



Agenda

Notice of a public meeting of North Yorkshire Outbreak Management Advisory Board

To: Councillors Carl Les (Chair), Michael Harrison (Vice-Chair), Andrew Lee, Stuart Parsons, Liz Colling, Mark Crane, Angie Dale, Richard Foster, Dinah Keal, Ann Myatt, Stephen Watson

Philip Allott, Amanda Bloor, Jane Colthup, Richard Flinton, Ashley Green, Simon Padfield, Mike Padgham, Helen Simpson, Sally Tyrer, Louise Wallace, Richard Webb, Lisa Winward and Ian Yapp.

Date: Wednesday, 29th September, 2021

Time: 2.00 pm

Venue: Remote Meeting held via Microsoft Teams

This meeting will be held using video conferencing with a live broadcast to the Council's YouTube site.

To find out more about the North Yorkshire Outbreak Management Plan go to www.northyorks.gov.uk/our-outbreak-plan

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.

Business

- 1. Welcome/introduction**
- 2. Apologies for absence**
- 3. Notes of meeting held on 27th August 2021 and any matters arising** (Pages 3 - 6)
- 4. Declarations of interest (if any)**

Enquiries relating to this agenda please contact Patrick Duffy Tel: 01609534546 or e-mail Patrick.Duffy@northyorks.gov.uk

Website: www.northyorks.gov.uk

5. **Notification of Any other business**
6. **Discussion Paper - Review of the Outbreak Management Advisory Board - Barry Khan, Assistant Chief Executive (Legal and Democratic Services)** (Pages 7 - 8)
7. **Update on the current position in North Yorkshire - Louise Wallace, Director of Public Health**
Given the dynamic situation, the most up-to-date information will be presented at the meeting
8. **Covid-19 Response: The Government's Autumn and Winter Plan and its implications for North Yorkshire - Richard Webb, Corporate Director, Health and Adult Services and Louise Wallace, Director of Public Health**
Slides will be presented at the meeting.
9. **Vaccination Update - verbal update by North Yorkshire Clinical Commissioning Group**
10. **Local Government Association - Covid Outbreak Management Peer Challenge - verbal update by Louise Wallace, Director of Public Health**
11. **Communications Update - Mike James, Team Leader, Marketing and Customer Communications** (Pages 9 - 18)
12. **Partner Updates (on an exception basis):**
 - Business / Local Enterprise Partnership
 - Care Sector
 - Healthwatch
 - Local Government
 - NHS
 - Police
 - Police, Fire and Crime Commissioner
 - Public Health England
 - Schools
 - Voluntary & Community Sector
13. **Next Meeting - Friday 29th October 2021 at 2.30 p.m.**
14. **Any other business**

Barry Khan
Assistant Chief Executive
(Legal and Democratic Services)

County Hall
Northallerton

Thursday 23 September 2021

North Yorkshire County Council

North Yorkshire Outbreak Management Advisory Board

Notes of the remote meeting held on Wednesday, 27th August 2021 commencing at 11.30 a.m.

THOSE WHO JOINED THE DISCUSSION:

North Yorkshire County Council Representatives:

Councillor Carl Les, Leader, North Yorkshire County Council (Chair)

Barry Khan, Assistant Chief Executive (Legal and Democratic Services)

District Council Representatives:

Councillor Dinah Keal, Ryedale District Council

Councillor Richard Foster, Leader, Craven District Council

Councillor Ann Myatt (Harrogate Borough Council)

Other Partners' Representatives:

Sue Peckitt, North Yorkshire Clinical Commissioning Group (substitute for Amanda Bloor)

Phil Cain, North Yorkshire Police (substitute for Lisa Winward)

Mark Hopley, Community First Yorkshire (substitute for Jane Colthup)

Beverley Proctor, Chief Executive, Independent Care Group (substitute for Mike Padgham)

Ian Yapp, Chief Education Officer, the STAR Multi-Academy Trust

Simon Dennis, Chief Executive, Office of the North Yorkshire Police, Fire and Crime Commissioner (substitute for Philip Allott)

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

Steve Loach, Principal Democratic Services Scrutiny Officer (Clerk)

Victoria Turner, Public Health Consultant

Apologies received from:

County Councillor Andrew Lee, Executive Member, Public Health, Prevention, Supported Housing

Councillor Liz Colling, Scarborough Borough Council

Councillor Angie Dale, Leader, Richmondshire District Council

Councillor Michael Harrison, Executive Member for Adult Services and Health Integration

Philip Allott, Police, Fire and Crime Commissioner

Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group

Richard Flinton, Chief Executive, North Yorkshire County Council

Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire

Mike Padgham, Chair, Independent Care Group

Sally Tyrer, Chair, North Yorkshire Local Medical Committee

Lisa Winward, Chief Constable

Louise Wallace, Director of Public Health

Richard Webb, Corporate Director, Health and Adult Services

Mike James, Team Leader, Marketing and Customer Communications

Copies of all documents considered are in the Minute Book

167 Welcome/introduction

County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.

He advised that he is the Chair of this Board and Leader of the Council. He added that:-

- 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
- the Board comprises, among others, representatives of the County Council; District and Borough Councils; the NHS; Public Health England; Schools; Healthwatch; the Care Sector; and the Voluntary Sector

County Councillor Les referred to the untimely death of Councillor John Clark who had been representing Ryedale District Council on the Board.

168 Apologies for absence

As stated in the attendance on the previous page.

169 Notes of meeting held on 27th July 2021 and any matters arising

AGREED that these were an accurate reflection of the discussion.

170 Declarations of interest (if any)

There were no declarations of interest.

171 Notification of Any other business

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.

172 Update on the current position in North Yorkshire - Victoria Turner, Public Health Consultant

Slides were presented by Victoria Turner, which contained data regarding the epidemiology of the pandemic internationally; for the UK; North Yorkshire; and by Districts.

Victoria highlighted the following:-

- Globally, the UK has the fifth highest number of cases and the seventh highest number of fatalities
- The current UK 7-day rolling average of daily new cases was 33,828 - The current UK 7-day rolling average of daily deaths was 106.
- In North Yorkshire there had been 1,651 new cases reported over the past week, which is a weekly rolling average of 236 per day.
- The 7-day incidence rate (to 22/08/2021) in North Yorkshire was 311.3 cases per 100,000 population, lower than the England and rate of 330.5.

- The North Yorkshire rate was 11.5 per 100,000 on 1st September in comparison to the England rate of 16.1.
- Ryedale had the highest rate of new cases over the past 7 days in North Yorkshire (rates in Ryedale and Selby are above the England average) while Harrogate had seen the highest number of cases over the past 7 days.
- There had been 2 deaths reported in the latest 24 hour period. Over the past week, there have been an average of 0.7 deaths per day.
- Generally there had been a number of outbreaks reported in workplaces, Care Homes, hospitality settings and leisure and tourism settings, although these were down on what had been previously reported.
- The Bank Holiday was about to take place and the message was to enjoy it safely and to remember hands, face, space and fresh air.

NOTED.

173 Vaccination Update - verbal update by North Yorkshire Clinical Commissioning Group

Sue Peckitt updated. In summary:-

- The programme continued to progress well, with 581,700 first doses and 524,572 second doses administered.
- 18 to 29 year olds – 73% have had first dose and 42% have had second dose.
- 16 to 17 year olds – the vaccination has recently opened and 38% have already received their first dose.
- Those aged 17 years and 9 months can book on the National Booking Line.
- Guidance was currently awaited on the booster jab programme.
- Vaccinations were available for 12 to 15 year olds classed as at risk of getting seriously ill from COVID. Contact should be with their GP in respect of this. This also applies to those living with vulnerable adults who have been shielding.
- The “Evergreen” programme continues allowing those eligible to have a vaccine where they have not already done so.
- A media message has been sent out to women who are pregnant, planning pregnancy or have just delivered to obtain a vaccine as they are at risk of becoming seriously unwell from COVID.

NOTED.

174 Communications Update

The Chair stated that a report had been circulated prior to the meeting, but, unfortunately Mike James was unable to attend to speak to it, therefore, he suggested that Members submit any issues to Mike, directly.

The report highlighted the following issues:-

- The Respect and Protect Campaign
- The challenges for communications generally
- The initial digital only approach.
- The development of the campaign for the return of schools in September
- A review of the effectiveness of the campaign
- The hosting of regular COVID press conferences

NOTED.

175 Partner Updates (on an exception basis):

Health and Care Sectors – Sue Peckitt

- There is a great deal of pressure currently on both the Care and Health sectors but not all are COVID related, the sectors are just very busy.
- Increased contact over the Bank holiday period could potentially bring further pressures
- There were currently 130 COVID patients in local hospitals with 19 of those in Intensive Care.

Schools – Ian Yapp

- An update to the Guidance had been produced on 17th August, with some relatively small changes that were expected to be introduced for the beginning of the new term.
- Existing bubbles would be removed
- Category framework to be put in place ie Step Up
- Step Up - Where 5 children or staff or 10% of the whole school community have tested positive and have been mixing within school, over a ten day period, further action would be undertaken following liaison with Public Health
- Restricted attendance for specified year groups has been removed for certain year groups, previously identified – could still be used as an absolute last resort
- Clarification of the rules in relation to contact tracing outlined
- Some schools have already returned in other LA areas and these are being closely monitored to see how they are coping

NOTED.

176 Next Meeting – Wednesday 29th September at 2pm.

The Chair confirmed that the next meeting will be on Wednesday 29th September at 2pm.

177 Any other business

There was no other business to consider.

The meeting concluded at 12 noon.

NORTH YORKSHIRE OUTBREAK MANAGEMENT ADVISORY BOARD

29TH SEPTEMBER 2021

DISCUSSION PAPER – REVIEW OF THE OUTBREAK MANAGEMENT ADVISORY BOARD

BARRY KHAN, ASSISTANT CHIEF EXECUTIVE (LEGAL AND DEMOCRATIC SERVICES)

INTRODUCTION/CONTEXT

1. The Outbreak Management Advisory Board (OMAB) was established in June 2020, as required by Government. It has met sixteen times. Its purpose is to provide political ownership and public-facing engagement and communication for outbreak response.
2. It is a non-decision making body and, essentially, an informal meeting. However, in the interests of transparency, the Board holds its meetings in public.
3. Core business has settled into four main areas, comprising updates on or from:
 - the current position;
 - vaccinations;
 - communications; and
 - partners.
4. There is some local discretion around format, business and regularity.
5. The purpose of this discussion paper is to seek the views of partners on:-
 - the functioning of the Board – how well has it worked?; what, if anything, needs to change?; and
 - the frequency of future meetings
6. In addition, agreement is sought to continuing to hold meetings remotely.
7. I have discussed this informally with County Council Members of OMAB and, purely for the purposes of discussion, their feedback is included below.

FUNCTIONING OF THE BOARD

How well has it worked?

8. The feeling is that OMAB has worked effectively, with consensus on:-
 - Meetings well chaired
 - Organised
 - Good attendance, engagement and participation from partners
 - An open dialogue
 - Appropriate content, with presentations that are high quality and germane
 - A sense that partners have pulled together

What needs to change?

9. No particular areas have been identified.

FREQUENCY OF MEETINGS

10. Since restrictions were lifted this summer, the number of people who have died because of Covid-19 has, thankfully, not increased markedly. The number of people in Hospital from the virus is at higher levels, although not currently at the upper levels that it has been at previous Covid peaks.
11. Because of this, a case could be made for reducing the frequency of meetings to, say, bi-monthly. However, cases remain high. It is felt likely, therefore, that the Board will want to continue to be apprised of the situation and the action being taken by partners on a regular basis.
12. A vaccination booster programme has recently been announced by the Government. North Yorkshire Clinical Commissioning Group, who have overseen the vaccination programme in North Yorkshire and York, have helpfully provided an update at each meeting. It is thought probable that OMAB will want to receive a similarly regular update on the booster programme.
13. It is likely that we will be dealing with some sort of special measures, restrictions, vaccinations, boosters, etc., for at least the next twelve months. Therefore, it would be wise to plan ahead for the next year at least. Most meetings are likely to be fairly brief, but it is likely that there will be issues throughout the year - especially in winter.
14. For the reasons in paragraphs 11-13, above, it is suggested that the continuance of monthly meetings would be a prudent approach.

MEETING REMOTELY

15. OMAB has met remotely since its inception. This has not affected the attendance of key players and, indeed, has facilitated it.
16. It is suggested that OMAB continue to meet remotely as a) it is a non-decision making body; and b) there are significant benefits in terms of saved travelling time.

OTHER MATTERS

How much longer will OMAB be required?

17. The assumption is that, as the Government required Authorities to set up these Boards, OMAB will continue until they instruct the County Council to stand it down.

OUTCOMES

18. OMAB is asked to agree that meetings continue to be held remotely, via Microsoft Teams and consider whether it:-
 - a) concurs with the summary of what has worked well (paragraph 5);
 - b) feels that there are any areas of the operation of OMAB that need to change; and
 - c) wishes to continue to meet monthly and, if not, at what frequency

ITEM 11

Outbreak Management Plan / Covid-19 Communications

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Agenda Item 11

Context for Respect and Protect campaign

- Ongoing high infection rates and likely increasing pressures autumn/winter
- ‘Message fatigue’ of emergency response
- Different people reacting differently to the end of restrictions
- Desire to build on the sense of community built up through the pandemic

What are the public health behaviours we want people to maintain?

Different stages to the campaign

- Stage 1 - the changes to government rules and national messages
- Stage 2 – ‘humanising’ these messages for digital channels
- Stage 3 – making use of community assets for physical marketing
- Building on existing Team North Yorkshire brand
- *“A little kindness goes a long way”*

RESPECT & PROTECT

each other

Stage 1

RESPECT & PROTECT | *each other*



Wearing a **face covering** reduces the risk to you and others, especially in enclosed and crowded spaces.



Keep wearing your face covering.



RESPECT & PROTECT | *each other*



Knowing if we're positive with Covid gives us the power to protect those around us.



Don't ignore the signs.

If you have symptoms, get a PCR test and follow self-isolating guidance.



RESPECT & PROTECT | *each other*



The more we **check in at businesses** with the NHS Test & Trace App, the more it helps us all.



Keep checking in.



RESPECT & PROTECT

each other

Stage 2

Page 13

“That person wearing a mask might have somebody at home they need to protect.”

Alex | The Treatment Rooms

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way

“We take fewer bookings to limit the number of people inside.”

Emma | Salon 54

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way

“We keep procedures in place to help customers feel safe.”

Nicola | Bay Tree Interiors

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way

“Safety measures remain for the peace of mind of customers and staff.”

Stuart | Quayside (Fish and Chip Restaurant & Take-Away)

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way

“Respect is one of the biggest things in dealing with people's views and opinions.”

Will | Scawton Kitchens

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way



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RESPECT & PROTECT

each other

DARLINGTON & STOCKTON TIMES

dst.co.uk

SUNDAY, SEPTEMBER 19, 2021 5



Lucy Currie, left, of Evolve NCA gym and Will Wain of Scawton Kitchens, right, are amongst the many local businesspeople working hard to ensure customers feel safe and protected when using their services



Take small, simple steps to help each other live with Covid

SPONSORED CONTENT

AS WE go about our daily lives after the lifting of pandemic restrictions, a little kindness goes a long way in supporting each other.

It is worth bearing in mind that after a very tough 18 months for all our communities, some people will be more confident than others about returning to normal activities and others may still feel anxious about everyday tasks such as shopping and socialising.

Our Respect and Protect campaign asks us all to help each other to feel safe and supported and to respect individual choices.

There are simple steps we can take to make life better for everyone. Here are a few of these:

- Accept that some people will want to carry on with social distancing as they seek to maintain their personal space.
- Help people to find their feet again by looking out for neighbours and friends who seem isolated.
- Suggest meeting up outdoors in a quiet place for people who feel anxious about a return to social life – make them feel it's okay to start with small, but manageable, tasks.
- Help people to go at their own pace.
- We don't have to make lots of plans and say yes to everything as things open up – we can take it step by step and do what's comfortable.
- Remember that people have been through difficult times and play your part in community support in any way you can.
- If you know people are feeling lonely, encourage them to talk about it and



"I get a lot of people saying the salon is the place where they feel most safe, so I don't want to start taking measures away," says Emma Simmons of Salon 54 in Thirsk

to get help.

- As things open up life can feel busy again so finding time to relax is important. Help people to spend time outside gardening, walking or just being in a green space like a park to lift their mood and relieve stress.

Useful resources to help people ease back into normal life can be found at www.nhs.uk/every-mind-matters/coronavirus-tips-to-cope-with-anxiety-lockdown-lifting

The most important thing we can do to help keep each other safe is to

get vaccinated.

Vaccination is the best line of defence – and two doses offer much more protection than a single jab, so make sure you get both of your vaccine jobs as soon as you can.

Regular testing, isolating when necessary, wearing a face covering and washing hands regularly are all still important.

You can find more advice at www.northyorks.gov.uk/respect-and-protect-north-yorkshire

It is a tough time for small businesses,

so please respect their efforts when making decisions about face masks and distancing. They are trying to give customers confidence through taking Covid safety measures.

Together with his staff, Will Wain, owner of Scawton Kitchens at Scawton, makes and fits kitchens and bathrooms as well as creates bespoke furniture.

"We always have a conversation with the customer so they know where they stand before we go in [to their home] and we know what they are

happy with," says Will. "The customers I have are generally respectful and aware of what's going on."

"Respect is one of the biggest things in dealing with people's views and opinions," he adds. "Covid is not going anywhere. What people think or want to happen doesn't matter – the world has been turned on its head by this virus and the way we deal with people has changed."

Lucy Currie, who has run Evolve NCA gym in Northallerton since 2017, says: "Many people are not just thinking about themselves. They are thinking beyond that, about vulnerable family or their own business, which they don't want to risk having to close."

"Our members have been brilliant, but they are under no illusion that if they are not respectful of each other they are not welcome. One of the things we have cultivated in this gym right from the start, long before Covid came along, is a very friendly and close-knit environment."

People before profit is the philosophy of Emma Simmons, owner of Salon 54 in Thirsk.

"We are putting the client's safety before profit to make sure they feel safe while they are here," she says. "I get a lot of people saying the salon is the place where they feel most safe, so I don't want to start taking measures away. I want clients to be reassured that we are doing everything we can, even if it is a cost to the business through having fewer clients at any one time."

Find more about the Respect & Protect campaign and other pandemic information for North Yorkshire at www.northyorks.gov.uk/coronavirus-advice-and-information

RESPECT & PROTECT

The Covid-19 infection rate in North Yorkshire is still relatively high, so we are by no means out of the woods. None of us wants a return of restrictions because of high infection rates overwhelming the NHS. We can all play our part in small but important ways to try to avoid such an eventuality. Some people are at higher risk of becoming seriously ill, and

not everyone is confident about being out and about yet. We can all help to support each other. Our Respect & Protect campaign aims to encourage people to continue to show a little kindness. Here, we offer advice to help you and others feel safe and secure and hear what businesses are doing to help people to live with Covid with confidence.

Keep yourself and others safe and secure

Restrictions have been lifted, but Covid-19 remains with us, so the simple actions we have taken throughout the pandemic are still as important as ever to help to keep ourselves and others safe.

The most important thing you can do is to get vaccinated.

Vaccination is the best line of defence – two doses offer much more protection than a single jab. Make sure you get both of your vaccine jabs as soon as you can.

Test regularly and isolate when you need to.

Knowing if you're positive with Covid-19 gives you the power to protect those around us. Don't ignore the signs. If you have symptoms, no matter how mild, get a PCR test and follow self-isolation guidance.

Around one in three people don't show any Covid symptoms but can still pass on the virus. Even if you don't have symptoms, keep home testing regularly with an LFD test.

Stick to the tried and tested actions:

- Wearing a face covering reduces the risk to you and others, especially in crowded outdoor spaces, indoors with people you don't know and on public transport. Keep wearing your face covering.
- Consider limiting close contact with other people.
- Lots of fresh air reduces the risk of breathing in Covid particles. Meet outdoors if you can, open windows and doors if meeting inside.
- Keep making space between ourselves and others to reduce the risk of getting Covid.
- Wash your hands with soap and water often – do this for at least 20 seconds. Use hand sanitiser gel if soap and water are not available.
- Cover your mouth and nose with a tissue or your sleeve (not your hands) when you cough or sneeze. Put used tissues in the bin immediately and wash your hands afterwards.
- If you're contacted by NHS Test and Trace, by phone, email, text message or the app, follow the self-isolation period.



Alex Smith, of The Treatment Rooms, Harrogate

Everyone has a story – and when it comes to how we treat people over the way they deal with the pandemic, that should be enough to ensure we respect their choices.

Alex Smith, who runs the Treatment Rooms beauty salon in Harrogate, does all she can to make her customers feel safe.

Alex says: "You don't know why someone is wearing a mask. They might be poorly, they might have somebody at home that they need to

protect. Everyone has a story and you just have no idea. If somebody wants to wear a mask, that's up to them, it's not going to affect us."

The salon still has precautions in place with limited appointments, a strict hygiene and cleaning regime and regular testing for staff.

Alex aims to make a visit to the salon a break from the pandemic.

"We try not to talk about it while they are here," she says, "because they have come to us to relax and get away from everything else. I don't think it needs to be the topic all the time."

A little kindness goes a long way to help us all live with Covid

As we go about our daily lives after the lifting of pandemic restrictions, a little kindness goes a long way in supporting each other.

It is worth bearing in mind that after a tough 18 months for all our communities, some people will be more confident than others about returning to normal activities.

Some people may feel anxious about everyday tasks, such as shopping and socialising.

Businesses are giving customers confidence through Covid safety measures. It is a tough time for small businesses, so please respect their efforts

when making decisions about facemasks and distancing.

We can all help each other to feel safe and supported and respect individual choices.

- Accept that some people will want to carry on with social distancing as they seek to maintain their personal space.
- Help people find their feet again by looking out for neighbours and friends that seem isolated.
- Suggest meeting up outdoors in a quiet place for people who feel anxious about a return to social life – make them feel it's OK to start with small but manageable tasks.

Useful tips to help you ease back into normal life can be found at www.nhs.uk/every-mind-matters/coronavirus-tips-to-cope-with-anxiety-lockdown-lifting

Find more advice at www.northyorks.gov.uk/respect-and-protect-north-yorkshire Look out for the **Respect & Protect** campaign around North Yorkshire

More voices backing the Respect & Protect campaign



"We all have to respect each other, so visits are safe and comfortable."

RESPECT & PROTECT each other a little kindness goes a long way



"Lateral flow testing before attending an event makes such a difference."

RESPECT & PROTECT each other a little kindness goes a long way



"Respect is one of the biggest things in dealing with people's views and opinions."

RESPECT & PROTECT each other a little kindness goes a long way

Read more from voices supporting **Respect & Protect** at www.northyorks.gov.uk/respect-and-protect-north-yorkshire

- twitter.com/northyorkscc
- facebook.com/northyorkscc
- instagram.com/northyorkscc
- www.linkedin.com/company/northyorkscc
- www.youtube.com/NorthYorkshireCountyCouncil



RESPECT & PROTECT each other

A little kindness goes a long way... Let's make this journey a thoughtful one as we all learn to live with Covid.

www.northyorks.gov.uk/respect-and-protect-north-yorkshire



RESPECT & PROTECT

each other

Stage 3

Page 15

RESPECT & PROTECT each other
a little kindness goes a long way

“We all feel differently about Covid...
let’s be thoughtful.”

TEAM NORTH YORKSHIRE

North Yorkshire County Council

RESPECT & PROTECT each other
a little kindness goes a long way

“We are all learning to live in a world where Covid still exists...
let’s be kind.”

TEAM NORTH YORKSHIRE

North Yorkshire County Council



Living with Covid



Maximising the reach of the message

A partnership approach

- Through LRF communications group, incl. personalised digital assets
- County Council, districts and boroughs working together to get information to businesses
- Supports wider partnership with health to share key campaign messages



each other

Questions?

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Mike James

North Yorkshire County Council

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