

NORTH YORKSHIRE OUTBREAK MANAGEMENT ADVISORY BOARD

REMOTE MEETING

ON: Wednesday 20th January 2021

AT: 3.30 p.m.

This meeting will be held using video conferencing with a live broadcast to the Council's YouTube site. Further information on this is available on the committee pages on the Council website - <https://democracy.northyorks.gov.uk/>.

The live broadcast of this meeting will start when the meeting commences. Members of the press and public who would like to view it can do so via the County Council's website. For help and support in accessing the meeting, please contact the Democratic Services Officer responsible for the meeting (see contact details below).

This Board is an informal, non decision-making body and therefore there is no facility for public questions or statements. If you would like to find out more about the North Yorkshire Outbreak Management Plan you can do so from the link [here](#)

The meeting will be available to view once the meeting commences, via the following link - www.northyorks.gov.uk/livemeetings Recording of previous live broadcast meetings are also available there.

AGENDA

NO.	ITEM	LEAD	INDICATIVE TIMINGS
1	Welcome/introduction	Chair	3.30 – 3.40
2	Apologies for absence	Chair	
3	Declarations of interest (if any)	Chair	
4	Notification of Any other business	Chair	
5	Notes of meeting held on 21 st December 2020 (and any matters arising) ENCLOSED	Chair	

6	<p>Update on the current position in North Yorkshire.</p> <p>The slides will contain data regarding the epidemiology of the pandemic internationally; for the UK; North Yorkshire; and by Districts including detailed information about Richmondshire, including Catterick Garrison.</p> <p>Due to the fast-moving situation the slides, which will contain the most up-to-date data, will be presented at the meeting.</p>	<p>Louise Wallace, Director of Public Health;</p> <p>Victoria Turner, Public Health Consultant;</p> <p>Emma Davis, Health Improvement Manager</p>	3.40 – 4.10
7	<p>Communications Update</p> <p>SLIDES ENCLOSED</p>	<p>Michael James Team Leader, Marketing and Customer Communications</p>	4.10 – 4.20
8	Vaccination Update - verbal update	<p>Amanda Bloor, Accountable Officer, North Yorkshire CCG</p>	4.20 – 4.35
9	<p>Partner Updates (on an exception basis):</p> <ul style="list-style-type: none"> • Business / LEP • Care Sector • Healthwatch • Local Government • NHS • Police • PF&C Commissioner • Public Health England • Schools • Voluntary & Community Sector 	ALL	4.35 – 4.45
10	Next Meeting – Friday 26 th February 2021 at 12.15 p.m.	Chair	-
11	Any other business	Chair	-

Patrick Duffy, Senior Democratic Services Officer

Patrick.Duffy@northyorks.gov.uk

Tel: 01609 534546

15th January 2020



North Yorkshire Outbreak Management Advisory Board

Notes of a discussion held remotely, via Microsoft Teams, on Monday 21st December 2020

THOSE WHO JOINED THE DISCUSSION:

North Yorkshire County Council Representatives:

Councillor Carl Les, Leader of North Yorkshire County Council
 Councillor Caroline Dickinson, Executive Member, Public Health, Prevention, Supported Housing
 Councillor Michael Harrison, Executive Member for Adult Services and Health Integration
 Councillor Stuart Parsons, Leader of the Independent Group, North Yorkshire County Council
 Richard Flinton, Chief Executive, North Yorkshire County Council
 Louise Wallace, Director of Public Health
 Richard Webb, Corporate Director, Health and Adult Services

District Council Representatives:

Councillor Claire Docwra, Ryedale District Council (substitute for Councillor Keane Duncan)
 Councillor Michelle Donohue-Moncrieff, Scarborough Borough Council (substitute for Councillor Liz Colling)
 Councillor Richard Foster, Leader, Craven District Council

Other Partners' Representatives:

Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire
 Susan Peckitt (substitute for Amanda Bloor), Chief Nursing Officer, North Yorkshire Clinical Commissioning Group
 Leah Swain, Chief Executive, Community First Yorkshire
 Lisa Winward, Chief Constable
 Ian Yapp, Head Teacher, Riverside Primary School

In attendance (all from North Yorkshire County Council, unless stated):

Councillor Karin Sedgwick, Chair of the Care and Independence Overview and Scrutiny Committee
 Ray Busby, Principal Democratic Services Officer
 Lisa Dixon, Director, Scarborough Borough Council
 Patrick Duffy, Senior Democratic Services Officer (Clerk)
 Mike James, Team Leader, Marketing and Customer Communications
 Victoria Turner, Public Health Consultant

Apologies received from:

Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group
 Councillor Liz Colling, Scarborough Council
 Councillor Keane Duncan, Leader, Ryedale District Council
 Barry Khan, Assistant Chief Executive (Legal and Democratic Services), North Yorkshire County Council
 Phil Mettam, Humber, Coast and Vale NHS Test and Trace Lead
 Julia Mulligan, Police, Fire and Crime Commissioner
 Sally Tyrer, Chair, North Yorkshire Local Medical Committee

NO.	ITEM	ACTION
80	<p>WELCOME AND INTRODUCTION BY THE CHAIR</p> <p>County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.</p> <p>He advised that he is the Leader of the Council and Chairs this Board and that:-</p> <ul style="list-style-type: none"> - the main role of this Board is to support the effective communication of the test, trace and contain plan for the county and to ensure that the public and local businesses are effectively communicated with; - decisions of the Board are purely advisory and its recommendations will be considered through the governance arrangements of the bodies represented, which retain their decision making sovereignty; - the papers for this meeting had been published in advance on the County Council's website; and - people can see the names of everyone on the Board and the organisations they represent on the County Council's website. <p>The Chair also welcomed Councillor Karin Sedgwick, Chair of the Care and Independence Overview and Scrutiny Committee, as an observer, in relation to Minute No. 89, below.</p>	
81	<p>APOLOGIES</p> <p>As stated in the attendance on the previous page.</p>	
82	<p>DECLARATIONS OF INTEREST</p> <p>There were no declarations of interest.</p>	
83	<p>NOTES OF MEETING HELD ON 19TH NOVEMBER 2020</p> <p>AGREED that these were an accurate reflection of the discussion.</p>	
84	<p>DECLARATIONS OF INTEREST</p> <p>There were no declarations of interest.</p>	
85	<p>NOTIFICATION OF ANY OTHER BUSINESS</p> <p>The Chair asked Members if they could advise him, at this stage, whether they had any item of urgent business they were likely to raise under that heading, so that he could ensure there was sufficient time at the end to consider it. No Members indicated that they had any urgent business to raise.</p>	
86	<p>VARIATION TO THE ORDER OF BUSINESS</p> <p>The Chair agreed that the Item Vaccination Update, which had been scheduled further down the Agenda, be considered as the next Item.</p>	

<p>87</p>	<p>VACCINATION UPDATE</p> <p>Sue Peckitt provided the following update:-</p> <ul style="list-style-type: none"> - The numbers of Covid patients in Hospital had plateaued, but is being continually monitored - Hospitals are managing in accordance with their current plans. However winter is the busiest time for the NHS, so there is significant pressure on capacity - In terms of the vaccine, there has been significant progress in what is the largest vaccine mobilisation programme ever delivered. Six sites locally are up and running to administer the vaccine. This number will double by Christmas Eve across North Yorkshire and York - It is a challenging operation that will take some time to complete - The NHS is continuing to look at access, using a blend of Hospital/GP Practices and community sites - People are urged not to contact their GP Practice; the Practice will contact them <p>In response to a question from Councillor Stuart Parsons, Sue Peckitt confirmed that everyone working with the NHS will be provided with the relevant protection. Councillor Parsons asked that this message be conveyed to everyone who needs to be aware of it.</p> <p>Ashley Green mentioned that Healthwatch North Yorkshire are receiving some calls from people enquiring why they have not had the vaccine yet. They have stressed that the rollout has only just commenced and reinforced the message from the NHS that people should wait for their GP Practice to contact them</p> <p>NOTED.</p>	
<p>88</p>	<p>UPDATE ON THE CURRENT POSITION IN NORTH YORKSHIRE</p> <p>Slides had been circulated in advance of the meeting. Revised slides were presented, based on the latest data and containing additional information on the situation in Scarborough, together with key messages and actions.</p> <p>Richard Webb gave an overview which included the following points:-</p> <ul style="list-style-type: none"> - Changes made nationally mean that London and the South East is now in Tier 4 and all tier levels have experienced changes, particularly around travel and revised arrangements for Christmas - A new strain has been confirmed, characterised by the speed of its spread. As far as we are aware, it will not impact on the vaccine - There is ample testing availability - Scarborough figures are high. This Board has taken a pragmatic approach to tiers - that if they need to be adjusted this could be on a County or District footprint 	

- The Local Resilience Forum will continue to keep the issue of tiering under review with the Government and Public Health England
- Louise Wallace had been appointed Director of Public Health. Louise had previously held this position with Hartlepool Borough Council and has led on Health and Integration at the County Council. She has been an integral part of the team dealing with the Covid response, particularly around testing and the response to care settings

Louise then updated on the situation internationally, nationally and by District within North Yorkshire. Among the aspects she highlighted were:-

- Globally, there have been 1.6 million deaths
- Nationally the UK saw an increase of 146,459 cases last week and the pattern is increasing
- Last week saw an increase of 2,593 deaths across the UK
- As at 15th December there were 14,830 positive tests since 3rd March across the county, with 1,221 new cases reported in the last two weeks – an average of about 100 cases a day – this is a significant increase
- There have been 394 Covid deaths in Hospital – up 70 since the last report
- There have been 275 deaths in Care Homes from Covid – an increase of 30 from the previous report
- Whilst older people are more at risk, that is not to say that anybody cannot be impacted seriously
- By district, figures have increased across the county. Within the North Yorkshire average of 129 positive tests per 100,000 population, there is wide variation, ranging from 254 per 100,000 population in Scarborough to 78 per 100,000 population in Hambleton. These figures are a 7 day rate per 100,000 population. There is no room for complacency and cases are heading in the wrong direction as we head towards Christmas

Councillor Stuart Parsons asked for a response on matters he had raised previously about the student population and the military population at Catterick Garrison. Victoria Turner advised that Public Health England had recalibrated data to adjust figures within each area of the number of positive test by students to reflect where they study, rather than where they live. No issue is being seen with the military population, where they are registered at Catterick but deployed elsewhere. In terms of what has been counted in North Yorkshire figures, it has been the North Yorkshire based Catterick cases.

Richard Webb then advised Members about the situation in Scarborough. There has been a big increase in the number of positive tests among young people under 15 and those aged between 30-44 and 45-59.

	<p>Councillor Michelle Donohue-Moncrieff asked if there was an internal view on tiering, as we enter the Christmas period. Also, it is clear that whilst some areas of the town have a clear sense of community, other parts had a more transient population. In those circumstances, how do we get the message out?</p> <p>In response, Richard Webb advised that tiering is reviewed informally each week and formally every fortnight. The Government is actively reviewing tiers. The main concern is not in the Hospitality Sector, but from household mixing, with reports of large gatherings. He agreed with the point about sense of identity. Efforts are being made to raise awareness and encourage people to self-isolate.</p> <p>Councillor Michelle Donohue-Moncrieff also mentioned that many businesses in Scarborough have decided it is not worth opening in any event. This is something to be aware of.</p> <p>Ian Yapp asked if consideration is being given to prioritising a shift in resources to support schools in carrying out tests in early January. Richard Webb responded that colleagues in Children’s Services are mindful of these points and liaising with schools.</p> <p>Richard Webb also outlined the key messages and actions.</p> <p>NOTED.</p>	
89	<p>SUICIDE RATES; SUSPECTED SUICIDES AND DRUG AND ALCOHOL RELATED DEATHS</p> <p>Slides had been circulated with the papers for the meeting.</p> <p>Victoria Turner advised that this matter had stemmed from a discussion at the last meeting, where Julia Mulligan had referred to suicide figures in York and asked if these were available in North Yorkshire. Lincoln Sargeant had suggested that consideration of Drugs and Alcohol Related Deaths would also be of benefit.</p> <p>We are looking at these areas in detail but, in both areas, there is insufficient evidence to comment on the impact of Covid. However, data by Public Health England is expected early in 2021.</p> <p>Victoria talked Members through the slides.</p> <p><u>Suicides</u> The rate in North Yorkshire in recent years has been slightly above the national rate, with the highest number occurring in Scarborough.</p> <p>The latest data only goes to 2019 as there is a time lag in reporting, given the complex process required in confirming whether or not a death can be adjudged as suicide.</p> <p><u>Drug and Alcohol Related Deaths</u> This cohort is likely to be affected by several things and Covid is no different.</p> <p>Scarborough has the most marked incidence of drug poisoning.</p> <p>Councillor Karin Sedgwick said she would be very interested in the results of the soon-to-be-released data. The Care and Independence Overview and Scrutiny Committee, which she chairs, have been</p>	

	<p>looking at suicide rates and prevention prior to Covid. There is a link to the mental health of people in our area.</p> <p>Councillor Caroline Dickinson asked if the age of people who took their life was known and felt that loneliness could be a factor. Victoria Turner said this information is not available. It is clear though that mental health and a vast range of social and wider determinants will have a significant impact on people's health.</p> <p>Richard Webb referred to the extensive work undertaken previously with men aged 30 to 50 as a target group.</p> <p>He added that referrals to mental health had increased, as well as referrals under the Mental Health Act. It is clear too that there is a wider sense of fatigue and malaise, with people's coping mechanisms now more limited. For example, the limit on seeing some family members and the fact that they may not have access to the exercise opportunities they had before. For older people, who may have fewer contacts, this could be a particular issue. It is difficult quantify at this stage.</p> <p>Louise Wallace added that this is absolutely about understanding the consequence across all partners – e.g. the burden of disease, potentially, as result of Covid (missed appointments, etc.) and wider determinants, such as housing and employment. That multi-agency response is likely to be required for some time.</p> <p>NOTED.</p>	
<p>90</p>	<p>COMMUNICATIONS UPDATE</p> <p>Mike James took Members through this Item. Slides had been circulated with the papers for the meeting.</p> <p>He highlighted the aims of the Communications Strategy and the principles behind it i.e. how it is delivered and examples of digital/press/marketing, to convey messages, were shared.</p> <p>Mike also advised that:-</p> <ul style="list-style-type: none"> - Through the Local Resilience Forum localised communications are developed and delivered to deal with specific issues such as the higher rates in Scarborough. For instance, leaflet drops in the worst affected areas - The response has to constantly evolve and react to message changes. For example, there has been a shift towards asking people to make the right choices for themselves and their families, rather than a more instructional approach - Recent activity includes a focus on mental health support - Christmas messaging is being updated to reflect the latest national decisions - Preparations are being stepped up for any changes to tiers. A dynamic communications response is required <p>Louise Wallace stressed that, given the data she had presented earlier at today's meeting, there is no room for complacency and strongly urged caution.</p>	

	<p>She urged everyone to reduce social contact as much as possible over the next few days and, when we get to 25th December, to:-</p> <ul style="list-style-type: none"> - keep to the maximum permitted mixing of two households; - try to get ventilation into the room where people are together; - observe social distancing; - reduce the time spent together; - keep any gatherings small; and - follow the Government guidance <p>NOTED</p>	
91	<p>PARTNER UPDATES</p> <p><u>Care Sector</u></p> <p>Richard Webb provided an update in Mike Padgham's absence.</p> <ul style="list-style-type: none"> - Will be issuing further advice about visiting and Christmas imminently, in the light of the national decisions - A significant issue around insurance cover – the Department of Health and Social Care and the Treasury are looking at this <p><u>Ian Yapp, Schools</u></p> <ul style="list-style-type: none"> - Schools have contact tracing arrangements in place for the first six days of the holidays - Will be a staggered return for secondary schools. In Week One this will include children of key workers; vulnerable groups and exam year groups. This will allow roll out of lateral flow testing week commencing 4th January. There is a lot of work involved. The intention is good but its practical delivery presents a real challenge - The Health Secretary has not ruled out a longer staggered return. All schools have in place a good remote working learning offer, so students who have to be off site should receive good continuity of education 	
92	<p>NEXT AND FUTURE MEETINGS</p> <p>The Chair confirmed that the next meeting will be on Wednesday 20th January 2021 at 3.30 p.m.</p> <p>He added that it was clear this Board would need to continue to meet. Patrick Duffy would confirm dates for future meetings.</p>	ALL TO NOTE
83	<p>ANY OTHER BUSINESS</p> <p>There was no other business to consider.</p> <p>The Chair wished everyone a peaceful and safe Christmas and New Year.</p>	

The meeting concluded at 1.00 p.m.

PD

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

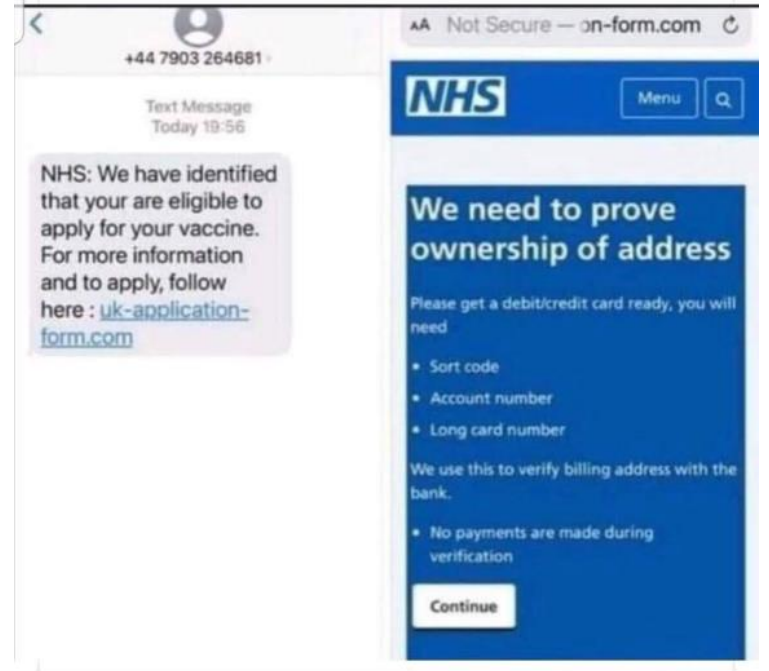
You can play your part to protect yourself, your family, friends and community during #lockdown.

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

Play your part:
▶ 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

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.



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.



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."

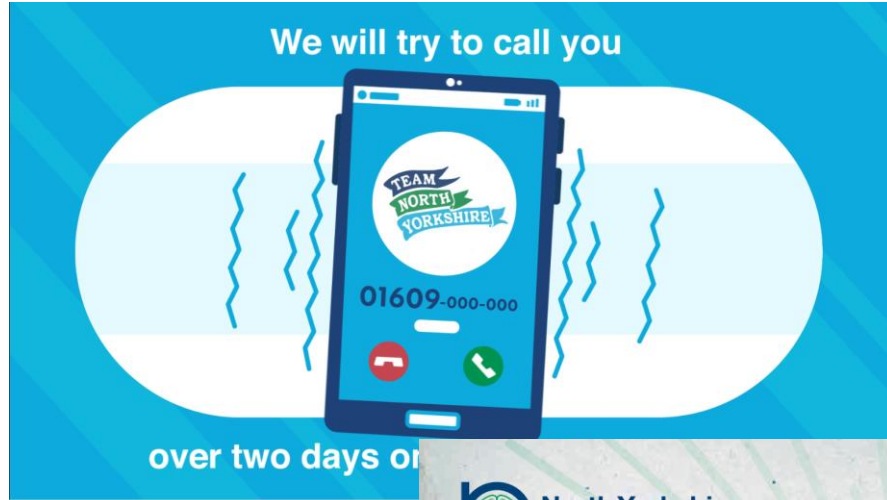
Read the latest [#coronavirus](#) advice and information here: <https://www.northyorks.gov.uk> See More



North Yorkshire County Council
Shopping Tool
www.northyorks.gov.uk



IGOGKStdfoI



Thank you

to everyone looking out for their neighbours,
and the thousands of volunteers helping
people across North Yorkshire.



North Yorkshire Buy Local

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

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?

Mike James

North Yorkshire County Council

michael.james@northyorks.gov.uk

