

ITEM 8

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

- ✓ Core messages coordinated through LRF communications group
- ✓ Supported by Public Health-led campaign around behaviours
- ✓ Continue to review locality comms issues and opportunities

Recent activity

- ✓ Ongoing **media engagement**, including weekly press conferences
- ✓ Delivered short-term campaign around **Easter visitors**
- ✓ Delivering longer-term campaign to support people and businesses through **next stages of roadmap**
- ✓ Support for expansion of home **testing**

Unlock Summer campaign



Outdoor attractions are unlocked...

...but with up to **6 people or 2 households only.**



Stick to the rules to unlock the next level



Non-essential retail is unlocked...

...but remember **hands, face, space and fresh air.**

Stick to the rules to unlock the next level



Look Ahead

- ✓ Ongoing joint LRF communications focus on vaccine roll-out and testing
- ✓ Ongoing campaigns to support different aspects of the roadmap
- ✓ Surge testing comms arrangements in place, if needed

Questions?

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