

ITEM 9

Outbreak Management Plan / Covid-19 Communications

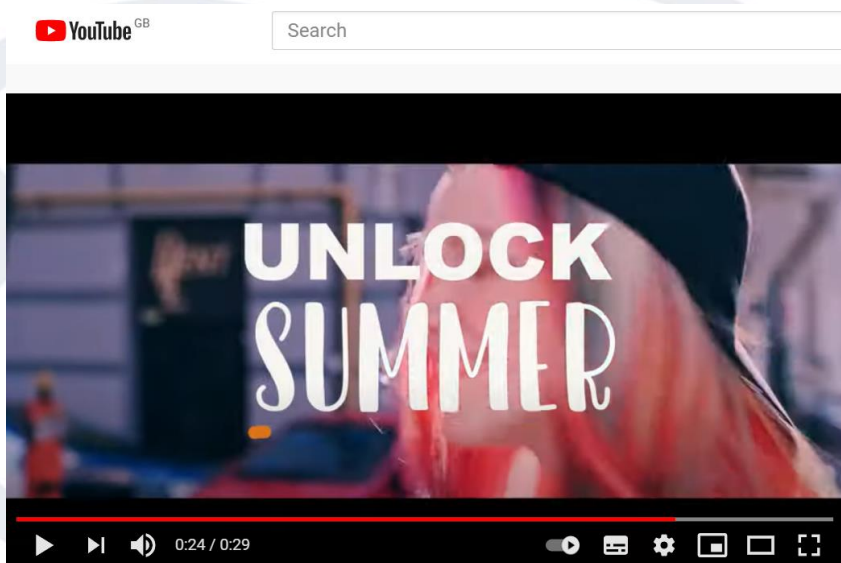
Communication Priorities

- ✓ 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 – Unlock Summer campaign



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Questions?

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