

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 our most vulnerable residents
- ✓ Support communities and the economy and a longer term return to business as usual
- ✓ Ensure consistent messaging across North Yorkshire, where appropriate

Communication Principles

- ✓ Key agencies working together, coordinated through LRF communications group
- ✓ Alongside North Yorkshire-wide communications, delivering localised activity to deal with particular issues
- ✓ React and evolve to ensure we can use communications as effectively as possible

Recent activity - overview

- ✓ National lockdown messaging, including weekly NHS messaging
- ✓ Ongoing media engagement, including recent LRF-led half-term messaging
- ✓ Ongoing display and radio advertising
- ✓ Mental health messaging and online support
- ✓ Supporting families campaign
- ✓ Lateral Flow Testing communications support
- ✓ Targeted support based on local data

Mental Health

We've seen a 40 per cent increase in the amount of work our mental health team are involved with since the start of the #coronavirus pandemic.

Karen Siennicki, Head of Mental Health across #NorthYorkshire, talks about the importance of good mental health and what support is available.

"The pandemic can impact on any of our mental health. If you are struggling with your mental wellbeing it is important to reach out to your family and friends.... See More



Supporting families

Families on low incomes, or struggling financially due to the #coronavirus pandemic in #NorthYorkshire, will receive continued support over the half-term, as the county council, schools, nurseries and colleges join forces to distribute food vouchers.

Commenting on the Covid Winter Grant Scheme, Alison Woodward, Head of Riverside School in Tadcaster, part of The Star Multi Academy Trust, said: "We were very pleased to receive the details of the Covid Winter Grant scheme as w... See More



Covid data

The latest #coronavirus data shows that, in the 7 days leading up to 11 February, #Hambleton district had the highest rate of new cases.

Thank you for staying home, protecting the #NHS and saving lives in #NorthYorkshire.

View full data ... See More



Vaccination

This is our chairman, Cllr Jim Clark, receiving his #covid vaccination.

Cllr Clark, who is 73 and lives in Harrogate, is urging everyone eligible to take up the offer when it is offered to them.

He said: "We have all come to value the work of the NHS more than ever during this pandemic and the staff working on the frontline in very challenging circumstances and the best way we can show our continuing support is by taking up the offer of the vaccination. ... See More



Digital advertising



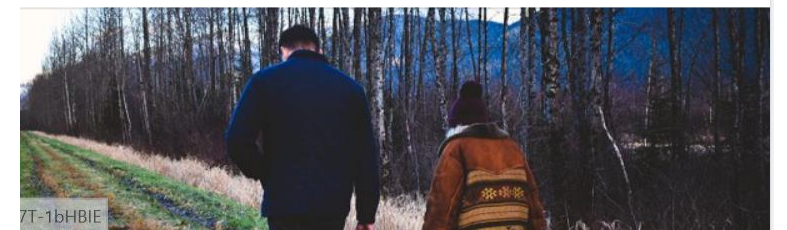
Half term

As the school half-term break arrives, we're urging families to keep up the great effort to bring down the #Covid-19 infection rate and not to be tempted to head to the #NorthYorkshire countryside or coast.

Louise Wallace, our Director of Public Health, said: "There is no room for complacency. Infection rates are coming down, but only very slowly, so no-one should be lulled into a false sense of security. Rates could quickly shoot up again if we do not remain vigilant.

"I know how difficult this time is, the pressure that families are under and the desire to see loved ones, but please do not do so. The virus spreads when people mix with each other, so please don't break the rules."

Latest #coronavirus advice and guidance here: <https://www.northyorks.gov.uk/.../plea-families-keep...>



Rapid testing in North Yorkshire

Information on lateral flow testing for people who have to leave home for work.

What is rapid testing?

Rapid testing using lateral flow devices (LFDs) involves taking and processing tests for COVID-19 directly at the point of care (e.g. workplace, care home). Samples are taken using nose and throat swabs and results are provided in around 30 minutes. Lateral flow tests look for parts of the surface of the virus (antigen) that are present during active COVID infection.

Currently, LFDs are targeted at people who do not have coronavirus symptoms (asymptomatic). Anyone with symptoms of COVID-19 should isolate and access a PCR test. Find [more information about accessing PCR tests in North Yorkshire](#).



North Yorkshire County Council

February 1 at 5:09 PM · 🌐

Latest press conference on [#coronavirus](#) from HM Gvt...



10 DOWNING STREET

UK Prime Minister was live.

February 1 at 4:57 PM · 🌐

Mental health

Advice on how to look after your mental health and where to access support.



[Mental health support in North Yorkshire](#)

Find advice about improving your mental health and accessing local support in North Yorkshire.



[Mental health: national support](#)

National helplines, mental illness support, and urgent help for those who need support.



[Children's and young people's mental health](#)

It's important to tackle mental health issues in early life and help children move on to positive and fulfilled lives.



**North Yorkshire
County Council**

Thank you

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



**North Yorkshire
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Vaccine communications

- ✓ NHS-led, other LRF agencies supporting key messages
- ✓ Communication priorities based on helping NHS to deliver
 - Helping reduce demand from people contacting GPs and hospitals
 - Explaining process and speed of vaccination programme
 - Supporting national work to counter misinformation online
 - Supporting national proactive promotion of the vaccination
 - Supporting key NHS messages each week through LRF comms



Look Ahead

- ✓ Surge testing preparation
- ✓ Changes to lockdown – adapting messaging around national guidance
- ✓ Using joint LRF communications to support successful vaccine roll-out
- ✓ Looking to recovery
 - ✓ Developing 'Team North Yorkshire' campaign to build on community support narrative
 - ✓ Ongoing Buy Local campaign

Questions?

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