

Team Devon

Covid-19 Local Outbreak Management Plan

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

*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

**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.

**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

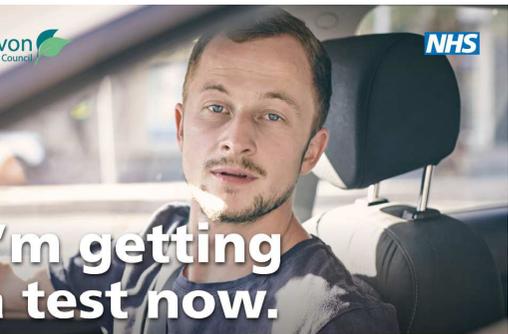
I wear this to protect you.

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.

**STAY ALERT
CONTROL THE VIRUS
SAVE LIVES**

Do it for your ▶ FamilyCommunityDevon






**I'm getting
test now.
or 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 or call 119

Do it for your ▶ FamilyCommunityDevon

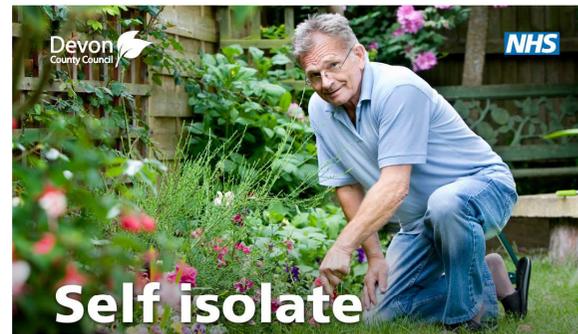





**Self isolate
to keep me safe.**

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






**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






**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 or call 119

Do it for your ▶ FamilyCommunityDevon

Do it for your ▶ FamilyCommunityDevon



respect | protect | enjoy

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



university projects supporting COVID-19 research and testing 56



2 million items of PPE distributed



68,758 total online GP consultations



2021 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



2. Clear understanding of Local Outbreak Plans amongst key stakeholders

Plans are in Place

Clear decision making process

Action cards for all settings

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

General public

Business owners

Education providers

Local leaders, members, Mayors, MPs

Clinicians, care workers

Transport providers

GPs, NHS, hospitals

Emergency Services

etc

Identify best channels to reach each audience

Local Media

Voluntary groups

Biz owners

Education providers

Local influencers

Community networks

Chemists

Trade bodies

LEPs – local biz networks

Council online assets

Local & partner websites

Charities

Faith networks

GPs

Transport providers

Town and parish councils

Political networks

Police / emergency svcs

Unions

Clinical settings/ NHS assets

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

Press releases

emails

Council & partner web content

Q&As

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
- 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

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

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

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

3. Rapid response achieved in the event of Local Outbreaks
– Scenario dependent – plan ‘What If’s’ e.g.

- Cases are rising – reinforce current situation
- Testing acceleration – key settings / locations
- Settings special measures / closures
- New restrictions - specific
- New restrictions - broad
- Widespread closures
- Stay at Home

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
- Education 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
- Mall drops / door drops
- Transport providers
- Town and parish councils
- Political networks
- Community networks
- Digital targeting
- Unions
- LEPs – local biz networks
- Trade bodies
- GPs
- Clinical settings/ NHS assets
- Chemists
- Police

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

Strategy and messages will remain
under constant review and
development
