

## ITEM 9

# Outbreak Management Plan / Covid-19 Communications

# Communication Priorities

- ✓ Support successful **vaccine** roll-out, as part of LRF communications
- ✓ Ensuring people have accurate and relevant information about **testing**
- ✓ Support our communities and businesses through the government's **roadmap**

# Communication Principles

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

# Recent activity (1)

- ✓ Ongoing **media engagement** through weekly press conferences
- ✓ Developed short and long-term campaigns to support people and businesses through **next stages of roadmap**
- ✓ Support for roll-out of **testing**
- ✓ Ongoing **display advertising**

## Recent activity (2)

- ✓ Preparations in place to support any **surge testing**
- ✓ Ongoing **comms for shielding** cohort
- ✓ **Team North Yorkshire** campaign to build on community spirit
- ✓ Marked **National Day of Reflection**



# Roadmap

We know it's tough but you must still stay at home. You can meet with one other person outdoors, for exercise or recreation such as for a coffee or a picnic, while maintaining social distancing. You must stay in your local area.

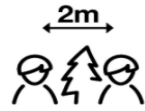
#KeepGoingNorthYorkshire

Get more advice at <http://www.northyorks.gov.uk/coronavirus-advice-and...> and remember there's a range of support for your mental health at [www.northyorks.gov.uk/mental-health](http://www.northyorks.gov.uk/mental-health)



## Meeting outside:

- You must only meet with one other person outside for exercise or a coffee and stay local.



## Keep going North Yorkshire

We've all worked so hard, let's keep going so we can meet friends, see family and enjoy North Yorkshire once again [www.northyorks.gov.uk/coronavirus](http://www.northyorks.gov.uk/coronavirus)

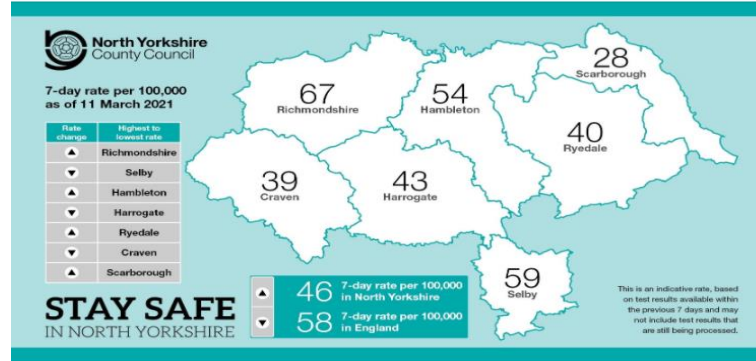
# Covid data

North Yorkshire County Council is sharing a COVID-19 Update.  
March 15 at 8:26 AM

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

We know it's hard but you must still stay at home.

#KeepGoingNorthYorkshire... See More



# Workplace testing

If your business employs people who cannot work from home then make sure you register for your free #coronavirus tests by 31 March. All businesses in England are eligible to register to order rapid lateral flow devices to test staff at work twice a week. The tests give results within 30 minutes to help reduce the spread of infection.

Register your business now at: <https://www.gov.uk/get-workplace-coronavirus-tests>



# Mobile Device Unit

northyorksc



For information about COVID-19, visit [nhs.uk](http://nhs.uk).

# Vaccinations

North Yorkshire County Council  
14h

"Over 12 million doses of the Oxford-AstraZeneca vaccine have now been given across England and the number of blood clots that have been reported after having had the vaccine is not greater than the number that would have occurred naturally in that vaccinated population."

Watch as Amanda Bloor, Accountable Officer for North Yorkshire CCG, explains that, while the NHS continue to look in detail at all of the reports, the evidence available does not suggest that the vaccine is... See More



# Team North Yorkshire

Despite being at high risk of severe illness from #coronavirus herself, Sleights resident Jill Broadley - who is clinically extremely vulnerable and has been shielding since last March - has still found ways to help others as a telephone befriender with Revival North Yorkshire.

Norma Carrick said: "Jill calls twice a week which is brilliant. She keeps her eye on us all. I spend a lot of time on my own and to have that voice on the other end of the phone is lovely."

Read ... See More



# Look Ahead

- ✓ Ongoing support for vaccine roll-out and testing, through LRF communications
- ✓ Roadmap campaign to support communities and businesses
- ✓ Surge testing comms arrangements in place, if needed
- ✓ Team North Yorkshire and Buy Local campaigns ongoing to support social and economic recovery

# Questions?

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