



Outbreak Management Plan / Covid-19

Communications

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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 – Unlock Summer campaign



VouTube GB

Search



North Yorkshire CC 📀 @northyorkscc · 4h

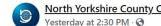
"All of our favourite places around #Whitby, it's going to be nice to go into those again & be able to relax & meet friends like we used to do."

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...



Remember hands, face, space and fresh air, to prevent another lockdown



Stick to the rules to unlock the next level



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Examples of recent activity – Unlock Summer campaign











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Questions?

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