



# Team Devon Local Outbreak Engagement Board

## TEAM DEVON (LOCAL OUTBREAK ENGAGEMENT BOARD)

Wednesday, 29th July, 2020

A meeting of the Team Devon (Local Outbreak Engagement Board) is to be held on the above date at 11.00 am.

### A G E N D A

- 1 Apologies for Absence
- 2 Notes of the Previous Board Meeting (Pages 1 - 10)
- 3 Feedback / Urgent Items from the Health Protection Board  
Director of Public Health to report.
4. National Updates (Contain Framework and Action Cards)  
Update from the Director of Public Health.
5. Communications Strategy  
Head of Communications and Media to report.
- 6 Local Member Protocol  
Head of Communications and Media to report.
- 7 Public Questions / Questions for the Board
- 8 Key Messages to be Communicated
- 9 Frequency of Meetings
- 10 Dates of Future Meetings  
12 Aug 2020 @ 11.00 am  
26 Aug 2020 @ 11.00 am  
10 Sep 2020 @ 11.30 am  
23 Sep 2020 @ 11.00 am  
7 Oct 2020 @ 11.00 am

## Membership

Councillors J Hart (Chair), A Leadbetter (Vice-Chair), R Croad and J McInnes

### Co-opted Members

D Crump (Living Options), T Gravett (Healthwatch), Dr P Johnson (Devon Clinical Commissioning Group), J Kay (Deputy Vice Chancellor of University of Exeter), Dame S Leather (Independent Chair of STP), S MacKney (Petroc), Councillor J Pearce (South Hams District Council), R Roberts (Visit Devon), S Sawyer (Chief Constable of Devon & Cornwall Police), C Stobart (Devon Association of Local Councils (Towns & Parish Councils)) and S Wilkinson (Chief Executive, Devon Community Foundation)

## Access to Information

Any person wishing to know any further information about the meeting including minutes, reports or background papers should contact Karen Strahan or Stephanie Lewis on 01392 382264.

## Internet

Agendas and minutes of this Board are published online on the Council's Website

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Induction loop system available







# Team Devon Local Outbreak Engagement Board

## Decision and Action log

### TEAM DEVON (LOCAL OUTBREAK ENGAGEMENT BOARD)

**Date Wednesday, 15 July 2020**

#### Present

Councillor John Hart, Councillor Andrew Leadbetter, Councillor Roger Croad, Dr Paul Johnson, Councillor James McInnes, Professor Janice Kay CBE, Dame Suzi Leather, Councillor Judy Pearce, Cara Stobart, Diana Crump, Sean Mackney, Rhys Roberts and Tony Gravett

#### Apologies

Shaun Sawyer and Sue Wilkinson

No.	Decision/Action/Message	Who Will Communicate / action?	When?
1.	<p><b>Welcome and Introductions</b></p> <p>John Hart, Leader of Devon County Council welcomed all to the first meeting of Team Devon Local Outbreak Engagement Board.</p>		

No.	Decision/Action/Message	Who Will action?	When?
	<p>The Chief Executive and Director of Public Health outlined the role of the Local Outbreak Engagement Board and that of the Health Protection Board.</p> <p>This was a nationally rolled out programme which had developed rapidly in terms of the requirement to produce a Local Outbreak Management Plan and the associated new structures this requires, and the Engagement Board was a significant part of the overall Strategy. The Health Protection Board was responsible for the delivery of the Local Outbreak Management Plan, which had to be in place by the 30<sup>th</sup> June 2020.</p> <p>There were also strong links to emergency planning and resilience functions and structures.</p> <p>The role of the Engagement Board was to oversee the work of Health Protection Board in terms of engaging and communicating with wider public, communities and sectors in the Devon and Torbay area, both public, private and voluntary.</p> <p>The Chief Executive highlighted that whilst this was a new approach, it was similar to that adopted in Germany with local responsibility for tackling local outbreaks.</p> <p>There were still further details awaited in the form of a 'Containment Framework' which would outline the national and local powers and how central and local would work together in practice.</p> <p>The Board were also asked to note that the Public Health teams and staff which supported this work were relatively small in numbers, so it was important to ensure they were well supported through this process.</p> <p>The Director of Public Health added that the South West had an excellent track record in partnership working and therefore was well placed to deliver this work stream effectively. There were strong networks and the Council was part of a number of best practice networks. She also added that there would be joined up working across the peninsular (reflecting Local Resilience Forum arrangements) and that the membership of the Health Protection Board demonstrated the strong leadership that was in place.</p>		

No.	Decision/Action/Message	Who Will action?	When?
	<p>The Board was assured of the strong governance arrangements in place including the role of the Health Protection Board and this Board as well as working with MP's and a focus on prevention and early intervention with a whole range of experienced practitioners.</p> <p>All Board then members introduced themselves and the organisations and sectors they represented and how they would feed back any key messages to their respective organisations and communications channels. Their respective positions are detailed on the <a href="#">website for the Board</a>.</p> <p>The Chair commented that the work of the Board was well supported by a number of Council Officers.</p> <p>The Chair of the Board highlighted that the Board would operate as a hub and spoke arrangement and the importance of Board members relaying key messages and feeding back.</p>		
2.	<p><b>Notes of the Shadow Board on 3 July 2020</b></p> <p>The notes of the Shadow Board were noted.</p>		
3.	<p><b>Overview of the Local Outbreak Scheme including Plan, Track and Trace, the Health Protection Board and Governance Arrangements</b></p> <p>The Board received a Presentation received from the Director of Public Health, which was appended to the notes of this meeting.</p> <p>The presentation highlighted;</p> <ul style="list-style-type: none"> <li>• the number of COVID cases per week including 11 new cases in Devon and 1 in Torbay;</li> </ul>		

No.	Decision/Action/Message	Who Will action?	When?
	<ul style="list-style-type: none"> <li>• that small area data was being released (linked to neighbourhood level);</li> <li>• the positivity rate (positive tests / all tests), which was less than 1% for the SW;</li> <li>• the figure for Devon over last 14 days was 0.3 (which was not unusual, given increased testing and the release of lockdown). The figures were not a cause for concern;</li> <li>• a figure of 5% would need review and action;</li> <li>• work was ongoing to enable information and data be shared on a public website;</li> <li>• the numbers of confirmed cases in last 14 days by district area, the Board noting that public health compared their data and undertook cross referencing to national data, which confirmed none of the cases were linked (i.e. no outbreaks);</li> <li>• the numbers of confirmed cases by day (Devon and Torbay); and</li> <li>• the numbers of deaths in Torbay and Devon, which showed there had been no deaths in the period between 27 June and 3 July.</li> </ul> <p>In discussion, the Board asked questions and commented as follows;</p> <ul style="list-style-type: none"> <li>• the difficulty of balance between risk and that of supporting the economy;</li> <li>• the capacity of the NHS with social distancing measures and the impact on waiting lists and the need to ensure that people who were unwell felt safe to see and contact GP's;</li> <li>• the position with visitors and how regional public health teams would communicate in the case of an infection (the Director of Public Health commented the system would be similar for that of other infectious diseases but endeavoured to check the position);</li> <li>• that the testing regime was getting markedly quicker than was previously the case;</li> <li>• that the 'Action Cards' were expected to be received with the new containment framework shortly;</li> <li>• that further discussions were being held on the issue of those who were asymptomatic, the impact and risk of this and also the national debate regarding the further testing of other groups of people; and</li> <li>• that the people of Devon had shown a good response to the required measures of lockdown and shielding which had contributed to the low numbers seen, with also lower incidents in care homes than seen elsewhere.</li> </ul>		



No.	Decision/Action/Message	Who Will action?	When?
	<p><b>Agreed</b> that the links from the presentation be included in the minutes – as below</p> <ul style="list-style-type: none"> <li>○ Coronavirus Tracker <a href="https://coronavirus.data.gov.uk">https://coronavirus.data.gov.uk</a></li> <li>○ ONS Weekly Death Registrations <a href="https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredweeklyinenglandandwalesprovisional/previousReleases">https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredweeklyinenglandandwalesprovisional/previousReleases</a></li> <li>○ LG Inform case tracker (trends and comparisons): <a href="https://lginform.local.gov.uk/reports/view/lga-research/covid-19-case-tracker-area-quick-view-1?mod-area=E10000008">https://lginform.local.gov.uk/reports/view/lga-research/covid-19-case-tracker-area-quick-view-1?mod-area=E10000008</a></li> <li>○ PHE MSOA case tracker: <a href="https://www.arcgis.com/apps/webappviewer/index.html?id=47574f7a6e454dc6a42c5f6912ed7076">https://www.arcgis.com/apps/webappviewer/index.html?id=47574f7a6e454dc6a42c5f6912ed7076</a></li> <li>○ PHE weekly surveillance report: <a href="https://www.gov.uk/government/publications/national-covid-19-surveillance-reports">https://www.gov.uk/government/publications/national-covid-19-surveillance-reports</a></li> <li>○ ONS weekly mortality data: <a href="https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredweeklyinenglandandwalesprovisional/previousReleases">https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredweeklyinenglandandwalesprovisional/previousReleases</a></li> <li>○ R Number and Growth Rates: <a href="https://www.gov.uk/guidance/the-r-number-in-the-uk#latest-r-number-and-growth-rate">https://www.gov.uk/guidance/the-r-number-in-the-uk#latest-r-number-and-growth-rate</a></li> </ul>		
4.	<p><b>Setting the Scene - Role and purpose of the Team Devon Local Outbreak Engagement Board and any working practices</b></p> <p>The Board considered its role and purpose and the terms of reference, the key point being that the role of the Team Devon Local Outbreak Engagement Board was the political oversight of the local delivery of plan and response and communicating and engaging with residents and communities.</p>		

No.	Decision/Action/Message	Who Will action?	When?
	<p>This included avoiding misinformation, working in an open and transparent way and supporting vulnerable and high risk communities.</p>		
5.	<p><b>Partners to outline their role on the Board and their reporting mechanisms</b></p> <p>All Board members had introduced themselves and the organisations and sectors they represented under item 1 (welcomes and introductions).</p>		
6.	<p><b>Prevention and Public Messaging</b></p> <p>The Head of Communications outlined the extensive communication network that would be supporting the Board, including other partners, and the production of a Strategy.</p> <p>The focus moving forward would feature the issue of personal responsibility and local oversight of the situation.</p> <p>There would be three strands and levels of communications which would comprise of prevention messages, the promotion of a local response including building trust and confidence and then communications relating to specific incidents and potential outbreaks and the support to be provided in relation to that.</p>		
7.	<p><b>Managing an Outbreak - What Happens, National Guidance, Action Cards and Best Practice examples</b></p> <p>The Board noted that further details were awaited on this matter in the form of a 'Containment Framework' which would outline the national and local powers and how central and local would work together in practice. This included the anticipated 'Action Cards'.</p>		

No.	Decision/Action/Message	Who Will action?	When?
8.	<p><b>Feedback and / or Urgent Items from the Health Protection Board</b></p> <p>The Director of Public Health advised that the Health Protection Board had been discussing key messages in relation to face coverings and the potential change in the law to expand their use in a number of other settings.</p> <p>There was an opportunity to share key messages in relation to early prevention, which had been proven to stand the County in good stead and the provision of local clarity in those messages.</p> <p>Members of the Board were in agreement with the advice to get ahead of the game in terms of prevention advice, but there was a need to consider other settings such as schools and what mitigations would work best in which settings. The discussion emphasised the need for Devon to frame its public health messages for different sectors and communities, including a consideration of those who had a disability.</p> <p><b>Agreed</b> that the LOEB be asked to consider the issue of face coverings and the messages it wanted to send and the potential to link these messages with the ending of shielding.</p>		
9.	<p><b>Key Messages to be communicated today</b></p> <p><b>Agreed</b></p> <ul style="list-style-type: none"> <li>(a) the importance of promoting the establishment of the Board and its purpose in the new outbreak management plans, including the promotion of key messages moving forward;</li> <li>(b) the need for a clear Communication Strategy and Protocol and this be brought to the next meeting of the Board;</li> </ul>		

No.	Decision/Action/Message	Who Will action?	When?
	<p>(c) the emphasis on personal responsibility and managing individual risk, with consideration for the impact of individual behaviour on others, both for residents and businesses; and</p> <p>(d) that more work be undertaken in relation to the wider research on face coverings and a proposal for an information / safety campaign be brought back to a future Board meeting.</p>		
10.	<p><b>Public questions / Questions for the Board and its Members</b></p> <p>There were no public questions or comments</p> <p>The Chair invited other questions from those present who were not Members of the Engagement Board.</p> <p>Question and comments included:</p> <ul style="list-style-type: none"> <li>• progress relating to the tracing App and satisfaction levels with the current tracing facilities and mechanisms (noting that test and trace did not rely on the App);</li> <li>• the secondment of staff to Public Health England in relation to track and trace work;</li> <li>• the challenge relating to capacity and ensuring this was sufficient in the event of a surge or pacing of cases;</li> <li>• the importance of all other measures being in place alongside any guidance relating to the wearing of face coverings, for example good hygiene practices and social distancing;</li> <li>• the role of County Councillors in supporting the communications in the event of any outbreak and the formation of a local protocol to assist in this process; and</li> <li>• whether any work was ongoing with behavioural science and affecting behavioural change. The University highlighted their experience in this area and willingness to support.</li> </ul>		

No.	Decision/Action/Message	Who Will action?	When?
	<p><b>Agreed</b></p> <p>(a) that more work will be undertaken on the research and evidence relating to face coverings and the effectiveness with other measures; and</p> <p>(b) that an item for the next agenda would be the consideration of the Local Members Communication Protocol</p>		
11.	<p><b>Dates of future meetings</b></p> <p><b>Agreed</b> that the next meeting take place on 29<sup>th</sup> July at 11.00am</p>		



# Team Devon

Covid-19 Local Outbreak Management Plan

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# Communications Strategy

*Building public trust and confidence in a Team Devon response to dealing with Covid-19 to support a safer and faster local recovery*

July 2020

Agenda Item 5

*Do it for your family and  
loved ones,  
Do it for your community,  
**Do it for Devon.***



# Introduction

- Emphasis on personal responsibility and self-compliance means it is vital everyone feels part of the local plan
- Engagement, openness and transparency essential to build trust and confidence and sense of collective ownership
- Good public information and messaging can help secure ongoing public support and compliance
- Communicating well with individuals, communities or workplaces affected by a Covid-19 situation can help ensure active support for any local action needed
- Establishing strong local leadership speaking with a clear, credible and trusted voice is key.

## Key principles

We will:

- Be as open and transparent as possible
- Reach out to engage well and ensure public and community participation and collective ownership
- Ensure affected communities and businesses are well informed and supported
- Ensure specific needs of vulnerable people and diverse communities are met
- Make maximum use of existing trusted community networks wherever possible
- Talk to people in a language they understand using the channels they recognise and use
- Involve all key local players (eg. elected members, local community organisations, local influencers) in event of a local Covid-19 situation with risk of community spread

# Our Strategy

There are three main elements:

1. **Amplify prevention messages** plus promoting the NHS Test and Trace campaign and latest advice and guidance through local channels with tailored messages for Devon's key audiences
2. **Build trust and confidence** by demonstrating strong local leadership and establishing and promoting Team Devon LOMP amongst key stakeholders and communities and reassuring that local action plans are in place
3. **Rapid response** ensuring a timely, appropriate and well targeted communication response is given in the event of a local Covid-19 situation

*Each strategy has its own detailed action plan including the identification of key audiences, stakeholders, messages and a channels.*

## 1. Prevention (advice and guidance)

We are:

- Uplifting national collateral and messaging using local channels
- Ensuring all the latest guidance and advice is easily available and promoted among partners including businesses and communities
- Tailoring national messages to a Devon audience where appropriate or beneficial eg. Tourism and tourists, use of face masks, etc
- Targeting bespoke messages to groups who are struggling to comply in a way that will help them engage eg. Young adults, migrant workers, etc.
- Working to better target advice and guidance to most vulnerable and previously shielded
- Working to identify, target and adapt messages for those most at risk of exclusion using alternative formats including BSL video, Easy Read, 19 identified community foreign languages, large print and audio.

Other likely activity includes:

- Webinars with specific sectors and providers
- Radio phone-ins by local public health specialist

Devon County Council NHS

**Washing my hands helps protect me.**

**And you.**

Remember it's critical to keep washing your hands regularly for 20 seconds.

For more ways to stay safe go to [gov.uk/coronavirus](http://gov.uk/coronavirus)

STAY ALERT  
CONTROL THE VIRUS  
SAVE LIVES

Do it for your ▶ FamilyCommunityDevon

Devon County Council NHS

**Washing my hands helps protect me.**

**And you.**

Regular handwashing wipes away the virus.

STAY ALERT  
CONTROL THE VIRUS  
SAVE LIVES

Do it for your ▶ FamilyCommunityDevon

Devon County Council NHS

**Keeping apart.**

**Keeps us safe.**

Social distancing is still important for all of us.

STAY ALERT  
CONTROL THE VIRUS  
SAVE LIVES

Do it for your ▶ FamilyCommunityDevon

Devon County Council NHS

**I wear this to protect you.**

**Please wear yours to protect me.**

Wear a face covering to keep your nose and mouth covered at all times on public transport, shops and supermarkets unless you have good reason not to.

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Devon County Council NHS

**I'm getting tested now. For you.**

If you have symptoms, don't leave home except to get a test. Stop the spread.  
Book a test now at [nhs.uk/coronavirus](https://nhs.uk/coronavirus) or call 119

**Do it for your** ▶ FamilyCommunityDevon

Devon County Council NHS

**Self isolate to keep me safe.**

If you're told you've been in close contact with someone who has tested positive, it is critical that you self-isolate at home for 14 days to protect others.

**Do it for your** ▶ FamilyCommunityDevon

Devon County Council NHS

**Self isolate to keep me safe.**

If you're told you've been in close contact with someone who has tested positive, it is critical that you self-isolate at home for 14 days to protect others.

**Do it for your** ▶ FamilyCommunityDevon

Devon County Council NHS

**I lost taste and smell. I got tested. Immediately.**

If you have symptoms, don't leave home except to get a test. Stop the spread.  
Book a test now at [nhs.uk/coronavirus](https://nhs.uk/coronavirus) or call 119

**Do it for your** ▶ FamilyCommunityDevon

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respect | protect | enjoy



Page 19

Washing my hands helps protect me. **And you.**

Regular handwashing wipes away the virus.

ENJOY  
*Summer*  
SAFELY

respect | protect | enjoy



Keeping apart keeps us safe

Social distancing is still important for all of us.

ENJOY  
*Summer*  
SAFELY

respect | protect | enjoy



Please take your rubbish home

Please help keep our environment clean and safe.

ENJOY  
*Summer*  
SAFELY

ENJOY  
*Summer*  
SAFELY

**1. Amplify Public Health prevention messages and promote national NHS Test and Trace campaign through local channels with tailored messages for key audiences**

- What if you are contacted
- Why is isolation important / support available
- Symptoms that need a test
- Getting Tested / how/ who / what – if +ve
- How to spot scams
- What are the latest guidelines
- How's our community doing?

Map out key priority audiences in your local area and target messages as appropriate – public and stakeholder

- BAME
- Single mothers young kids
- 65+
- 18-24
- 25-64 workers
- Business owners
- Education providers
- Local leaders, members, mayors, MPs
- Clinicians, care workers
- Transport providers

Identify best channels to reach each audience

- Local Media
- Local Influencers
- Biz owners
- Educational providers
- Local / Community Radio
- Social media FB, insta, snap, twitter
- Local sportspeople, celebs
- Council assets
- Outdoor sites – signs, buses, bridges
- Local & partner websites
- Voluntary groups
- Charities
- Faith networks
- Mail drops / door drops
- Transport providers
- Town and parish councils
- Political networks
- Community networks
- Digital targetting
- Unions
- LEPs – local biz networks
- Trade bodies
- GPs
- Clinical settings/ NHS assets
- Chemists
- Police
- Ambient eg notes in Dominos boxes

Use / adapt existing formats – sharing where possible – language variants

- Webinars
- emails
- Social / web content
- Outdoor posters / signage
- Radio ads / bulletins
- Press releases
- Leaflet/s / newsletters / newspapers
- Videos / animations / infographics
- Digital Ads
- Q&As





## 2. Build trust and confidence

Following a major media launch of local outbreak management arrangements and a newspaper door drop to 300,000 households, we are:

- Regularly briefing MPs and other key stakeholders (including media)
- Undertaking internal communication across partnership including via communities
- Making LOEB and other aspects of the outbreak management process as transparent and accessible as possible
- Producing a public website with full information on local outbreak plans and with live data feeds
- Publishing and promoting specific local sector plans and preparation where appropriate eg. Tourism and leisure industry, return of university students, etc.
- Seeking opportunities to promote the activity of the HPB and LOEB through the media eg. media releases, interviews, etc.

*Aim is to establish Devon LOMP spokespeople as credible, recognised and trusted sources and that we speak as one with a strong and clear voice*

## Team Devon's response to the COVID-19 pandemic

23 March to 18 May 2020

1,758 confirmed COVID-19 cases in Devon	daily local testing capacity 3,500	more than 21,500 calls made to vulnerable residents
1 Nightingale hospital under construction with 120 beds	194 temporary emergency care home beds	56 university projects supporting COVID-19 research and testing
2 million items of PPE distributed	68,758 total online GP consultations	202 medical students from University of Plymouth and University of Exeter graduated early to join NHS frontline
more than 4,000 food parcels delivered	more than 5,000 new digital library users and 59,600+ eBooks downloaded	over 15,000 tonnes of recycling collected from households
more than 20,000 calls received by coronavirus helplines	£300m grant funding awarded to local businesses	more than 500 community groups supported with over £600k of grant funding
more than 600,000 visits to COVID-19 advice pages on our websites	more than 5,000 'Key Cars' subsidised taxi trips to get key workers to and from work	1,204 local businesses supported by Trading Standards and HotSW Growth Hub
430 schools open to support around 5,000 children of key workers and vulnerable children	more than 150,000 primary, secondary and university students being taught online	an extra £1m to help households experiencing financial hardship



The Local Resilience Forum is a multi-agency partnership made up of representatives from local public services and other relevant agencies who work together to ensure our communities are supported, informed and protected

## Supporting vulnerable people

more than **4,000** food parcels delivered

Team Devon's COVID-19 response

## Supporting Devon businesses

£300m grant funding awarded to local businesses

Team Devon's COVID-19 response

## Caring for our communities

1 Nightingale hospital under construction with **120** beds

Team Devon's COVID-19 response

## Supporting our communities

an extra **£1m** to help households experiencing financial hardship

Team Devon's COVID-19 response



300 sign up as Good Neighbours



Keeping you safe and healthy

Seeing Your GP online

July 2020

# DEVON TOGETHER

Special edition for the community

## We're united for the future

Special message goes out to residents across county

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STAFF REPORTER

Welcome to **Devon Together**, a special free publication offering essential advice and a guide to accessing local services during the continuing fight against Covid-19.

The NHS, the Police and Crime Commissioner's Office and Devon County Council have teamed up to provide key information on how services are changing to meet the needs of local people.

Organisational and communities across Devon have united like never before to meet needs.

Local authorities, emergency services, health and social care teams are working to manage new ways, led by an array of volunteers who have risen to the challenge of serving their communities in exceptional times.

Some of the changes have brought opportunities to do things better and driven innovation that is here to stay.

Many people have discovered the benefits of volunteering and helped



Organisations and communities across Devon have united like never before during the pandemic.

neighbourhood networks that have gone from strength to strength and developed new cultures of kindness.

And as the NHS celebrates its 73rd birthday this month, it is inspiring to know how local patients and clinicians across the county have joined places a breakthrough drug treatment for the most seriously ill coronavirus patients around the world.

Despite having had some of the lowest infection rates in the country in Devon, there is no room

for complacency. A new Local Outbreak Management Plan (see page three) is bringing together all key agencies to help respond quickly in any new cases of the virus across the county and stop it from spreading.

The plan is based on local knowledge and experience and a close partnership between local organisations including health, councils, police, schools and care homes alongside businesses and key industries such as tourism.

Led by Devon's Director of Public Health, local experts will keep a close eye on the situation across the county and act fast to manage any new outbreak of the virus.

See inside for more details and links to a back page for a handy directory of local services and organisations.

This publication, which is reaching more than 30,000 people when it goes to print, will be available in more isolated and rural locations around the county, via a network of local services and organisations.

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A unique guide to the road to recovery and safety for our residents



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Just glad to be back at school

### 10 DEVON 10th KEEPING YOU SAFE AND HEALTHY

#### Proud to Care locals answer call to help vulnerable

STAFF REPORTER

In March, when the uncertainty of the coronavirus pandemic led to the closure of schools and the suspension of all non-essential services, Devonians stepped forward to support vulnerable people in their communities.

Almost immediately Devon County Council set up a list of key groups, people and organisations across the county who were offering support to those in need. The list was updated regularly as the situation evolved.

**NEWS**

Case study - Return to Ryeport

**Community Without a Choice** is a group of volunteers who are helping to support vulnerable people in their communities. The group has been set up to support vulnerable people in their communities.

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### 16 DEVON 16th



#### Essential contacts for all Devon residents

As an emergency contact for police, ambulance or fire service

Non-emergency contacts

Devon and Cornwall Police

Devon and Cornwall Fire and Rescue

Devon and Cornwall Ambulance

Devon and Cornwall NHS Trust

Devon and Cornwall Council

Devon and Cornwall Housing

Devon and Cornwall Social Care

Devon and Cornwall Support Services

Devon and Cornwall Voluntary Services

Devon and Cornwall Charities

Devon and Cornwall Community Groups

Devon and Cornwall Local Authorities

Devon and Cornwall Public Services

Devon and Cornwall Emergency Services

Devon and Cornwall Health Services

Devon and Cornwall Education Services

Devon and Cornwall Transport Services

Devon and Cornwall Energy Services

Devon and Cornwall Environmental Services

Devon and Cornwall Planning Services

Devon and Cornwall Regulatory Services

Devon and Cornwall Strategic Services

Devon and Cornwall Technical Services

Devon and Cornwall Training Services

Devon and Cornwall Communications Services

Devon and Cornwall Information Services

Devon and Cornwall Research Services

Devon and Cornwall Innovation Services

Devon and Cornwall Knowledge Services

Devon and Cornwall Skills Services

Devon and Cornwall Leadership Services

Devon and Cornwall Governance Services

Devon and Cornwall Finance Services

Devon and Cornwall HR Services

Devon and Cornwall IT Services

Devon and Cornwall Legal Services

Devon and Cornwall Marketing Services

Devon and Cornwall Operations Services

Devon and Cornwall Procurement Services

Devon and Cornwall Quality Services

Devon and Cornwall Risk Services

Devon and Cornwall Safety Services

Devon and Cornwall Security Services

Devon and Cornwall Sustainability Services

Devon and Cornwall Tax Services

Devon and Cornwall Other Services

Feeling isolated, struggling to get help and support as a result of coronavirus?

Call your local helpline:  
East Devon District Council 01404 515616  
Exeter City Council 01392 265000  
Mid Devon District Council 01802 224887  
North Devon Council 01273 388280  
South Hams District Council 01803 861235  
Torridge District Council 01262 235522  
Torbair District Council 01237 426700  
West Devon Borough Council 01322 813600

#WeAreDevon Devon County Council

Your NHS is here for you

- 999: For an emergency, call 999
- 111: For non-emergency health advice
- 112: For a police, fire or ambulance emergency
- 102: For a mental health crisis
- 103: For a drug or alcohol problem
- 104: For a gambling problem
- 105: For a housing problem
- 106: For a legal problem
- 107: For a tax problem
- 108: For a welfare benefit problem
- 109: For a passport problem
- 110: For a visa problem
- 113: For a driving licence problem
- 114: For a DVLA problem
- 115: For a DVLA problem
- 116: For a DVLA problem
- 117: For a DVLA problem
- 118: For a DVLA problem
- 119: For a DVLA problem
- 120: For a DVLA problem
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- 126: For a DVLA problem
- 127: For a DVLA problem
- 128: For a DVLA problem
- 129: For a DVLA problem
- 130: For a DVLA problem

Struggling to cope, feeling low or anxious? You can get help from our mental health services. Call 01392 265000 or visit www.nhs.uk

Use HandApp for advice: If you need support, please use our app. Download it from the App Store or Google Play.

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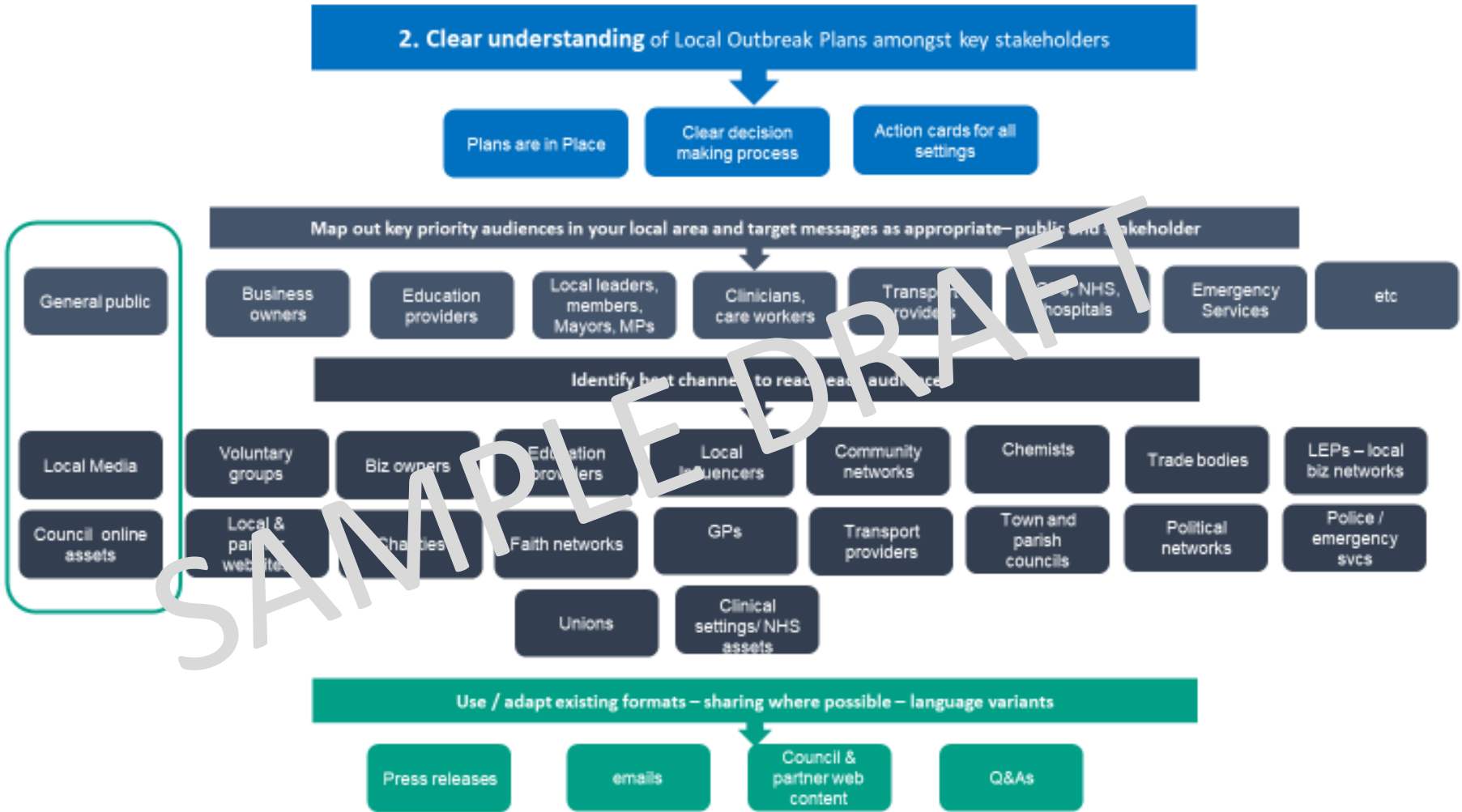
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Agenda Item 5





SAMPLE DRAFT

### 3. Rapid Response (dealing with local Covid-19 situation)

We are currently working to:

- Identify and plan for higher risk scenarios and settings
- Develop a communications checklist and toolkit to use in the event of local outbreak (linked to developing Public Health Standard Operating Procedures)
- Develop key messages and marketing collateral for range of scenarios and settings
- Identify and agree use of existing trusted communication networks and channels (eg. GP SMS system)
- Identify likely high risk and currently excluded groups and develop action plans and channels to target in event of outbreak eg. plan for rapid deployment of range of alternative formats including translation services, easy read, etc. and ensure as much of this as possible is available in advance
- Develop and rehearse use of new channels such as hyper-local geo targeted social media

*Plans will be subject to testing and review through communications active participation in scenario-based training and links to national best practice work. Senior communications staff will be represented at all levels of incident response.*

## What you need to do if you fall ill with COVID-19 symptoms whilst visiting

If you develop COVID-19 symptoms during your visit, do not ignore or try to hide your symptoms. It is important you act quickly to help yourself and protect those around you. It is your responsibility to stay safe and keep others safe.

### COVID-19 symptoms are:

- A new, continuous cough
- High temperature
- A loss or change to your sense of smell or taste

### If you feel unwell and experience any COVID-19 symptoms you must:

- Stay indoors and self-isolate
- Arrange a test using your holiday address

Do not ignore your symptoms: self-isolating and getting tested quickly is the best way that you can stay safe and protect others.

You **MUST** notify your accommodation provider.

If you need medical advice while you wait for your test results please contact your regular (home) GP or call 111.

If you are staying or travelling with others, they must also self-isolate and take appropriate action based on your test result.

### What should I do if my test is positive?

If you feel well enough to travel and do not need to use public transport, you should return home as quickly and directly as you can

If you feel so unwell that you cannot travel or cannot avoid public transport, you should continue to isolate and call 111 for further advice

It is important that you do not use public transport. You must also tell your accommodation provider that you have tested positive.

If you are unwell and cannot return home, you will be expected to pay all costs to your accommodation provider.

### My test was negative, can I stay?

Stay and enjoy your visit as planned but if you need medical assistance please call your own regular GP or 111.

### Who to contact if you're unwell?

- If you are ill and need medical advice, call 111 or your own GP
- In the event of a medical emergency, call 999

### How do I book a test?

- Online: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)
- Call: 119

Please use the address of your holiday destination:

INSERT HERE

Test results are issued by text or email so you do not need to wait for your results if you are due to return home before your result may arrive. You must return home the most direct way and do not use public transport.

Produced in partnership with the COVID-19 Health Protection Boards of Devon & Torbay, Cornwall & Isles of Scilly, Dorset, Somerset and Plymouth



Further advice on COVID-19:

NHS: [nhs.uk/conditions/coronavirus-covid-19](https://www.nhs.uk/conditions/coronavirus-covid-19)  
UK Government: [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

# Tourist Charter



## 1. Stay at home

and don't travel if already ill – don't try and hide symptoms.



## 2. Stay at home

and don't travel if Test and Trace has contacted you.



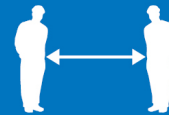
## 3. Think ahead

Book accommodation, read the terms & conditions, heed advice.



## 4. Pack

plenty of hand sanitiser, a face covering, your own GP details and any medications you need.



## 5. Keep your distance

socially and in public.

**#WelcomeBack #KnowBeforeYouGo**

BENGALI

## পর্যটন বিধিমালা



### 1. বাড়িতে থাকুন

যদি ইতিমধ্যেই অসুস্থ হয়ে থাকেন তবে ভ্রমণ করবেন না - উপসর্গগুলো লুকানোর চেষ্টা করবেন না।



### 2. বাড়িতে থাকুন

ভ্রমণ করবেন না, যদি টেস্ট অ্যান্ড ট্রেস (Test and Trace) আপনার সাথে যোগাযোগ করে।



### 3. আগে থেকেই চিন্তা করে রাখুন

থাকার ব্যবস্থার জন্য বুক করুন, শর্তাবলী পড়ুন, পরামর্শের ব্যাপারে যত্নবান হউন।



### 4. প্যাক করুন

প্রচুর হাত স্যানিটাইজার, মুখের আচ্ছাদন, আপনার নিজের জিপ্সির বিস্তারিত বিবরণ এবং আপনার প্রয়োজনীয় যে কোনো ওষুধ।



### 5. আপনার দূরত্ব বজায় রাখুন

সামাজিকভাবে এবং জনসমাগমে।

#WelcomeBack #KnowBeforeYouGo

BULGARIAN

## Туристическа харта



### 1. Останете вкъщи

и не пътувайте, ако вече сте болни. Не се опитвайте да скриете симптомите.



### 2. Останете вкъщи

и не пътувайте, ако от Тестуване и Проследяване са се свързали с вас.



### 3. Мислете в перспектива

резервирайте си настаняване, прочетете правилата и условията, потърсете съвет.



### 4. Вземете с вас

достатъчно дезинфектант за ръце, покритие за лицето, вашите здравни данни и лекарства, от които се нуждаете.



### 5. Спазвайте дистанция

социална и публична.

#WelcomeBack #KnowBeforeYouGo

ROMANIAN

## Reguli pentru turiști



### 1. Stați acasă

și nu călătoriți dacă sunteți bolnav – nu încercați să vă ascundeți simptomele.



### 2. Stați acasă

și nu călătoriți dacă ați fost contactat de "Test and Trace" (testare și urmărire).



### 3. Planificați din timp

Rezervați cazarea, citiți termenii și condițiile, fiți atenți la informații.



### 4. Împachetați

suficient gel igienizant, mască pentru față, detaliile medicului de familie și orice medicamente de care aveți nevoie.

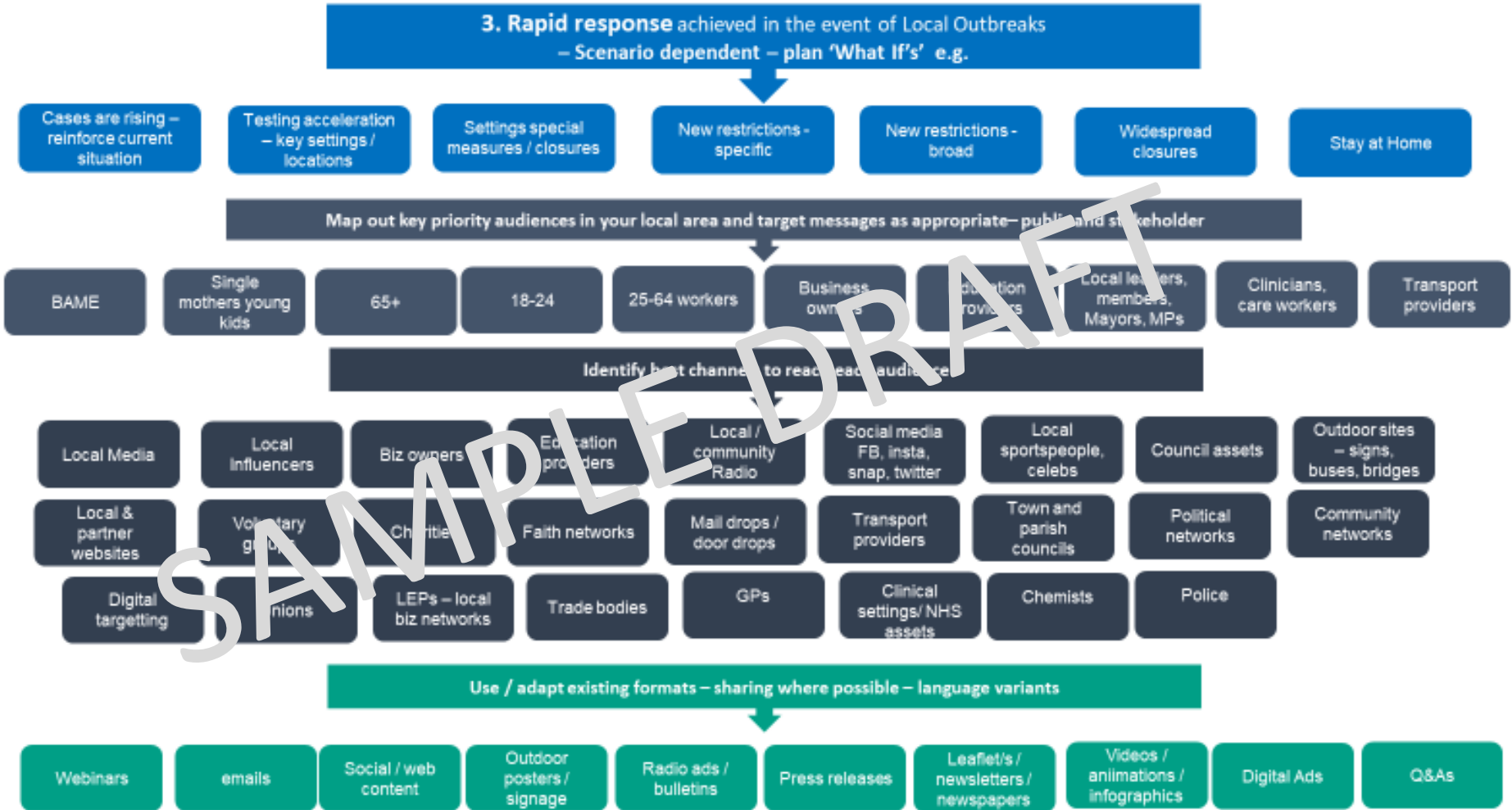


### 5. Păstrați distanța

socială și în public.

#WelcomeBack #KnowBeforeYouGo





Strategy and messages will remain  
under constant review and  
development

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## **COVID-19 Local Outbreak Management Plan Devon County Council Members' Protocol**

### **Introduction**

Alongside all upper tier authorities, Devon County Council has published its COVID-19 [Local Outbreak Management Plan](#).

The Plan is a blueprint for managing any coronavirus outbreaks in Devon to protect residents, communities and businesses and support the most vulnerable. It sets out measures to prevent any further outbreaks in Devon as well as action to respond to outbreaks and contain the spread of coronavirus.

Devon County Council has also been designated one of England's 11 Beacon Councils by Government to lead the implementation of the new Local Outbreak Management Plans and to share good practice.

### **Devon and Torbay Health COVID-19 Health Protection Board**

The Board is responsible for the management of the Local Outbreak Management Plan and for coordinating resources and partner agencies to provide a swift response to managing an outbreak of the virus, including local testing and tracing arrangements.

It is chaired by Devon's Director of Public Health, Dr Virginia Pearson, with the Director of Public Health for Torbay, Dr Caroline Dimond, and Devon's Deputy Director of Public Health, Steve Brown, as vice-chairs.

### **Team Devon – Local Outbreak Engagement Board**

Team Devon will monitor how the Plan is delivered within the community and will liaise directly with Government ministers. Team Devon is also responsible for communicating and engaging with residents, businesses and communities and is chaired by Council Leader John Hart.

As with the Health Protection Board, Membership includes several partner agencies.

### **What is classed as an outbreak?**

An outbreak is generally defined as two or more cases connected in time to a specific place such as a care home, school, factory or workplace – not a household.

# Agenda Item 6

## **What happens if there is an outbreak in Devon?**

The Devon COVID-19 Tactical Management Group (TMG) and key appropriate service lead e.g. Adult Social Care if the case is in a care home and education if it is in a school, are notified by Public Health England of all confirmed cases in Devon.

If an outbreak is identified the actions will be agreed between the Local Health Protection Team (PHE) and Devon TMG. The precise action taken will depend upon the complexity of the outbreak. It is likely that if an outbreak is detected, an Outbreak Control Team is set up to identify and agree early intervention measures to stop the spread before it escalates further into the community.

The Plan sets out a toolkit of infection control measures including advising on hygiene practices, implementing public health measures, providing focused testing right through to localised lockdown (in conjunction with Public Health England). The action that is taken will depend on the severity of the outbreak and the most appropriate measures.

## **Communication cascade**

In the event of a confirmed outbreak in Devon, Dr Virginia Pearson will inform Councillor John Hart, Phil Norrey, Councillor Roger Croad, the relevant Chief Officer and the local Members(s).

Devon's Communications Task Group chaired by Devon's Head of Communications and Media, Tony Parker, will also be informed and actions in the Communications Strategy (see attached) will be implemented immediately.

## **Communication principles**

- The Leader of the County Council has ultimate responsibility for overseeing and approving all communications and engagement.
- All communications and public engagement will be routed through the COVID-19 Communications Task Group.
- Communications and public engagement will be led by the science and informed by accurate data.
- Communications and public engagement will be timely to ensure affected communities, workplaces, stakeholders and the wider public are provided with trusted, authoritative information.
- The needs of vulnerable residents and minority groups will be considered and reflected in bespoke communications and engagement where necessary.
- All communications and public engagement will have regard to the Government's Code of recommended Practice on local Authority Publicity.

## **Local Members' Role**

Local Members have a fundamental role to play in helping to stop the spread of infection, in keeping communities informed and reassured, and in communicating timely information and advice which will be led by the science and data.

Trust and confidence in the County Council to manage any outbreaks alongside our partner agencies is crucial.

Misinformation and rumour can spread quickly so it is vital that authoritative, timely, consistent and open and honest information is shared with residents as widely as possible.

The local knowledge and connections that Members have will be crucial in the event of any local outbreaks.

However, it is clear from the Government guidance that the key messages of the Team Devon Local Outbreak Engagement Board should emulate from the Leader of the Council. We would ask that Members do not issue press releases, statements or letters for publication relating to an outbreak without speaking to the Leader of the Council and notification to the Communications Task Group.

Likewise, the Council will be working hard on promoting accurate information relating to prevention and protection messages, therefore it is very important that local Members work with the Communications Task Group to ensure an accurate response.

One of the key threads of the Team Devon Local Outbreak Engagement Board is to avoid misinformation therefore it is crucial that any local Member communication is accurate and led by both scientific evidence and data.

Local Members have two key roles in this process, the first to use local networks to disseminate any key messages and the second to report back any local intelligence to the Public Health Team relating to an outbreak or rising numbers of cases.

Members will be expected to take forward any prevention communications and share them widely within their networks and communities. Local Members will also be asked to ensure that the communications have been provided in a format that is widely accessible for any hard to reach groups or minority communities within their ward.

In the event of an outbreak, local Members will be made aware of the position and may be asked to join the Leader in any press statements or communications, as outlined below, but much will depend on the nature and type of outbreaks and in which community, sector and / or business setting.

# Agenda Item 6

If an infection affects more than one ward, then those local Members will be asked to work together, with the Communications Task Group to ensure coherent and accurate information across those areas.

There will be a steady flow of information in relation to prevention and any safety campaigns, but the frequency of updates in relation to an outbreak will very much be incidence specific.

## **Media releases/spokespeople**

As per the agreed Council Communications protocol, quotes from local Members will be included in media releases and on the Newscentre as appropriate, alongside quotes from Cllr Hart, Dr Pearson and partner agencies as necessary.

Cllr Hart and Dr Pearson, alongside Phil Norrey, will be the main spokespeople in response to any outbreaks but there may be occasion where the local Member is asked for an interview. Such requests should only be undertaken with the agreement of the Communications Task Group.

## **Social media**

The power of social media to reach communities will be of utmost importance during an outbreak. However, the power of social media to also rapidly spread rumours and misinformation should not be overlooked.

Communication from the Council's social media accounts will be led and facilitated by the Communications Task group to ensure consistent and accurate messages. Members are encouraged to share these corporate messages through their social media accounts.

Please see the [Social Media Guide](#) for Members.

## **Questions**

If Members have any questions about the Protocol or Communications Strategy please contact [Tony Parker](#), Head of Communications and Media, or [Paula Miles](#), Head of Internal and Change Communications or [Karen Strahan](#), Democratic Services and Scrutiny Manager.