

ITEM 11

Outbreak Management Plan / Covid-19

Communications

Living with Covid



Context for Respect and Protect campaign

- Ongoing high infection rates and likely increasing pressures autumn/winter
- ‘Message fatigue’ of emergency response
- Different people reacting differently to the end of restrictions
- Desire to build on the sense of community built up through the pandemic

What are the public health behaviours we want people to maintain?

Living with Covid



Different stages to the campaign

- Stage 1 - the changes to government rules and national messages
- Stage 2 – ‘humanising’ these messages for digital channels
- Stage 3 – making use of community assets for physical marketing
- Building on existing Team North Yorkshire brand
- *“A little kindness goes a long way”*




RESPECT & PROTECT *each other*

Stage 1

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.



RESPECT & PROTECT

each other

Stage 2

“That person wearing a mask might have somebody at home they need to protect.”

Alex | The Treatment Rooms

TEAM NORTH YORKSHIRE

RESPECT & PROTECT each other
a little kindness goes a long way

North Yorkshire County Council

“We take fewer bookings to limit the number of people inside.”

Emma | Salon 54

TEAM NORTH YORKSHIRE

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North Yorkshire County Council

“We keep procedures in place to help customers feel safe.”

Nicola | Bay Tree Interiors

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North Yorkshire County Council

“Safety measures remain for the peace of mind of customers and staff.”

Stuart | Quayside (Fish and Chip Restaurant & Take-Away)

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“Respect is one of the biggest things in dealing with people's views and opinions.”

Will | Scawton Kitchens

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RESPECT & PROTECT

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DARLINGTON & STOCKTON TIMES

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SUNDAY, SEPTEMBER 19, 2021 5



Lucy Currie, left, of Evolve NCA gym and Will Wale of Scawton Kitchens, right, are amongst the many local businesspeople working hard to ensure customers feel safe and protected when using their services



Take small, simple steps to help each other live with Covid

SPONSORED CONTENT

AS WE go about our daily lives after the lifting of pandemic restrictions, a little kindness goes a long way in supporting each other. It is worth bearing in mind that after a very tough 18 months for all our communities, some people will be more confident than others about returning to normal activities and others may still feel anxious about everyday tasks such as shopping and socialising. Our Respect and Protect campaign asks us all to help each other to feel safe and supported and to respect individual choices. There are simple steps we can take to make life better for everyone. Here are a few of them: • Accept that some people will want to carry on with social distancing as they seek to maintain their personal space. • Help people to find their feet again by looking out for neighbours and friends who seem isolated. • Suggest meeting up outdoors in a quiet place for people who feel anxious about a return to social life - make them feel it's okay to start with small, but manageable, tasks. • Help people to go at their own pace. We don't have to make lots of plans and say yes to everything as things open up - we can take it step by step and do what's comfortable. • Remember that people have been through difficult times and play your part in community support in any way you can. • If you know people are feeling lonely, encourage them to talk about it and



"I get a lot of people saying the salon is the place where they feel most safe, so I don't want to start taking measures away," says Emma Simmons of Salon 54 in Thirsk

to get help. • As things open up life can feel busy again so finding time to relax is important. Help people to spend time outside gardening, walking or just being in a green space like a park to lift their mood and relieve stress. Useful resources to help people ease back into normal life can be found at www.nhs.uk/every-mind-matters/coronavirus-tips-to-cope-with-anxiety-lockdown-lifting. The most important thing we can do to help keep each other safe is to

get vaccinated. Vaccination is the best line of defence - and two doses offer much more protection than a single jab, so make sure you get both of your vaccine jobs as soon as you can. Regular testing, isolating when necessary, wearing a face covering and washing hands regularly are all still important. You can find more advice at www.northyorks.gov.uk/respect-and-protect-north-yorkshire. It is a tough time for small businesses,

so please respect their efforts when making decisions about face masks and distancing. They are trying to give customers confidence through taking Covid safety measures. Together with his staff, Will Wale, owner of Scawton Kitchens at Scawton, makes and fits kitchens and bathrooms as well as creates bespoke furniture. "We always have a conversation with the customer so they know where they stand before we go in [to their home] and we know what they are

happy with," says Will. "The customers I have are generally respectful and aware of what's going on. Respect is one of the biggest things in dealing with people's views and opinions," he adds. "Covid is not going anywhere. What people think or want to happen doesn't matter - the world has been turned on its head by this virus and the way we deal with people has changed." Lucy Currie, who has run Evolve NCA gym in Northallerton since 2017, says: "Many people are not just thinking about themselves. They are thinking beyond that, about vulnerable family or their own business, which they don't want to risk having to close. Our members have been brilliant, but they are under no illusion that if they are not respectful of each other they are not welcome. One of the things we have cultivated in this gym right from the start, long before Covid came along, is a very friendly and close-knit environment. People before profit is the philosophy of Emma Simmons, owner of Salon 54 in Thirsk. "We are putting the client's safety before profit to make sure they feel safe while they are here," she says. "I get a lot of people saying the salon is the place where they feel most safe, so I don't want to start taking measures away. I want clients to be reassured that we are doing everything we can, even if it is a cost to the business through having fewer clients at any one time."

Find more about the Respect & Protect campaign and other pandemic information for North Yorkshire at www.northyorks.gov.uk/coronavirus-advice-and-information

RESPECT & PROTECT

The Covid-19 infection rate in North Yorkshire is still relatively high, so we are by no means out of the woods. None of us wants a return of restrictions because of high infection rates overwhelming the NHS. We can all play our part in small but important ways to try to avoid such an eventuality. Some people are at higher risk of becoming seriously ill, and

not everyone is confident about being out and about yet. We can all help to support each other. Our Respect & Protect campaign aims to encourage people to continue to show a little kindness. Here, we offer advice to help you and others feel safe and secure and hear what businesses are doing to help people to live with Covid with confidence.

Keep yourself and others safe and secure

Restrictions have been lifted, but Covid-19 remains with us, so the simple actions we have taken throughout the pandemic are still as important as ever to help to keep ourselves and others safe. The most important thing you can do is to get vaccinated.

Vaccination is the best line of defence - two doses offer much more protection than a single jab. Make sure you get both of your vaccine jabs as soon as you can.

Test regularly and isolate when you need to. Knowing if you're positive with Covid-19 gives you the power to protect those around us. Don't ignore the signs. If you have symptoms, no matter how mild, get a PCR test and follow self-isolation guidance.

Around one in three people don't show any Covid symptoms but can still pass on the virus. Even if you don't have symptoms, keep home testing regularly with an LFD test.

Stick to the tried and tested actions:

- Wearing a face covering reduces the risk to you and others, especially in crowded outdoor spaces, indoors with people you don't know and on public transport. Keep wearing your face covering.
- Consider limiting close contact with other people.
- Lots of fresh air reduces the risk of breathing in Covid particles. Meet outdoors if you can, open windows and doors if meeting inside.
- Keep making space between ourselves and others to reduce the risk of getting Covid.
- Wash your hands with soap and water often - do this for at least 20 seconds. Use hand sanitiser gel if soap and water are not available.
- Cover your mouth and nose with a tissue or your sleeve (not your hands) when you cough or sneeze. Put used tissues in the bin immediately and wash your hands afterwards.
- If you're contacted by NHS Test and Trace, by phone, email, text message or the app, follow the self-isolation period.

A little kindness goes a long way to help us all live with Covid

As we get on our daily lives after the lifting of pandemic restrictions, a little kindness goes a long way in supporting each other.

It is worth bearing in mind that after a tough 18 months for all our communities, some people will be more confident than others about returning to normal activities.

Some people may feel anxious about everyday tasks, such as shopping and socialising. Businesses are giving customers confidence through Covid safety measures. It is a tough time for small businesses, so please respect their efforts

when making decisions about facemasks and distancing. We can all help each other to feel safe and supported and respect individual choices.

- Accept that some people will want to carry on with social distancing as they seek to maintain their personal space.
- Help people find their feet again by looking out for neighbours and friends that seem isolated.
- Suggest meeting up outdoors in a quiet place for people who feel anxious about a return to social life - make them feel it's OK to start with small but manageable tasks.

Useful tips to help you ease back into normal life can be found at www.nhs.uk/every-mind-matters/coronavirus-tips-to-cope-with-anxiety-lockdown-lifting

Find more advice at www.northyorks.gov.uk/respect-and-protect-north-yorkshire Look out for the **Respect & Protect** campaign around North Yorkshire



Alex Smith, of The Treatment Rooms, Harrogate

Everyone has a story - and when it comes to how we treat people over the way they deal with the pandemic, that should be enough to ensure we respect their choices.

Alex Smith, who runs the Treatment Rooms beauty salon in Harrogate, does all she can to make her customers feel safe.

Alex says: "You don't know why someone is wearing a mask. They might be poorly, they might have somebody at home that they need to

protect. Everyone has a story and you just have no idea. If somebody wants to wear a mask, that's up to them, it's not going to affect us."

The salon still has precautions in place, with limited appointments, a strict hygiene and cleaning regime and regular testing for staff.

Alex aims to make a visit to the salon a break from the pandemic. "We try not to talk about it while they are here," she says, "because they have come to us to relax and get away from everything else. I don't think it needs to be the topic all the time."



Alex Smith, of The Treatment Rooms, Harrogate



Lucy Currie, of Evolve NCA gym, Northallerton



Emma Simmons, of Salon 54, Thirsk

Read more from voices supporting **Respect & Protect** at www.northyorks.gov.uk/respect-and-protect-north-yorkshire

RESPECT & PROTECT

each other

Stage 3

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“We all feel differently about Covid... let’s be thoughtful.”

TEAM NORTH YORKSHIRE

North Yorkshire County Council

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a little kindness goes a long way

“We are all learning to live in a world where Covid still exists... let’s be kind.”

TEAM NORTH YORKSHIRE

North Yorkshire County Council



Living with Covid



Maximising the reach of the message

A partnership approach

- Through LRF communications group, incl. personalised digital assets
- County Council, districts and boroughs working together to get information to businesses
- Supports wider partnership with health to share key campaign messages



each other

Questions?

Mike James

North Yorkshire County Council

michael.james@northyorks.gov.uk

