

ITEM 9

Outbreak Management Plan / Covid-19

Communications

Our working principles



Approaches to help us deal with a developing situation

- Ongoing public health behaviours campaign - Respect & Protect
- Re-introducing some measures used previously during emergency response
- Supporting campaigns focusing on related issues

Respect & Protect campaign



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
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- Building on existing Team North Yorkshire brand

Town centre visibility

RESPECT & PROTECT each other



Increasing comms activity



Re-introducing comms measures to support local response

- Press conference to work alongside media colleagues
- Coordinated sharing of messages across LRF health and social care partners
- Options for targeted local communications, as required

Our working principles



Wider support for other health and social care issues

- Social care recruitment campaign
- Health and wellbeing priority campaigns



each other

Questions?

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