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



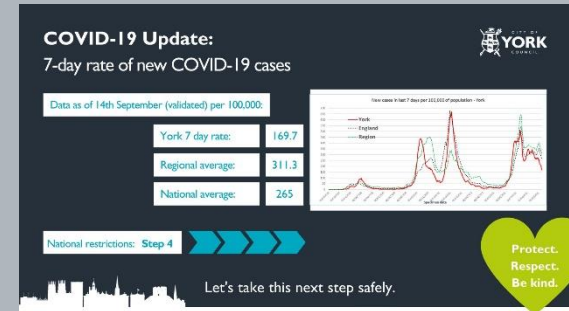
Build confidence in the steps taken and what people need to do

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 %):

- email updates to members and partners (130 recipients)
- 1 x weekly resident e-newsletter (2,403 recipients =)
- Weekly business e-newsletter (1,701 recipients =)
- Weekly families e-newsletter (1,143 recipients =)
- Regular press releases and media interviews
- Social media campaigns
- Facebook live: financial wellbeing 3 Nov 1036 Reach, 486 views, 73 engagements

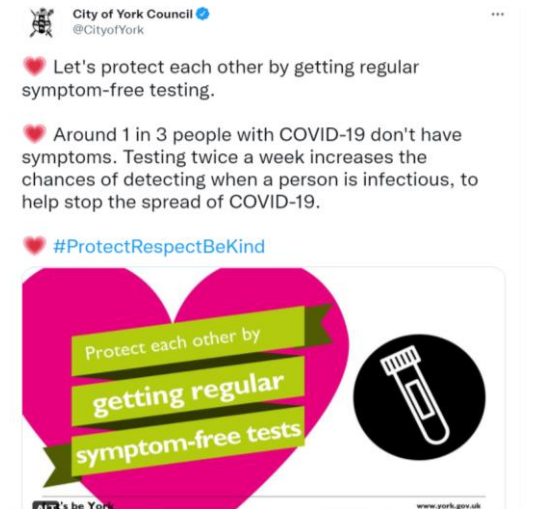
Regularly share case data and vaccination update



Working together to improve and make a difference

Helping people maintain positive behaviours

Testing and face masks



Promoting the regular use of testing
Promoting good behaviours, especially among school-aged children
Using both CYC and national assets, as well as a PR



12-15 year olds

Vaccinations

Shared national social media assets on CYC channels

Messaging designed to offer reassurance for common concerns expressed by parents,

Letter sent out to parents via schools, providing useful details about the vaccine

Articles written in both resident and family newsletters

Assets shared with secondary schools

Social media and printed handouts

COLD OR COVID?

Have you got any of these symptoms?



Runny nose



Continuous headache



Sneezing



Sore throat



Loss of smell (anosmia)



Fever

It might not be 'just a cold'.

Many of the symptoms of COVID-19 are the same as a cold. A positive lateral flow test is highly likely to be true, but a negative result might not be accurate. If you or your child have any of these symptoms, get a PCR test to make sure and help stop the spread of Covid.

To find out more about how to get a PCR test, please visit www.gov.uk/get-coronavirus-test or call 119 between 7am and 11pm.



NEWS

22nd October

Youngsters aged 12-15 can book Covid jab at Askham Bar later today



By Mike Laycock | [@mikelaycock2](https://twitter.com/mikelaycock2)
Chief reporter

Vaccinations

Partner communications

Shared NHS/CCG communications

Business bulletin to city employers

Promoted vaccinations to next groups

Shareable information at vaccination sites

Weekly statistic update now include booster and

12-15 vaccines

We've made it easier than ever for you to get your COVID-19 vaccine.

Don't miss the chance to grab your jab at one of the following sites:



Date	Time	Location	Vaccine	Further information
Daily	8am-8pm	Askham 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

COVID-19 Update:

7-day rate of new COVID-19 cases

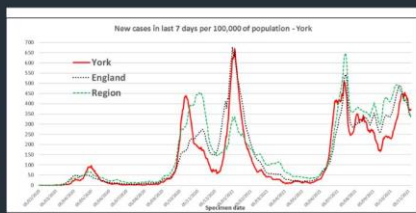


Data as of 9th November (validated) per 100,000:

York 7 day rate: 372.5

Regional average: 341.1

National average: 342.3



National restrictions: Step 4

Let's take this next step safely.

Protect.
Respect.
Be kind.

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

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

NHS

Working together to improve and make a difference

Leading by example

Ensuring awareness of the increased risks going into winter
Encouraging reasonable behaviours to help stop the spread of COVID



New infection control measures from Monday (15 November) until the end of January:

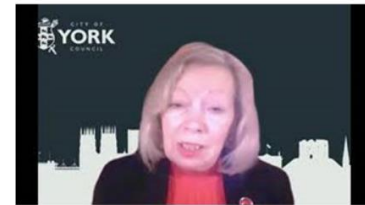
- All staff encouraged to work at home where able
- All staff asked to wear face coverings in council buildings and residents' homes
- All staff asked to take lateral flow tests twice a week
- Any staff identified as a close contact by NHS Test and Trace to isolate and work at home where able and order a PCR test.
- Reminders on handwashing and ventilation

Dear Colleagues

Over the last 18 months or so during the coronavirus pandemic, you have all gone above and beyond to provide services and support to the people of York during an unprecedented period in the history of our city and the country. Thank you for everything you have done. However the pandemic isn't yet over and we are still seeing high levels of Covid-19 circulating in our communities. As we head into the winter months there are also concerns about colds and flu and severe weather conditions that can put additional pressure on the NHS and on our council services.

There are some simple infection control measures that we can all take to keep ourselves and our colleagues safe from illness and disease over these winter months. These simple measures can reduce the risk of staff illness and help us to continue to provide essential services to residents.

So from Monday (15 November) we are asking you to take the following steps to reduce the spread of Covid and winter viruses. These steps will be in place until the end of January, but will be reviewed regularly and you will be informed if anything changes. Click the photograph to watch a video message.



NEWS

12th November

Council staff urged to work from home again amid Covid worries

Working together to improve and make a difference

Build confidence in the next steps needed to rebuild fitness

Physical health - #WhatsMyNextStep

We've issued toolkits to partners to help them support people get more active more often to rebuild their strength and fitness post-COVID. The toolkits included case studies, articles for newsletters and intranets, plus social media posts. The three steps were:

Step 1 - in the home

Step 2 - activity outdoors (plus interviews with Greatest Hits Radio and Global Radio)

Step 3 - re-joining clubs and groups and getting more active socially.

York people urged to get more active



By Emily Horner | [@EmilyAMHorner](#)
Digital Reporter



[f](#) [t](#) [in](#) [m](#) 4 comments

COUNCIL chiefs are urging York residents to exercise more for their physical and mental wellbeing - with a campaign and two grant schemes available for sports clubs.



Working together to improve and make a difference

#FeelRealYork toolkit update:

Our toolkits for include brief articles for intranets and newsletters, plus a suite of social media posts and graphics.

The aim is to encourage honest, real conversations about mental fitness and promote helpful resources.

The latest toolkits shared internally and with partners include:

- **Suicide Prevention Day:** sent in early September and focusing on taking the #TalkSuicide training.
- **Bereavement:** Sent in early October, to partners in the health and care sector
- **World Mental Health Day:** sent in mid-October
- **Student wellbeing:** sent late October as freshers start/students return
- **York Business Week:** mental health workshops for employers/employees were amplified
- **Challenge Poverty, Talk Month:** we posted on social media about how mental health can be affected by money worries, and shared TEWV's IAPT talking therapies.

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

#TalkSuicide #FeelRealYork



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/

#FeelRealYork



website, emailing us or calling us on



Hey
Thought you'd be out
living it up at college?

No
Parties? Gigs? wild
times..?.

Not really
Doesn't sound like it's
what you expected
It's not. Can we talk?
Of course. I'll call you.

HOW ARE YOU REALLY FEELING?
#FEELREALYORK

livewellyork.co.uk/feelrealyork

The Humber, Coast and Vale Resilience Hub

If you are a health, care or emergency worker and struggling with the impact of COVID-19 we are here to help
Visit: www.hcvresiliencehub@nhs.uk for further information
You can also email: tevv.hcv-resiliencehub@nhs.uk