

ITEM 7

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
- ✓ Support our vulnerable residents, including those shielding
- ✓ 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 delivering localised activity to deal with particular issues
- ✓ React and evolve to ensure we can use communications as effectively as possible

Recent activity - overview

- ✓ Significant press activity, including ongoing weekly LRF press conference
- ✓ Digital messaging for online channels
- ✓ Display advertising and road signage in targeted areas
- ✓ Covid support targeted marketing, including customer portal, editorial content, radio advertising
- ✓ Local contact tracing and local testing communications
- ✓ Ongoing support for vaccine key messages

North Yorkshire County Council is sharing a COVID-19 Update. 3h

The latest #coronavirus data shows that, in the 7 days leading up to 7 January, #Selby district had the highest rates of new cases.

We must now all stay at home, protect the NHS and save lives.

View full data: <https://www.northyorks.gov.uk/coronavirus-data>



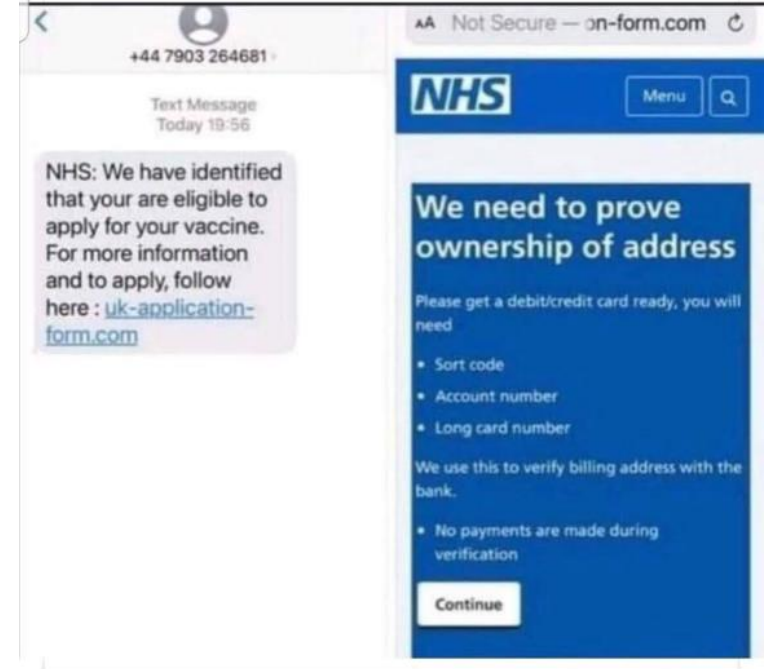
North Yorkshire County Council 20h

You can play your part to protect yourself, your family, friends and community during #lockdown.

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

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

The scam has begun. Please warn your family and friends especially those who may be vulnerable. Share away.



This is from North Yorkshire County Council and it contains important information about where to get help during the national Covid lockdown.

Please read it and share it with anyone who may be vulnerable.

Thank you.



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Coronavirus advice and information

Information about service disruption and how we're helping everyone.

North Yorkshire is in national lockdown. We must now stay at home to protect the NHS and save lives. Restrictions are in place. [Find out more about what the restrictions mean.](#)

You can get updates from our social media channels on [Twitter](#) and [Facebook](#).

As well as getting the latest guidance from the [Government](#) and [Public Health England](#).

National lockdown: stay at home

Testing and outbreak guidance.

Changes to services.

National lockdown: Stay at Home

North Yorkshire is in a national lockdown. We must now stay at home to protect the NHS and save

Coronavirus (Covid-19) testing

Information about Coronavirus (Covid-19) testing.

Changes to services during coronavirus (covid-19)

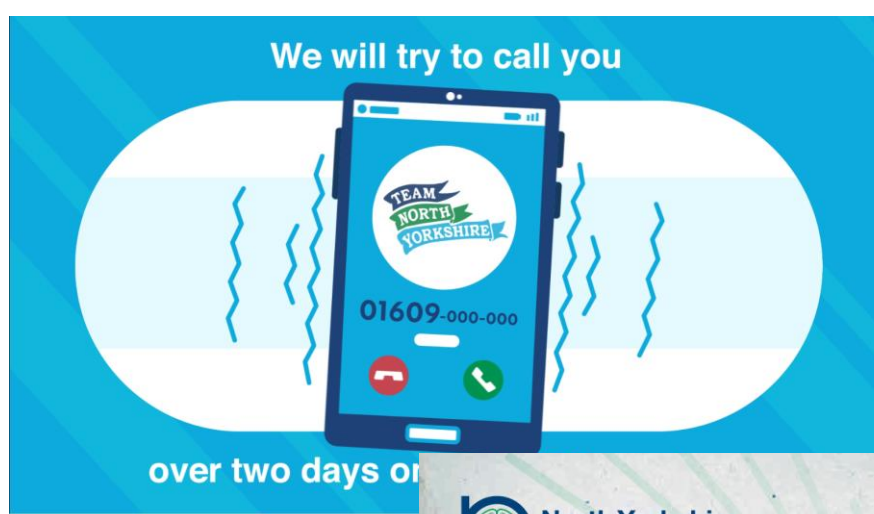
See an overview of how our services will change while North Yorkshire is in national lockdown.

 North Yorkshire County Council
January 6 at 2:00 PM · 🌐

Richard Webb, our Corporate Director of Health and Adult Services, on why people should consider their physical and mental health during lockdown.

"People may feel less inclined to exercise but I would ask you to take up your daily opportunity to either get a walk, some fresh air, or if you can't do that, some chair-based exercise because we know that is so good for our physical and mental health."

Read the latest [#coronavirus](#) advice and information here: <https://www.northyorks.gov.uk> See More



North Yorkshire Buy Local

Please support local businesses during lockdown - they need it more than ever.

[northyorks.gov.uk/buy-local](https://www.northyorks.gov.uk/buy-local)



Look Ahead

- ✓ Ongoing LRF-led communications to support successful vaccine roll-out
- ✓ Continue to push material to support adherence to lockdown rules
- ✓ Updated communications campaign for community support, including story telling case studies.
- ✓ Updated communications campaign for Buy Local support

Questions?

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