

ITEM 8

Outbreak Management Plan / Covid-19 Communications

Communication priorities



Significant increase in communications activity...

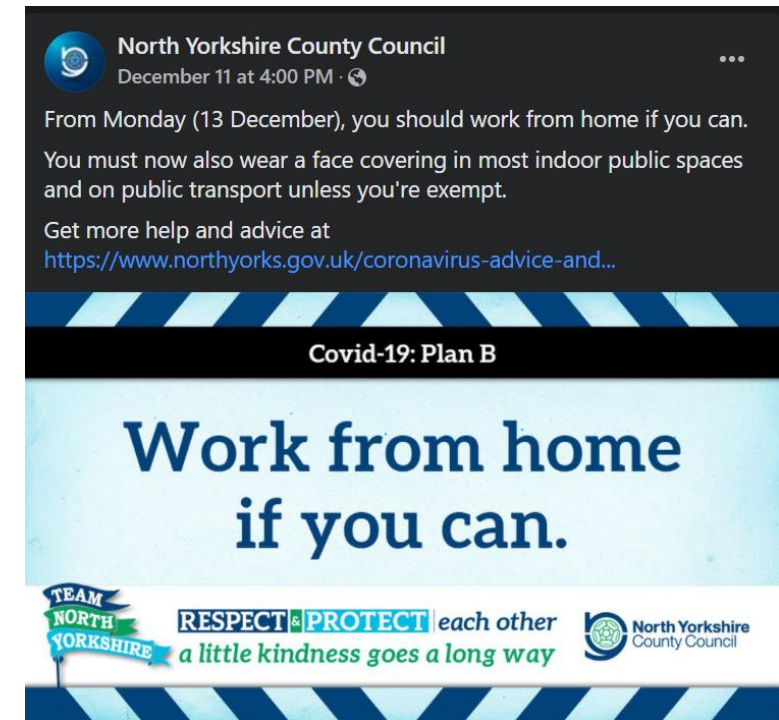
- **Warning and informing** material to support changes to national messages
- Supporting national effort around **booster jabs communications**
- Proactively pushing **wider community support** messages
- Embedding new messages into the existing **Respect & Protect framework**

Warning and informing



Changes to national rules and guidance...

- **Amplifying government messages** around latest changes
- Created digital assets for **LRF partners to share** across their platforms
- Proactive work with media, **including press conference** on 17.12



Supporting national 'booster' jab effort

RESPECT & PROTECT

each other

Working alongside NHS colleagues to maximise the reach of messages...

- **NHS-led content**, to ensure we reflect latest national guidance
- Using **all available digital channels** to promote

North Yorkshire CC @northyorksc - 3h
You can walk in for your [#covid #booster](#) jab at [@TennantsAuction](#) in [#Leyburn](#) this week.

Clinics:

Today: 9am to 8pm
Tomorrow: 9am to 8pm

No pre booking required. More details below. [↓](#)

Grab a jab
at a local drop-in clinic

NHS

Your NHS number: useful to have with you, but not essential

'Walk in' for your booster jab

Tennants Auctioneers, Leyburn

THIS WEEK ...

Wednesday 15 December	Thursday 16 December	Friday 17 December
9am-8pm	9am-8pm	9am-8pm

- No pre-booking required
- Booster jabs available for eligible people aged 18 and over
- It must be at least three months since you had your second vaccine dose
- You must be free of COVID symptoms

Community support comms



each other

Proactively highlighting how and where people can get help...

- Messaging around **direct help** for those without a support network
- Proactively pushing information about:
 - **Holiday activities and food** programme to support families
 - **Household Support Funding**



North Yorkshire CC  @northyorksc - 2h

If you need help with things like shopping, collecting medication or other essentials during the pandemic, but don't have anyone to lean on, you can contact our customer service centre on 01609 780780 seven days a week 8am-5.30pm.

Find more support at: northyorks.gov.uk/help-you-durin...



Embedding updated messages into Respect & Protect

**RESPECT &
PROTECT**

each other

The North Yorkshire community brand for Covid messaging...

- Creating more of **an emotional connection with messages**, compared to initial 'warning and informing'
- Continuing with theme of **kindness to others**
- Supports wider **Respect and Protect visibility** in town centres, radio ads, etc



Impacts (data from 16.12)



each other

Outputs demonstrate impact of communications activity...

- **Strong online engagement rates**
 - NYCC Covid page views – over 13k in a week (+7% on previous week)
 - Top page viewed: symptomatic testing
 - Views of Covid information on NYCC-owned social media – 113k (+42k/72%) on previous week
- **High visibility of Respect and Protect material**
 - Digital advertising van
 - Lamppost banners
 - Business display material



Next steps



We need to continue to respond to a fast-changing situation...

- NHS-led booster jab material as priority
- Ongoing social and radio content over Christmas
- Arrangements in place to support any step-up in comms activity required if there's a change in national position

Questions



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