

## Surrey Local Outbreak Engagement Board Paper

### 1. Reference Information

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Paper tracking information	
<b>Title:</b>	Local Outbreak Control Communications Plan Update
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<b>Related Papers:</b>	NHS Test and Trace Communications Plan for Surrey

### 2. Executive summary

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A communications and engagement strategy has been developed to support the Local Outbreak Control Plan from the 1 July 2020. The primary objective of the NHS Test and Trace Communications Plan for Surrey is to communicate Test and Trace advice and guidance to maximise awareness and compliance and so help contain and reduce the spread of COVID-19. The Communications Plan has evolved as more has been learnt about our public health response to the virus and this report provides the latest update on communications activity.

### 3. Detail

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The Government has enforced new national restrictions in England from 5 November to 2 December. In line with Government guidance, we will not be publicising the 'Local COVID alert levels' for the period of the lockdown.

The Surrey County Council Communications team has prepared a number of campaigns to complement and amplify the national messaging:

- **Surrey-tailored 'National Restrictions'** communications, asking people to stay at home, reaffirming Public Health preventative and testing messaging, and pointing to the national guidance.
- **Council Services Open/Closed** simple messaging to inform residents about the current status of services. This should help field queries about essential services such as CRCs, countryside carparks and other services residents rely on. Because there are a number of nuances around this information the published assets will link back to the Surrey County Council website pages where full details can be accessed.
- **2021 is in our hands** a behaviour change campaign to motivate compliance and offer hope for light at the end of the tunnel. This will be in the form of a series of GIFs reminding people that if we all play our part now, we can get back to enjoying the things we miss, such as going to the football, going out

and spending time with family. This will continue to be developed thematically and will include looking ahead to Christmas.

- **Be Ready and Think Ahead**, with the new restrictions coming into force and infection rates rising, this campaign asks residents to think about how they will get essential shopping or medicines if they are required to self-isolate.

The Top Lines Brief for all members has been reinstated on Thursdays during the 4-week period of national restrictions. As before, this brief will include the latest work of the LRF/SCG, links to the latest Government guidance, links to data/COVID cases and latest developments from key services and up to date key messages which you can use to update your residents.

In response to the public's increasing appetite for data and information on COVID rates and cases in Surrey the Communications team has been working closely with the Public Health team to develop a **daily data dashboard** which will be published on the Surrey County Council Website, Surrey News (for the press) and our social media channels.

Ruth Hutchinson, Director of Public Health will be doing a weekly interview on BBC Radio Surrey on infection rates in Surrey and how the data changes throughout the national restrictions. If the data shows marked improvements we will communicate this with residents to help motivate and embed the behaviour changes taking place.

#### **Lessons learned exercise – Elmbridge:**

Following feedback from the previous LOEB meeting a 'lessons learned' exercise on the Elmbridge escalation was facilitated to share experiences and learnings with communications teams in all Districts and Boroughs. This was a successful and participative session which emphasised the need to prepare residents and members early if an escalation looks likely. However, during this period of national restrictions the local alert levels are suspended and all communications teams will be amplifying the national messages.

#### **Multi-Agency Information Group:**

The MIG continues to bring the LRF partners' communications teams together and to share the above campaigns and messages across all networks and channels. A 7-day rolling communications brief has been re-instated, following its use during the first lockdown, in order to coordinate and amplify the LRF communications response to national restrictions.

#### **Exit Strategy:**

The Communications team continues to work closely with the Department for Health and Social Care through the Good Practice Network and will be keeping abreast of the department's plans for an exit strategy from national restrictions and what that means for Surrey residents. A communications plan will be developed as soon as we have further guidance.

### **3. Recommendations**

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The Board is asked to take note of the activity outlined above.