

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 as we emerge from the government's **roadmap**

Communication Principles

- ✓ **Unlock Summer** campaign now ended
- ✓ **Respect and protect** campaign to run into autumn
- ✓ Where appropriate, continue to work with partners via **LRF group**
- ✓ Ongoing comms support to deal with **local outbreaks**




Respect and Protect North Yorkshire

Example messaging

RESPECT & PROTECT | each other

Wearing a **face covering** reduces the risk to you and others, especially in enclosed and crowded spaces.

Keep wearing your face covering.






RESPECT & PROTECT | each other

Knowing if we're positive with Covid gives us the power to protect those around us.

Don't ignore the signs.




If you have symptoms, get a PCR test and follow self-isolating guidance.



RESPECT & PROTECT | each other

The more we **check in at businesses** with the NHS Test & Trace App, the more it helps us all.

Keep checking in.



Questions?

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