



Outbreak Management Plan / Covid-19

Communications

Aims

- ✓ Tell people about the latest information on restrictions
- ✓ Help reduce the spread of Coronavirus and save lives
- ✓ Support communities and the economy to a return to BAU through safe recovery
- ✓ Make sure messages are consistent across the county

National Restrictions 5th Nov – 2nd Dec

- ✓ All core messages updated in line with the new restrictions
- ✓ Includes community and business support
- ✓ Shared across all platforms; digital, print, internal and external
- ✓ Shared across all LRF partners to maximise reach

Press & Media

- ✓ Press conference focused on move to lockdown
- ✓ Proactive media releases have included:
 - Events; Halloween, Bonfire Night, Remembrance Sunday
 - Police enforcement
 - Care home arrangements
 - Contact tracing
 - Support for people and businesses
 - Local Testing Sites
- ✓ Broadcast media interviews focussed on community support (BBC Radio York and Greatest Hits Radio)
- ✓ Press Adverts running in all major newspapers with new assets

Digital

- ✓ Brand new set of social media assets created and being used
- ✓ 'Drip feed' of messages has focussed initially on what the new rules are and community support
- ✓ Plan to continue updating material as we move through lockdown

Marketing

- ✓ LRF press advert
- ✓ Community support campaign, including use of community influencers and advocates
- ✓ Road signage, same as the messages in March around essential travel
- ✓ Ad van continuing
- ✓ Working with North Yorkshire Youth to produce school communications pack
- ✓ Material for market towns/supermarket locations
- ✓ Direct mail to circa 24k clinically vulnerable residents
- ✓ Translated versions of direct mail to target hard to reach areas
- ✓ Contact tracing social assets and posters for each testing site

New assets to reflect the messaging



STAY SAFE
IN NORTH YORKSHIRE



NHS
Test and Trace

Play your part:

- ▶ You must stay at home.
- ▶ You can meet with one other person outside your household or support bubble for exercise.
- ▶ You must work from home if possible.
- ▶ Minimise your travel and only leave your home if it is essential.
- ▶ Certain businesses and venues will close, only essential services will remain open.

Remember: Wash your hands, cover your face, make space



Play your part to protect yourself, family, friends and community

www.northyorks.gov.uk/coronavirus

Examples



Thank you for checking on family, friends and neighbours.

You can find out how to help safely here:
<https://www.northyorks.gov.uk/coronavirus-advice-and-information>



If you have #coronavirus symptoms, you must self-isolate and book a #covid-19 test.

Play your part to protect yourself, your family, friends and community.

Latest advice and information here:
<https://www.northyorks.gov.uk/coronavirus-advice-and-information>



Thank you for checking on family, friends and neighbours who might need a helping hand with things like shopping, collecting medication or looking after pets.

Follow the latest Government advice on how to help safely.



Play your part to protect yourself, family, friends and community
www.northyorks.gov.uk/coronavirus

1 share



Play your part:

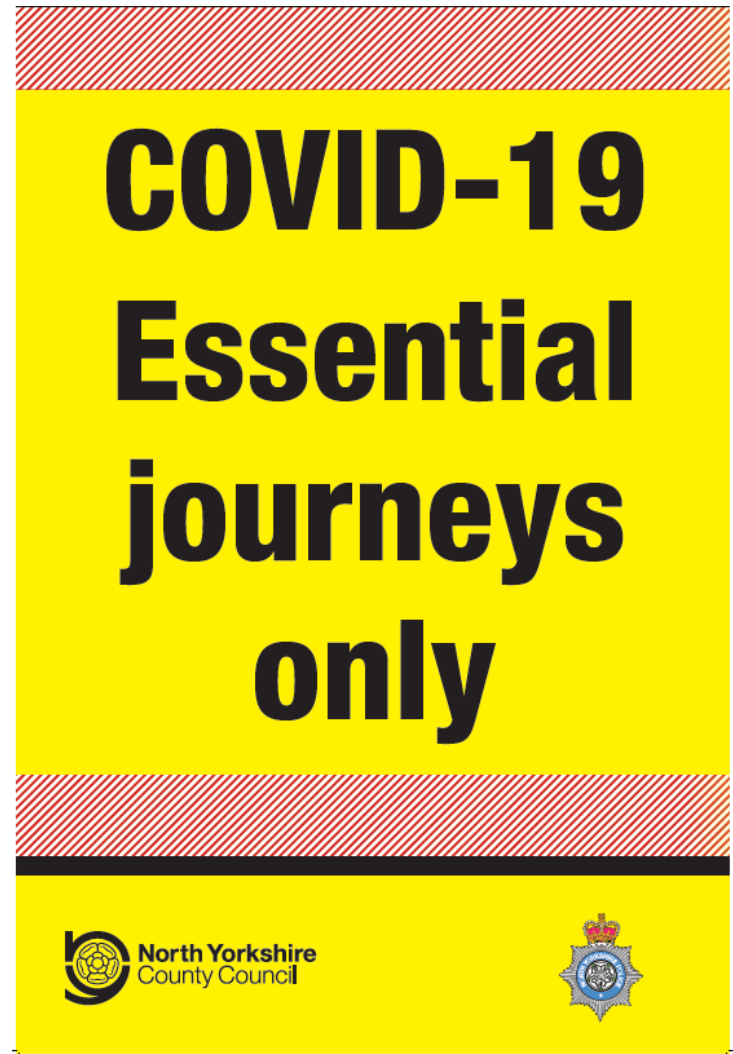
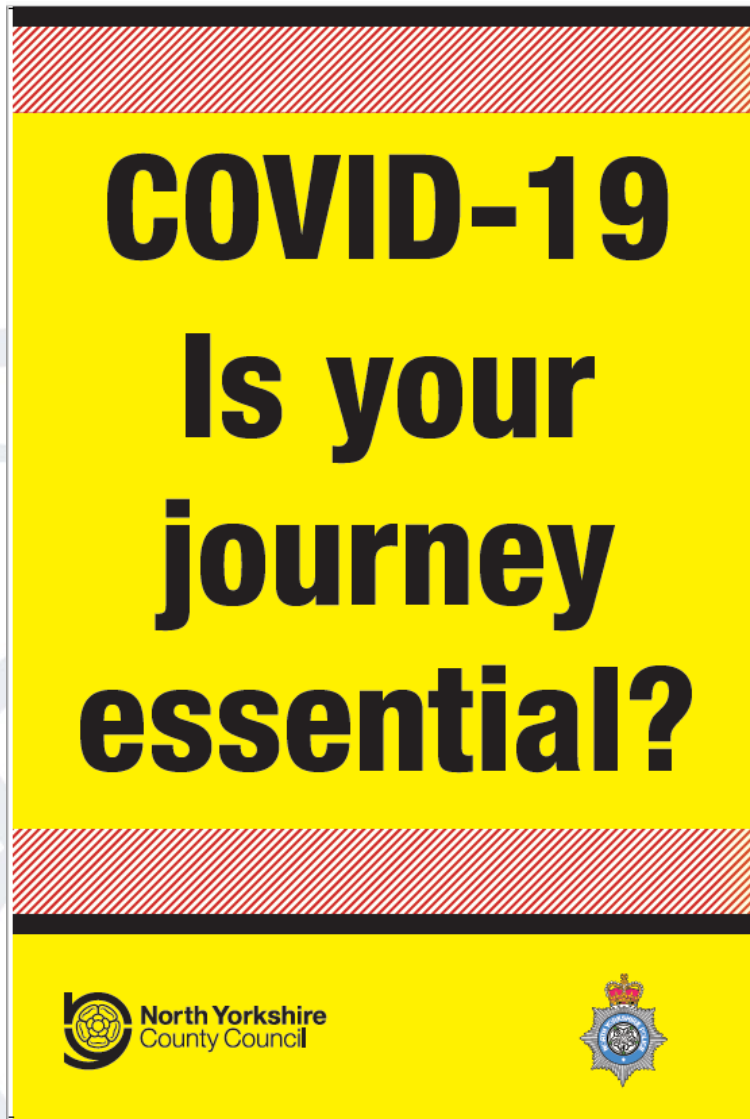
If you have symptoms, you must self-isolate and book a test.



Play your part to protect yourself, family, friends and community
www.northyorks.gov.uk/coronavirus



Examples: roadside signs



Look ahead:

- ✓ Continue to manage content through joint LRF comms group
- ✓ Likely to see more content around mental health and wellbeing over coming weeks
- ✓ Further engagement with education – communications to Head Teachers and staff in school based on feedback from Youth Cabinet

Questions?

