

Outbreak Management Plan / Covid-19 Communications

Communication Aims

- ✓ Advise and support people with information on restrictions
- ✓ Help reduce the spread of Covid and save lives
- ✓ Support communities and the economy – and a longer term return to business as usual
- ✓ Ensure consistent messaging across North Yorkshire, where appropriate

Communication Principles

- ✓ Key agencies working together, coordinated through LRF communications group
- ✓ Alongside North Yorkshire-wide communications, also now delivering localised activity to deal with particular issues
- ✓ React and evolve to ensure we can use communications as effectively as possible

Recent activity - overview

- ✓ Targeted work to deal with localised issues
- ✓ Digital campaign for the move into tier 2
- ✓ Ongoing media engagement, including LRF press conferences
- ✓ Ongoing display advertising
- ✓ Local contact tracing and local testing communications
- ✓ Community support campaigns
- ✓ Celebration of community efforts

URGENT SCARBOROUGH BOROUGH COVID-19 ALERT

17 November 2020

Dear resident

Coronavirus – Infection rates rising sharply in your area

As you may have heard, the number of Covid-19 cases in the borough of Scarborough has doubled in recent days and is rising rapidly.

It is everyone's responsibility to protect each other and help bring down the rates of infection.

To play your part, it is essential that you and those you live with follow the national restrictions and stay at home:

- Only leave home for food, medical reasons, exercise, education or work
- Do not meet up with other households, even outdoors, except for the permitted reasons set out in the national guidance at gov.uk/coronavirus
- If you have symptoms you must self-isolate and get a test - it's the law
- You must work from home if you can
- Avoid all travel unless essential
- Remember to wash hands, cover face, make space
- Remember that school bubbles do not apply outside school

Additional testing sites will be launched throughout the borough this month. We are asking visitors not to come to the borough at the moment. We encourage everyone to stay at home and exercise in their own local area.

If you are self-isolating and don't have anyone who can help you with shopping and other essentials, call 01609 780780 any day between 8am and 5.30pm and you will be directed to local support that is right for you.

If you have to self-isolate and cannot work from home, you may be eligible for a Test and Trace support payment. Refer to 'support for you' at www.scarborough.gov.uk/coronavirus for more information. If you do not have access to online services, call 01723 232372.

We know we can count on your support and thank you for your cooperation.

Dr Lincoln Sargeant

Director of Public Health for North Yorkshire

Superintendent Mike Walker
North Yorkshire Police



Mike Greene
Chief Executive
Scarborough Borough Council



Richard Flinton
Chief Executive
North Yorkshire County Council



STAY AT HOME gov.uk/coronavirus
northyorks.gov.uk/coronavirus
scarborough.gov.uk/coronavirus
STAY ALERT | CONTROL THE VIRUS | SAVE LIVES



If you test positive for Covid-19 and the NHS Test and Trace service are unable to contact you, it will be our responsibility to speak to you about your recent contacts.

**We will contact you on an 01609 number.
You do not need to contact us.**

We will **NOT** ask you to:

- disclose any personal or medical information
- provide passwords or PIN numbers
- provide bank account details
- make any form of payment
- dial a premium number
- download any software



STAY SAFE
IN NORTH YORKSHIRE



STAY SAFE
IN NORTH YORKSHIRE



Tier 2 – high Covid-19 alert level



Social contact

Only your household or support bubble can meet indoors – stick to the rule of six outdoors.



Travel and transport

Reduce journeys where possible. Avoid travelling into any areas of local Covid-19 alert level of very high where possible.



Working from home guidance

Work from home where possible.



Hospitality

Alcohol can only be served as part of a substantial meal. Pubs and restaurants must shut at 11pm.

We must all act together with simple, precautionary measures to save lives, protect jobs and the economy and ensure schools can stay open
www.northyorks.gov.uk/coronavirus

Skipton local testing sites opening date set

This story was published 7 December 2020

A permanent Covid-19 local testing site is scheduled to open in Skipton on Saturday, 12 December, to support the ongoing expansion of Covid-19 testing.



North Yorkshire County Council

Yesterday at 5:30 AM · 🌐

...

If you've got #Covid symptoms, Government run testing sites are at the following locations over the next few days.

#Harrogate
#Scarborough
#Northallerton... See More



ppGha6SGEnt



North Yorkshire County Council

December 7 at 11:00 AM · 🌐

...

Bedale Community Minibus is has stepped up to help residents who are shielding during the #coronavirus pandemic.

The community minibus service has been delivering prescriptions to those in the community who need to get their medication.

Malcolm Bloor, a member of the organisation, said: "We go to the chemist, the driver shows their ID and they get a box of medication and then drive round delivering it to people in the community.... See More



Anthony Wood

KLc6Ww6g_v

Bedale Community Minibus Volunteer



North Yorkshire County Council

36m · ⚙️

...

We're really looking forward to welcoming you back in the future. But for now please remember that if you live in a tier 3 area, you should not visit pubs, restaurants and hotels in North Yorkshire.

If you do have to travel to North Yorkshire for essential activities, you must continue to follow all tier 3 restrictions.



If you live in a tier three area, you must stick to the tier three rules wherever you go.

That means you should not visit pubs, restaurants and hotels in North Yorkshire



ire
:ll

OFFICIAL

Vaccine communications

- ✓ NHS-led, other LRF agencies supporting key messages
- ✓ Communication priorities based on helping NHS to deliver:
 - Helping reduce demand from people contacting GPs and hospitals
 - Explaining process and speed of vaccination programme
 - Supporting national work to counter misinformation online
 - Supporting national proactive promotion of the vaccination and demographic

Look Ahead

- ✓ Recently agreed Christmas and New Year messaging based on local and national data about message perceptions
- ✓ Ongoing emphasis on using communications to support successful vaccine roll-out
- ✓ Further developing narrative of celebrating efforts, to help us emerge stronger
- ✓ Review of tier messaging after Government announcement

Questions?

Mike James
North Yorkshire County Council
michael.james@northyorks.gov.uk

