

ITEM 8

# Outbreak Management Plan / Covid-19

## Communications

# Communication priorities

## Strategy for current Covid communications...

- **Warning and informing** material to support Plan B rules and guidance
- Maximise audience reach of NHS messaging around **vaccine roll-out**
- Ongoing communications around **wider community support**

# 1. Warning and informing

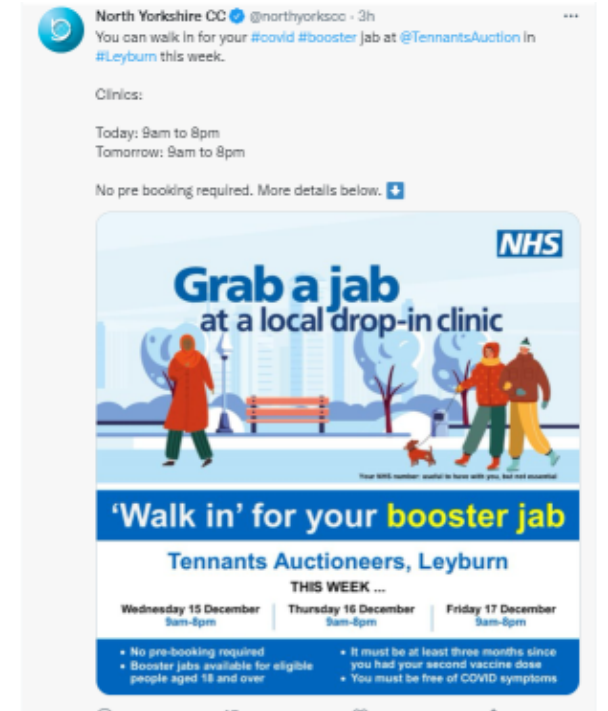
## Maximising audience reach of current guidance...

- **Updated localised digital assets** for 'Plan B', designed in line with government material to ensure consistency
- Digital materials continue to be **shared with LRF partners** to ensure consistency and reach
- Ongoing **proactive work with the media** – including broadcast interviews

## 2. Vaccine roll-out

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

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



### 3. Wider community support communications

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

- Key support information included in **warning and informing material**
  - General support for those isolating (shopping, collecting medication, etc)
  - Test and Trace support payments
  - Signposting for business support
- Supported by **proactive media and targeted communications**
  - Financial support for families
  - Mental wellbeing
  - Thanking volunteers

# Impacts (data from 11.01)

## Engagement remains high but festive period interest has subdued...

- Covid messaging social media views – **up 134%** on previous week
- Top website page – **symptomatic testing** (43% of section views)
- Overall website content returned to pre-Christmas levels – but still at **18k views per week**

# Questions

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