

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

- ✓ Core messages coordinated through LRF communications group
- ✓ Supported by Public Health-led campaigns around behaviours
- ✓ Deliver support to locality comms issues

Examples of recent activity – Selby outbreak response






COVID RATES ARE HIGH IN THIS AREA ⚠️

Keep following the rules:

- ▶ Maintain social distancing
- ▶ Wash your hands regularly
- ▶ Cover your face




Please remember, hands, face, space and fresh air

Keep going North Yorkshire www.northyorks.gov.uk/coronavirus

Covid roadmap: step 2





Public Health, North Yorkshire
Health and Adult Services, Public Health Team
County Hall
Northallerton
North Yorkshire, DL7 8DD
Tel: 01609 780780
www.northyorks.gov.uk

30 April 2021

Dear Sir/Madam,

SELBY DISTRICT COVID-19 OUTBREAK

As you may be aware, there is currently an outbreak of COVID-19 cases in the Selby area. We are working to contain this outbreak and provide support where needed. To reduce the spread of this virus, we need your help. Please make sure you and your household/support bubble:

- get a test if you have symptoms and/or are invited to do so,
- wash or sanitise your hands regularly,
- wear your face covering when needed (indoors and on public transport),
- keep a safe space between yourself and people you do not live with,
- only meet other people outdoors in the fresh air, and
- take up the vaccination when it is offered to you.

Testing: people with no symptoms
One in three people infected with COVID-19 do not show any symptoms, so it is important for everyone to use rapid lateral flow testing kits regularly (twice a week). Doing this helps identify cases quickly and reduces the spread to others.

Lateral flow testing is available to everybody and a list of collection points can be found on <https://www.northyorks.gov.uk/get-coronavirus-covid-19-test-if-you-dont-have-symptoms>

From Friday 30 April, a new asymptomatic testing site will be running at Brook Lodge in Union Lane, Selby, YO8 4BA. This testing site is for people who do not have any symptoms. People who go to the site will be supported to take their lateral flow test on the site itself. It will be open from 9am to 5pm and you do not need to book an appointment. If you go to the site, please wear a face covering and keep space between yourself and others.

If you get a positive result using a lateral flow test, you must self-isolate immediately and book a further PCR test (<https://www.northyorks.gov.uk/book-coronavirus-covid-19-test-if-youve-got-symptoms>) to confirm the result. It is important that close contacts and people living in the same household as someone who tests positive also self-isolate for 10 days. However, if the PCR test comes back negative you can all stop isolating.

Testing: people with symptoms
A lateral flow test should not be used for people with symptoms. If you or anyone in your household shows symptoms of COVID-19, you must self-isolate immediately and book a PCR test (<https://www.northyorks.gov.uk/book-coronavirus-covid-19-test-if-youve-got-symptoms>) to confirm the result. Please remember it is important for close contacts and people living in the same household as someone who tests positive to also self-isolate for 10 days.

Support

OFFICIAL






COVID RATES ARE HIGH IN THIS AREA ⚠️

- ▶ Avoid car sharing
- ▶ Wear a face covering to protect yourself and others
- ▶ Don't mix indoors with people you do not live with
- ▶ Test yourself regularly and get the support you need







Keep yourself and those around you safe.

For help please contact 01609 780780 or visit www.northyorks.gov.uk/help-you-during-coronavirus-covid-19




Please remember, hands, face, space and fresh air

Keep going North Yorkshire www.northyorks.gov.uk/coronavirus


W OKOLICY ODNOTOWANO DUŻĄ ILOŚĆ ZAKAŻEŃ COVID-19 ⚠️

- ▶ Badaj się regularnie i uzyskaj odpowiednie wsparcie, jeśli go potrzebujesz
- ▶ Nie przebywaj wewnątrz pomieszczeń z osobami, z którymi nie mieszkasz
- ▶ Noś maseczkę - chroń siebie i innych
- ▶ Unikaj wspólnego podróżowania samochodem



Chroń siebie i ludzi dookoła.

Więcej informacji znajdziesz na stronie www.northyorks.gov.uk/coronavirus or call 01609 780780

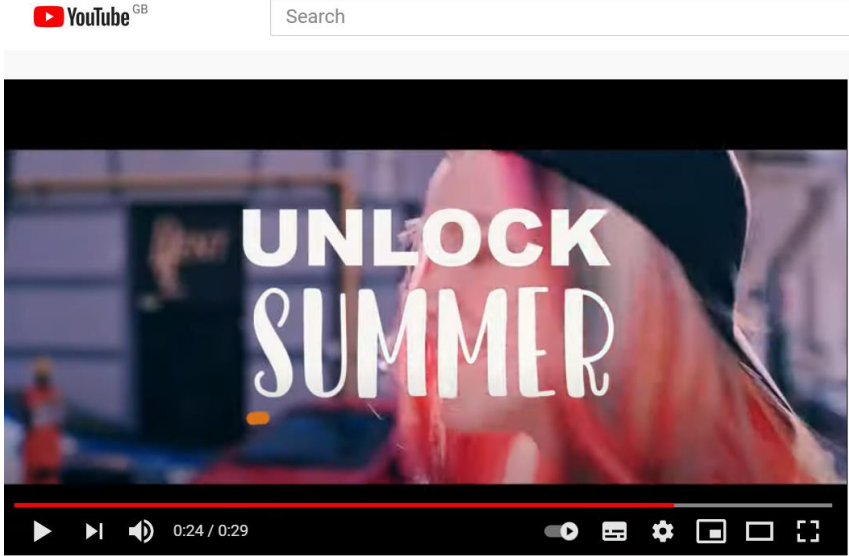


Pamiętaj o higienie rąk, zakrywaniu ust i nosa, dystansie i świeżym powietrzu.

Dasz radę, North Yorkshire www.northyorks.gov.uk/coronavirus



Examples of recent activity – Unlock Summer campaign



North Yorkshire CC @northyorksc - 4h

"All of our favourite places around #Whitby, it's going to be nice to go into those again & be able to relax & meet friends like we used to do."

We all want to get back to living restriction free.

Stick to the rules & let's unlock summer together.

#KeepGoingNorthYorkshire

North Yorkshire County Council
Yesterday at 2:30 PM

Please don't be tempted to rush the Covid roadmap. We need to stay within the current rules to reduce the spread of Covid and continue towards the better days ahead. Let's unlock summer together.

#KeepGoingNorthYorkshire

Get a range of #coronavirus help and advice at <http://www.northyorks.gov.uk/coronavirus-advice-and...>

North Yorkshire County Council | Stick to the rules to unlock the next level



Look Ahead

- ✓ Ongoing campaigns to support different aspects of the roadmap
- ✓ Surge testing comms arrangements in place, if needed

Questions?

Mike James

North Yorkshire County Council

michael.james@northyorks.gov.uk

