

Test and Trace in North Yorkshire – Communications Strategy V3 (June 15)

Play your part and help the nation return to normal safely

Aims

- Warn and inform without frightening
- Help reduce the spread of Coronavirus and save lives
- Support communities and the economy to a return to BAU safely through recovery
- To coordinate the approach to test and trace information sharing

Supporting mechanisms

- A single source of truth for North Yorkshire. www.northyorks.gov.uk/TestAndTrace
- Stay Safe in North Yorkshire message assets
- Full utilisation of the NYLRF communications partners' products and platforms
- Visibility including roadside visibility on key routes and in key communities
- Extensive proactive engagement with identified high risk demographics and venues led by HAS PH and ASC Teams
- Amplifications of national changes or enhancements to service as appropriate
- Targeted engagement with specific and different demographics and settings

Background

Comprehensive explanations of the NHS Test and Trace service can be found here:

<https://www.gov.uk/guidance/nhs-test-and-trace-how-it-works>

Following the easing of lockdown in England government is introducing this service to help return life to the new normal, in a way that is safe and protects the NHS and social care services. The service will allow us to trace the spread of the virus, isolate new infections and play a vital role in giving us early warning if the virus is increasing again, locally or nationally. The NHS Test and Trace Service was launched nationally on May 27th, 2020. The aim of the service is to control the Covid-19 rate of reproduction (the R Rate), reduce infection spread and save lives. Public Health England (PHE) is the lead agency for Test and Trace at a regional level. North Yorkshire is covered by PHE North East and Yorkshire, which works on two sub-regional footprints (North East and Yorkshire & the Humber).

Local Government is at the heart of the outbreak response including:

- Improving speed of response to outbreak via deployment of local resources
- Building on local knowledge – making the most of local networks/relationships – DPH led approach
- Drawing on expertise at LRF level (NYLRF is leading the Gold response to Covid in NY)

This shared enterprise approach will be driven by a Local Outbreak Control Plan (all upper tier authorities will develop these) and overseen by an Outbreak Management Advisory Board, which will take political ownership. It's important to note that this process is new and therefore the review of both the Outbreak Control Plan and supporting communications strategy will be iterative.

The local Outbreak Control Plan captures 7 themes which are set out below:

Theme	PH/comms leads	Communications/actions
<p>Planning for local outbreaks in care homes</p> <p>and</p> <p>schools</p>	<p>Rachel Bowes/Victoria Turner/Elaine Williams</p> <p>Victoria Ononeze/Emily Flanagan</p>	<p>Daily sitrep 8am gold calls to all 235 care settings.</p> <p>Clear escalation and intervention plan.</p> <p>Pilot testing project via satellite TU in Scarborough 500 swab per day capability – whole setting testing capability.</p> <p>Information/guidance flow chart shared via CYPS with all schools. Reporting process signposted.</p>
<p>Planning for outbreaks in other high risk places eg: Workplaces Housing</p> <p>Health care settings</p> <p>Other high risk setting eg: Military Detailed settings Hard to reach communities</p>	<p>Rachel Richards/Faye Hutton</p> <p>Clare Beard/Faye Hutton</p> <p>Katie Needham/Faye Hutton</p>	<p>Detailed map of high risk settings and demographics underway</p> <p>Bespoke targeted communications carrying key messages tailored to individuals, groups or particular settings developed and translated as appropriate. Delivered in line with behaviours.</p> <p>Focus on engagement and education around prevention led by HAS PH and ASC teams.</p>
<p>Identifying methods for local testing to ensure a swift response, accessible to the entire population.</p>	<p>Victor Turner/Matthew Robinson/Vanessa Glover</p>	<p>NYLRF testing work stream has worked with DHSC to develop a range of testing options for NY including: Regional Centre near York</p> <p>Mobile Testing Units (MTUs) which tour the county offering precooked tests for over 5s.</p> <p>New pilot whole workforce testing capability piloted at Drax Monday June 15th. Will act as part of T&T pilot testing symptomatic and asymptomatic workforce with potential to influence national testing policy on those asymptomatic.</p>

		<p>Care home testing pilot dedicated to supporting rapid Care Home testing only. Swab capability 500 per day – logistics operated by NYCC and NY Fire and Rescue Teams.</p> <p>Communications as detailed in the action plan but daily promotion of public MTU test venues on NYCC website as routine since start of service including radio media partnerships as appropriate.</p>
Assessing local and regional contact tracing and infection control capability in complex settings.	Victor Turner/Faye Hutton	<p>HAS PH and ASC Teams leading on identification of high risk demographics and utilising trusted links into these for maximum engagement and effect.</p> <p>Comms will be as appropriate given the nature of more complex communities. Attention will be given to method of delivery of engagement and translation as appropriate.</p>
Integrating national and local data and scenario planning through the Joint Biosecurity Centre Playbook	Clare Beard/John Kelly/Faye Hutton	<p>HAS and T and C are working on the data sharing arrangements.</p> <p>This arrangement will be referred to in passing in communications but not subject to proactive communications in their own right.</p> <p>This is a facilitation mechanism rather than a public interest story.</p>
Supporting vulnerable local people to help them to self-isolate.	Katie Needham/Marie-Anne Jackson/Helen Knisis	<p>This aspect of the communications work will be led by the NYCC established Supporting People in Isolation Work Stream which has been operating since the start of the outbreak.</p> <p>Communications on this aspect of the plan will be led by Helen Knisis for consistency. Helen.knisis@northyorks.gov.uk 07977 638242</p>
Establish governance structures.	Lincoln Sargeant/ Barry Khan	<p>NYCC has established a management structure for the programme and theme leads from PH and ASDC Teams in HAS.</p>

		<p>Oversight will be via the Outbreak Management Advisory Board – a member led body.</p> <p>All communications must carry the communication’s plan’s key messages.</p> <p>The following people must be made aware of all key communications, reactive or proactive: T&T sponsors Richard Webb and Dr Lincoln Sargeant</p> <p>T&T Programme Service Manager Rachel Woodward</p> <p>Head of Communications Vanessa Glover</p> <p>Marketing account lead Faye Hutton</p>
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Key audiences

A list of key audiences can be found in Appendix A. This will be iterative as every outbreak is likely to be different in setting or demographic.

Tone

Our **tone of voice**:

- In the first person
- Active and direct
- Trustworthy
- Supportive and reassuring.

To:

- explain the outbreak;
- establish confidence in the response;
- promote and explain the test and trace system;
- minimise the risk of infection.

Action plan:

- Public Health to establish the high risk settings and demographics
- Establish trusted links and effective communication routes and share a detailed plan – including channels that partners use that can be utilised
- Start to spread awareness
- Use the assets and work with the district and borough councils to spread awareness
- Establish if there is a need for translation by identifying the audiences
- Create working group for data sharing to establish where it can be of support

Key messages for the communications plan

Strategic:

- The Test and Trace Service is designed and owned by the NHS.
- Many of the responsibilities for outbreak management sit at national level with Government Departments including DHSC and DfE; PHE
- Local authorities have a key role in investigating and managing outbreaks of communicable disease. These responsibilities, duties and powers are supported by a raft of legislation;
- We have considerable skills and experience in disease prevention and control and have been working with partners for many years to prevent, detect and manage outbreaks of disease.
- The most important principles of outbreak management focus on preventing the spread in the first instance – that's why the PH guidance on keeping 2m apart and washing hands regularly is so important.
- Effective rapid testing is key to infection management which is why we have put such a focus on resolving those issues in North Yorkshire

Prevent infection:

Direct to public

- If you have a new persistent cough, a high temperature or changes to your sense of smell or taste you must book yourself a test immediately at www.nhs.uk/coronavirus or call 119 if you have **no** internet access and you and your whole household must isolate so you don't spread the virus.
- If your test is positive you may be contacted by test and trace professionals and it's really important that you follow their instructions about isolating and tell them who you have come into contact with.
- NHS England advises that any telephone call or text will come from one verified NHS number: 0300 013 5000 and it will provide you with a unique ID number which you can use on the NHS Test and Trace website.
- If it's negative you do not need to continue to self-isolate
- **Contact tracers will never:**
 - ask you to dial a premium rate number to speak to us (for example, those starting 09 or 087)
 - ask you to make any form of payment or purchase a product or any kind
 - ask for any details about your bank account
 - ask for your social media identities or login details, or those of your contacts
 - ask you for any passwords or PINs, or ask you to set up any passwords or PINs over the phone
 - disclose any of your personal or medical information to your contacts
 - provide medical advice on the treatment of any potential coronavirus symptoms
 - ask you to download any software to your PC or ask you to hand over control of your PC, smartphone or tablet to anyone else
 - ask you to access any website that does not belong to the government or NHS
- If you are self-isolating and you need help with things like shopping or medical supplies, you can call 01609 780780 and our customer service experts will direct you to the help you need.

Context shaping messages:

- The two most effective defences we have against Coronavirus are staying at least 2 metres apart from people we don't live with and washing our hands regularly for at least 20 seconds with soap and warm water/or using a hand sanitiser.
- Covid-19, the disease which is caused by this Coronavirus, is transmitted directly through droplets from infected people landing on us as they cough or sneeze or indirectly via

contaminated surfaces – that’s why social distancing and hand washing are so effective in protecting yourself and others.

- We are engaging with a really broad range of settings and with many different groups of people to explain the importance of the public health guidance and to help them understand how they can reduce their risks of catching it or spreading it.
- We are taking a strong and proactive approach to help prevent outbreaks by identifying and supporting high risk settings and people or groups and helping them understand how they can reduce the risks.
- This includes working very closely with places such as care homes, businesses where people must work closely, transport, accommodation providers and particularly vulnerable people such as people with addictions or who are homeless.

Manage infection:

- Identifying outbreaks really early is essential in managing the spread which is why we will respond dynamically when alerted to suspected cases based on symptoms and undertake whole setting testing where that’s feasible.
- We will take a comprehensive science-led approach to outbreak management including introducing **localised lockdown/quarantine** in certain settings based on suspicion until we have the test results.
- Where this happens we will support people and settings to remain isolated by providing practical help and guidance on infection control.
- The North Yorkshire T & T Hub will be established from July 2020 onward and is currently expected to operate for 12-18months. A key part of the governance for the Hub will be the ability to step up the response, as appropriate, for example in the scenario of a second wave.

NB Decision- making on the approach to particular topics, issues or developments should be proactive or reactive will be judged on:

Confidentiality/Sensitivity/legal duty

Protecting the person/community/group/setting from harm or damage

Public interest

More information on the NHS Test and Trace programme can be found here:

<https://www.gov.uk/guidance/nhs-test-and-trace-how-it-works>

More information on the Test and Trace support in North Yorkshire and local testing options can be found here: www.northyorks.gov.uk/TestAndTrace

Related information

Food and supplies – key messages

1. We will make sure that everyone in North Yorkshire can access food during the COVID pandemic.
2. If you are unable to buy food and don’t have the support of family, friends or neighbours, you can contact our customer service centre. Call 01609 780780 seven days a week 8am-5:30pm
3. If you can safely do your own food shopping or can ask friends and neighbours to help – go to <https://www.northyorks.gov.uk/help-you-during-coronavirus-covid-19> for information about national supermarket special arrangements

4. Go to northyorks.gov.uk/buy-local where you can find details of shops, pubs, restaurants and catering businesses in your area or shops who are offering deliveries, and takeaways.
5. Please register your business with our Buy Local site – it helps us and it helps you.

Assets

- Social message cards
- Videos
- Posters/roadside visibility
- Email signature
- Digital screens
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See: [Coronavirus \(COVID-19\): campaign information and resources](#)

Evaluation – success will be judged against the KPIs of the Outbreak Management Plan.

Appendix 1 Audiences

Audience	Communication channels
<p>Achieving these objectives requires a co-ordinated effort from local and national government, the NHS, GPs, businesses and employers, voluntary organisations and other community partners, and the general public.</p> <p>All North Yorkshire residents</p>	<p>Website and partner websites; Press releases; Press advertising; JP pages; NY Now; Broadcast interviews (radio and TV); Radio stations copy on air and digital channels; Senior officer calls to action and Q&As; Social media – NYCC and partners NYCC website; NYCC premises; Community groups; CSO leaflet drops; Local marketing; Direct communication; Outdoor media. CYPs red bag and school liaison HAS Gold daily calls to care Homes</p> <p>HAS PH and HSC led engagement with settings and a broad range of groups at particular risk.</p>
<p>Those in particularly vulnerable or at risk setting or groups</p>	
<p>Care Homes</p>	
<p>Those who are shielding: Cohorts 1 and 2 as now allowed some outside time and list being reviewed this week (W/C June 15)</p>	
<p>People over 70</p>	
<p>People becoming vulnerable during the course of the epidemic</p>	
<p>Guardians / Advocates</p>	

<p>Specific groups of residents needing targeted information:</p> <p>Homeless people/rough sleepers Refuges HMOs Looked after children Care leavers Traveller communities Carers Young Carers People with additional needs and/or disabilities Refugees resettled in North Yorkshire BAME communities People for whom English is not their first language</p>	
<p>Support groups/networks</p>	<p>All above residents channels plus: Direct communication/email.</p>
<p>VCS/community bodies Community support organisations</p>	<p>All above residents channels plus: Direct communication/email.</p>
<p>Partner organisations (e.g. districts; statutory partners etc.)</p>	<p>NYCC website; Local Partnership Boards; Direct communication; Meetings.</p>
<p>Other public sector agencies</p>	<p>NYCC website; Local Partnership Boards; Direct communication; Meetings. All above residents channels</p>
<p>Businesses / Professionals</p>	
<p>Neighbouring local authorities</p>	
<p>County council staff</p>	<p>All above residents channels plus: Intranet stories; Key messages; Team brief; Director blogs; Polls.</p>
<p>Councillors, exec members</p>	<p>Members news Bulletin Briefing notes</p>

