

# Outbreak Management Plan

## Theme 6 – Vulnerable Groups

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Outbreak Management Advisory Board – 19 October 2020

# Respect | Protect | Enjoy - Community Support Offer

## Community Support Orgs (CSOs)

- Practical support for people self-isolating
- Direct & CSC referral process
- Disseminate universal messages to Communities
- Cascade new guidance and advice to wider community & VCSE

## 'Marshalling' Roles\*

### General Population:

- District & Borough Councils to provide additional capacity for deployment where needed e.g. high footfall areas

### Young People – 'Streets Ahead'

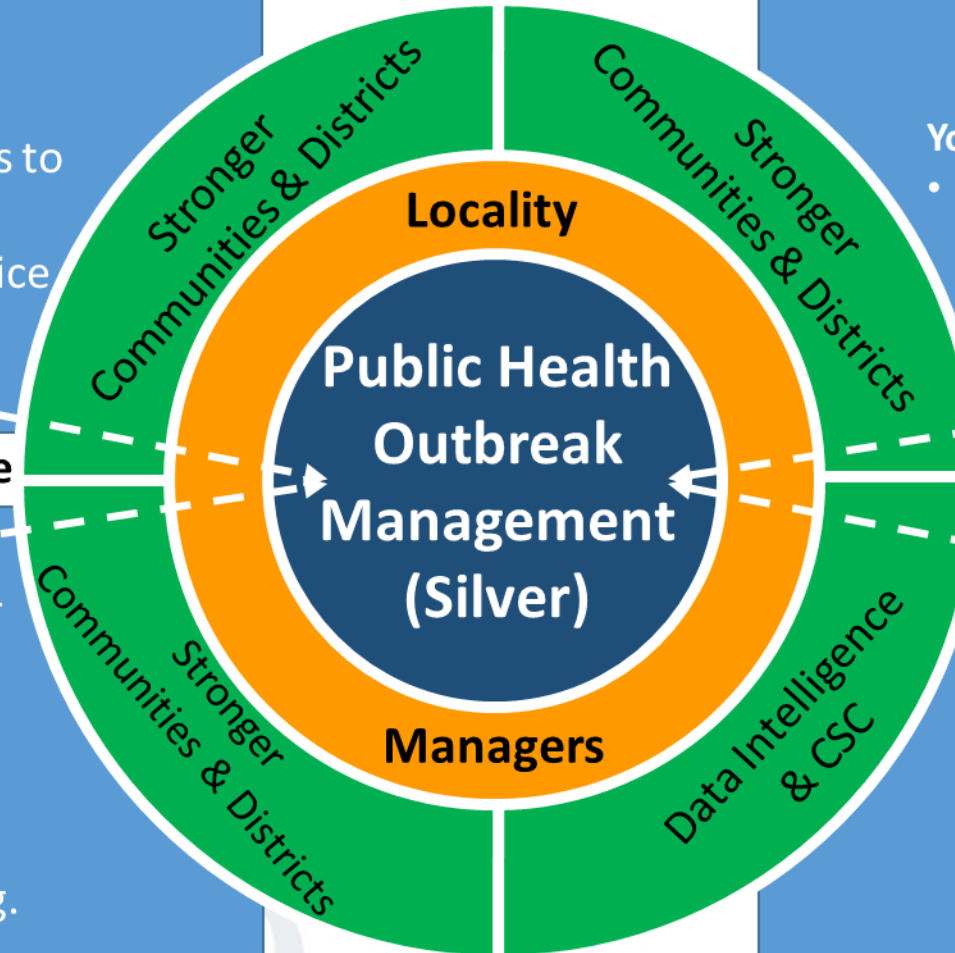
- NY Youth co-ordinating advice and information for young people – detached youth workers, NYCC Streets Ahead team and NY Sport.

## Universal Plus (NYCC)

- Provide out of hours cover for CSOs
- Additional capacity for CSO volunteers where needed
- Customer Support Centre to triage and refer to support e.g. Housing Options, Fire Service support, NHS Volunteers, Team NY Volunteers

## Support for Clinically Extremely Vulnerable (Shielded)

- Targeted welfare messages to shielded cohorts in high risk areas if required
- CSO/U+ practical support if CMO un-pauses shielded status



\*NB This is not an enforcement role and does not cover night time economy issues.

# Communication messages to vulnerable groups

- Our communications approach has been to use a broad and diverse range of channels including print, digital and out of home advertising, direct mail, radio, AdVans, influencers and social media.
- Using our own products and platforms as well as those of our partners
- Local marketing across the county through the Voluntary & Community Sector
  - For some audiences, e.g. the refugee community, messaging is agreed centrally but delivery is through a trusted relationship such as a faith leader
- People who are clinically extremely vulnerable (***shielded***) have been updated regularly on both key prevention messaging and reassurance on the support available – new national guidance published 14 October linked to new risk tiers
- Our key messages regarding support available is unchanged and have remained consistent since March:
  - Support from *family, friends and neighbours* first and for anyone without a local network to help them contact the County Council Customer Service Centre



<https://www.northyorks.gov.uk/covid-19-information-advice-and-guidance>

# Case Study – vulnerable groups

## Background

- Positive COVID cases linked to a community with potential to infect other members of the community
- Multi agency meeting scheduled to manage the cases and support the local community

## Key actions

- Community Support Organisation (CSO) support provided to residents isolating including food, welfare and financial support
- Support to access testing including home testing from CSO
- Joint communication materials developed for residents to reinforce social distancing messaging
- Liaison with CCG to ensure people have access to health services whilst isolating
- Cases have remained low and support from all organisations supporting residents has enabled residents to self-isolate and maintain social distancing