



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

Amanda Bloor, Jane Colthup, Katie Comer, Richard Finton, Ashley Green, Zoe Metcalfe, Mike Padgham, Helen Simpson, Sally Tyrer, Louise Wallace, Richard Webb, Lisa Winward and Ian Yapp.

Date: Thursday, 24th February, 2022

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. Declarations of interest (if any)**
- 4. Notification of Any other business**

5. **Vaccination Update - verbal update by Sue Peckitt, Chief Nurse, North Yorkshire Clinical Commissioning Group**
6. **Notes of meeting held on 17th January 2022 and any matters arising** (Pages 3 - 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. **Communications Update - Elaine Williams, Team Leader, Press and Publications** (Pages 9 - 10)
9. **Partner Updates (on an exception basis):**
 - Business / Local Enterprise Partnership
 - Care Sector
 - Healthwatch
 - Local Government
 - NHS
 - Police
 - Police, Fire and Crime Commissioner
 - UK Health Security Agency
 - Schools
 - Voluntary and Community Sector
10. **Next Meeting - Friday 25th March 2022 at 2.00 p.m.**
11. **Any other business**

Barry Khan
Assistant Chief Executive
(Legal and Democratic Services)

County Hall
Northallerton

Wednesday, 16 February 2022



North Yorkshire Outbreak Management Advisory Board

Notes of the remote meeting held on Monday 17th January 2022 at 11.00 a.m.

THOSE WHO JOINED THE DISCUSSION:

North Yorkshire County Council Representatives:

County Councillor Carl Les, Leader, North Yorkshire County Council (Chair)
County Councillor Stuart Parsons, Leader of the Independent Group
Richard Flinton, Chief Executive
Barry Khan, Assistant Chief Executive (Legal and Democratic Services)
Victoria Turner, Public Health Consultant
Louise Wallace, Director of Public Health

District Council Representatives:

Councillor Liz Colling, Scarborough Borough Council

Other Partners' Representatives:

Simon Dennis, Chief Executive and Monitoring Officer, Office of the North Yorkshire Police, Fire and Crime Commissioner (substitute for Zoe Metcalfe)
Sue Peckitt, Chief Nursing Officer, North Yorkshire Clinical Commissioning Group (substitute for Amanda Bloor)
Helen Simpson, Chair, York and North Yorkshire Local Enterprise Partnership
Sally Tyrer, Chair, North Yorkshire Local Medical Committee
Michael Walker, Assistant Chief Constable (substitute for Lisa Winward)
Ian Yapp, Chief Education Officer, the STAR Multi-Academy Trust

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

County Councillor Karin Sedgwick
Lisa Dixon, Director, Scarborough Borough Council
Patrick Duffy, Principal Democratic Services Scrutiny Officer (Clerk)
Michael James, Team Leader, Marketing and Customer Communications

Apologies received from:

Amanda Bloor, Accountable Officer, North Yorkshire Clinical Commissioning Group
Jane Colthup, Community First Yorkshire
Ashley Green, Chief Executive Officer, Healthwatch, North Yorkshire
Councillor Dinah Keal, Ryedale District Council
Zoe Metcalfe, North Yorkshire Police, Fire and Crime Commissioner
Richard Webb, Corporate Director, Health and Adult Services
Lisa Winward, Chief Constable

Copies of all documents considered are in the Minute Book

NO.	ITEM
227	<p data-bbox="300 197 1377 232">WELCOME AND INTRODUCTION BY THE CHAIR</p> <p data-bbox="300 266 1377 333">County Councillor Carl Les welcomed Members of the Board and any members of the public or media viewing the meeting.</p> <p data-bbox="300 367 1377 400">He advised that he is the Leader of the Council and Chairs this Board and that:-</p> <ul data-bbox="300 434 1377 904" 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 - the Board comprises, among others, representatives of the County Council; District and Borough Councils; the NHS; UK Health Security Agency; Schools; Healthwatch; the Care Sector; and the Voluntary Sector
228	<p data-bbox="300 936 1377 972">APOLOGIES</p> <p data-bbox="300 994 1377 1028">As stated in the attendance on the previous page.</p>
229	<p data-bbox="300 1059 1377 1095">VACCINATION UPDATE</p> <p data-bbox="300 1122 1377 1155">Sue Peckitt updated as follows:-</p> <ul data-bbox="300 1189 1377 1480" style="list-style-type: none"> - There has been an excellent response from people to the programme. Of those eligible: 88.8% and 94%, respectively, have had their first and second dose and 84% have had their booster. - We are still urging people to come forward as there is plenty of vaccine available and sessions to administer it. All sites offer a walk-in facility and many offer the vaccine to 12-15 year olds. - As of yesterday (16th January) 59.3% of 12-15 year olds had had a vaccination. <p data-bbox="300 1514 1377 1671">In response to a question from County Councillor Stuart Parsons as to what is being done to keep volunteers on board (some of whom are reporting fatigue and turning up - only not to be required), Sue Peckitt advised that there has been significant media work and work with the Voluntary Sector to rotate volunteers as much as possible, to give them a break.</p> <p data-bbox="300 1704 1377 1872">She added that the CCG have tried to rationalise services, but the aim remains to get everyone through. Therefore, the CCG will not be stepping down the operation yet. She added that 16 and 17 year olds will be called for their next dose and this will hopefully increase footfall. She takes on board the point about fatigue among volunteers and, also, among health staff.</p> <p data-bbox="300 1906 1377 2040">Councillor Liz Colling enquired about uptake among 12-15 year olds. Sue Peckitt advised that this has always been a School Programme, with the CCG putting in additional support through the Vaccination Centres. The provider has a rota, which will start soon.</p> <p data-bbox="300 2074 1377 2101">NOTED.</p>

230	<p>NOTES OF MEETING HELD ON 23RD DECEMBER 2021</p> <p>AGREED that these were an accurate reflection of the discussion.</p>
231	<p>DECLARATIONS OF INTEREST</p> <p>There were no declarations of interest.</p>
232	<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>
233	<p>UPDATE ON THE CURRENT POSITION IN NORTH YORKSHIRE</p> <p>Slides were presented by Louise Wallace, which contained data on North Yorkshire daily cases; 7-day infection rates; and daily deaths.</p> <p>Louise highlighted the following aspects:-</p> <ul style="list-style-type: none"> - There has been some decline in numbers recently. She is hopeful that this means the tide has been turned, but there remain a high number of daily cases. - It is hoped that the vaccination uptake is making a difference on the severity of the illness and the number of people hospitalised. - All information is triangulated with other settings, such as Care and Education. This shows that there is still a high degree of infection in the community, so we should remain cautious. In addition, recent changes to testing could be having an impact on the data. - Seven people died in North Yorkshire in the last week, within 28 days of testing positive for Covid-19. Thankfully, the number of people dying is greatly reduced from the same time last year. - We are still operating to Plan B of the Government's restrictions. We encourage everyone to follow these measures, with the key message being to come forward and receive the vaccination. - Omicron is now the dominant variant in the County. <p>Louise concluded her presentation by saying she was hopeful that things are heading in the right direction. She and her Team will continue to keep a close eye on the data – particularly the impact on Care and Educational settings. Our best protection against the virus remains people coming forward to be vaccinated.</p> <p>NOTED.</p>
234	<p>COMMUNICATIONS UPDATE</p> <p>Mike James spoke to slides that had been circulated with the papers for the meeting.</p> <p>Mike advised that the overall approach is unchanged from his previous update, with its concentration on three main areas. He provided an update for each of those:-</p>

	<p><u>Warning and informing</u> This includes updating digital assets and sharing these across the Local Resilience Forum partners and proactive engagement with the media. He thanked colleagues in the media for helping to support the North Yorkshire message.</p> <p><u>Supporting the national effort around booster jab communications</u> Working alongside health colleagues to maximise the reach of the message - including the booster programme.</p> <p><u>Pro-actively pushing wider community support messages</u> Involves information on day-to-day support for people who are isolating and on support payments and business support.</p> <p>Targeted work has been delivered around support for families and promoting mental wellbeing.</p> <p>On an on-going basis, Team North Yorkshire continues to highlight the work of volunteers.</p> <p>Although the impacts are levelling off, there are still high levels of engagement – 18,000 views of Covid pages each week. In terms of social media, information relating to testing is the area that most people are interested in</p> <p>County Councillor Parsons referred to vaccination fatigue and the feeling that people’s actions elsewhere were resulting in people wondering what is the point of following the restrictions. Mike responded that we are linking in with the CCG to examine Behavioural Insights to glean what messages are working and which are not. It is fair to say that there is message fatigue but we need to continue to push the key ones.</p> <p>Ian Yapp stressed that any work that can be done with communications to maximise the vaccination and booster uptake in Schools would be good because increased take up would reduce the risk to settings. He also asked if changes to rules will be available diagrammatically, as this helps people to work through them. Mike James said that he would look at the communications aspect with CCG colleagues. With regard to diagrammatic representation of information, there is content on digital assets and there is no reason why this cannot be sent out to Schools.</p> <p>Dr. Sally Tyrer informed the Board that the advice for 12-15 year olds is that if they have had Covid recently they should wait 12 weeks until receiving their vaccination – rather than 28 days, which is the case for adults. Therefore, we need to ensure that the offer is extended for this age group, to capture as many as possible in the Programme, when they become eligible.</p> <p>NOTED.</p>
235	<p>PARTNER UPDATES</p> <p><u>Office of the Police, Fire and Crime Commissioner – Simon Dennis</u></p> <ul style="list-style-type: none"> - Reviewing our approach to communications under the new Commissioner. May be timely to consider how we can use these channels to help promote key messages. Will put their Communications Lead in touch with Mike James and his counterpart at City of York Council. <p><u>Business – Helen Simpson</u></p> <ul style="list-style-type: none"> - Their Covid-19 Evidence Report outlines the impact upon business. It highlights labour shortages as a big issue currently - particularly in logistics, Care and Agriculture and in some manufacturing, such as food.

- We have not seen any business failures in January, which is good news.
- Unemployment is relatively stable.
- Undertaking work around mental health and Covid – happy to share a summary at a future meeting if people would find this helpful.

Care Sector – Louise Wallace

- We continue to support Care Settings in dealing with outbreaks. Infections have increased among staff and residents.
- Working daily with colleagues in Care Settings to help maintain staffing levels, which are impacted by staff isolating,
- Providing briefings on the latest Guidance.
- Pressure continues on the Health and Social Care Sectors.

NHS – Dr. Sally Tyrer

- Fewer people now need to go for a PCR Test. This has implications for the individual and the wider system, which requires accurate numbers.
- Following on from this, the concern is that fewer people will record a positive result. We need to encourage people to get a PCR, if they need to, or to record their Lateral Flow Test if it is positive. This is because that result then comes through to Primary Care, who act on it and make a judgment as to whether people have a particular vulnerability. If we do not have this information, a valuable opportunity has been lost.

Police – Mike Walker

- Maintaining a low absence rate for officers and staff. This low rate helps, given the disparate nature of some communities and Police Stations in the County.
- Stringent measures are in place to ensure the Constabulary maintain numbers on the front line.

Schools – Ian Yapp

- Sector-wide Webinar held on Business Continuity, enabling Schools and settings to discuss their contingency arrangements.
- Still a significant degree of variation in terms of the impact of Covid. As of 14th January, 172 teachers were absent; 208 support staff were absent; and pupil attendance was 89% - which is good, considering the caseload.
- As of 13th January, three Schools were closed and some Schools have classes accessing remote education.
- Health Teams are actively supporting 119 settings.
- Ancillary Services have been struggling.
- The latest Guidance is that where closure needs to be considered, provision should be made for vulnerable children; children with Special Educational Needs and Disability and children of critical workers.

	<ul style="list-style-type: none"> - Secondary School pupils are wearing a face covering in communal areas and in class and staff in all settings are wearing face coverings in communal areas. - Twice weekly Lateral Flow Tests continue for Secondary pupils and all educational staff. This is a vital control measure, so every effort should be made to maximise uptake of the vaccination and booster. <p><u>Local Government – Richard Flinton</u></p> <ul style="list-style-type: none"> - During the first week back following the holiday period, the County Council had significant staff absence, including 15% of care staff. The situation has improved but this area still faces pressure, due to on-going vacancies. The County Council has put in place a process to look for volunteers from its own staff to help plug the gaps. - Otherwise, Council services are OK in respect of staff availability. <p>NOTED.</p>
236	<p>NEXT MEETING</p> <p>The Chair confirmed that the next meeting will be on Thursday 24th February 2022 at 2.00 p.m.</p>
237	<p>ANY OTHER BUSINESS</p> <p>There was no other business to consider.</p>

The meeting concluded at 11.38 a.m.

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Outbreak Management Advisory Board

24 February 2022

Communications Update – written report

Author: Mike James, Team Leader Marketing and Customers

In line with the national narrative on the Covid-19 response, we have moved our communications away from the ‘emergency’ response - put in place with the emergence of the Omicron variant - to embed key messages into our business as usual communications.

There are a number of key themes, which we continue to promote, to support North Yorkshire through the next stage of the pandemic. This includes:

- sharing NHS-led material about vaccines to maximise the audience reach of this material;
- information about testing and isolation, which still form part of the overall response to the pandemic;
- highlighting community support available for those isolating, such as support payments and how to access voluntary help.

We know from website data that isolation rules and guidance remain a key area for our residents, so proactive information about this is included in the set of messages we are now using across all our communication channels.

This material is presented under the ‘Team North Yorkshire’ brand, to make it look and feel different from the emergency planning material we put in place in response to the Omicron variant. This supports our underlying narrative about the pandemic response being helped by people in communities supporting each other.

We use this material in a number of different ways. This includes being used across the digital channels we own (social media, website) and through other publications such as the NY Now newsletter. For the County Council, material is shared through staff communication channels, as the vast majority of colleagues are also residents of the county.

As the public health authority, North Yorkshire County Council has led on the creation of this latest set of material but the council continues to work closely with all LRF partners – including district and borough councils – and the material has been jointly branded and given to these partners to use on their own communication channels.

For schools, updated information around isolation periods has been shared via Public Health’s Q&As and discussions, including webinar support, supported by some further vaccination support communications during January.

At this stage there are no plans to put in place any wider community messaging campaigns. The existing Respect and Protect campaign material will remain in place for a few more weeks. We will continue to keep the situation under review and can step-up the communications response if required.

For any follow-up questions, please contact Mike James: michael.james@northyorks.gov.uk.

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