

# HDC COVID-19 Outbreak Management Communications

Community Resilience & Support – GET READY, STAY READY

## Outline

As a local authority, in close collaboration with all our partner authorities and public service, we are preparing ourselves should we need to combat any local coronavirus/COVID-19 outbreaks or assist partners in outbreaks across patches.

There is a broad process in place for the management of local outbreaks, cascading down from the NHS and Public Health England, through to Cambridgeshire County Council into the local District Councils. As any local outbreak is identified, each authority will hold individual and collective responsibilities to respond and put our local leaders in the best position to reassure communities, reinforce messaging and help to contain avoidable transmissions.

The NHS Test and Trace service continues, and this remains the key messaging that is required to stop COVID transmission and outbreak.

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Our communications will be built on a three-pillar approach:

<b>Prevent</b>	<b>Respond</b>	<b>Contain</b>
Public health hygiene prevention messages e.g. hand-washing, cleaning and disinfection.	How to identify symptoms of COVID-19 in you or others and what to do about it (NHS Test and Trace)	How to identify symptoms of COVID-19 in you or others, what to do about it (NHS Test and Trace) and how to learn and move forward safely.

## What would happen if there was an outbreak in our area?

We will get in touch with you at the outset of any local outbreak, or incident that requires a concerted and joined-up effort to help combat and reassure the local community. We see the local leadership in all incidents as being critical, in providing the local knowledge, reputation and links to appropriately advise and reassure your community. In the event of an outbreak or COVID-related incident, we will provide you with relevant information and guidance, and encourage you to use all available channels that you have to communicate with residents and businesses about the steps that need to be taken and to prevent unnecessary doubt or confusion.

Our aim of communication is to 'prevent'. First and foremost, we must reinforce the national messaging of NHS Test and Trace and Government Guidance. We have identified a low level of community knowledge of the NHS Test and Trace system; therefore this messaging is key to helping us combat any present or future outbreaks. Without the knowledge of positive tests, it is difficult for us to appropriately respond to infection rates in a timely way.

The next stage of our communications is to 'respond' to the outbreak that we are dealing with. Throughout the Prevent and Respond stages, we actively encourage your communications to reflect national messaging and any localised messaging that the Outbreak Management Team provide.

As a leader of our community please signpost residents and businesses to the We Are Huntingdonshire portal, which is the centralised location for information. The portal is the home of important guidance, help and support that is offered to residents and businesses, it is vital that we spread the word and provide access to this resource to as many people within your community. We will keep this updated with relevant information throughout any incident, and it is a 24/7 resource.

We Are Huntingdonshire is a collaborative catalogue of support from all local authority and public service partners.

[www.wearehuntingdonshire.org](http://www.wearehuntingdonshire.org)

### **What we are asking of you**

As information is made available to us and the wider Outbreak management Team, we will take action to communicate with localised partners, members, communities, business in affected areas. It is vital that the messaging that comes from the Outbreak Management Team (County Council/District Council) land with as many localised parties as possible and is clear and strong. This will ensure that you have the information you need to know what is going on, know how to respond to questions you get and be able to reassure your communities. To achieve this, we are asking for your participation in cascading messages to your community and users. Please be aware that you may be contacted by Huntingdonshire District Council or Cambridgeshire County Council, in either scenario it is expected for you to:

### **What we will provide**

- As much information as we are able about the nature of the incident
- Relevant content for social media and digital channels
- Community resilience messaging for you to use
- Updates for local councillors and community leaders
- Provide content on our Council communications channels to be shared
- Coverage through traditional media outlets to promote messages and case studies which support them
- Content to support the reinforcement of Government Guidance and NHS Test and Trace

### **What would we like from you**

- To share any official statements/press releases throughout the outbreak management period through appropriate channels you have
- Update your communications channels to reinforce community resilience messages, NHS Test and Trace messaging alongside Government guidance to remind residents and businesses of their responsibilities (Assets likely to be provided, however, any national resources are fine for you to use)

- Update any digital presences (e.g. Facebook/Twitter)/websites to focus on informing residents and combatting the outbreak with community resilience, NHS Test and Trace and Government Guidance messaging
- Make concerted efforts to seek and share District/County/NHS communications around the localised outbreak (We will make efforts to alert you to these)
- Highlight back to us whether you have any non-English speaking communities for which translated information will be needed (Multiple languages are currently available and can be supplied)
- Highlight to us any localised issues cause by the outbreak that can be fed back to the Outbreak Management Team



### Useful prevention links

Please sign-up to Public Health England to access their completely free resources for NHS Test and Trace and other COVID-19 assets. These can be used on your digital channels to reinforce and support the preventative messaging that is key to any local outbreaks. [Sign up and download here](#)

Further Information:

- [NHS test and trace: how it works](#)
- [NHS Test and Trace: if you've been in contact with a person who has coronavirus](#)
- [Testing and tracing for coronavirus](#)

Cambridgeshire County Council has produced a web page where a large amount of coronavirus/COVID-19 resources can be downloaded [here](#).

### How do we all work together to prevent ourselves from getting COVID-19?

Coronavirus is still a really serious issue - it hasn't gone away, even as lockdown measures are being gradually relaxed.

**Keep 2 METRES APART** from anyone **NOT** in your household

WHERE THIS IS NOT POSSIBLE, KEEP AT LEAST 1 METRE APART AND TAKE PRECAUTIONS such as wearing a face mask and not speaking face to face.

**When you're INSIDE**


- Only people from ONE OTHER HOUSEHOLD can meet with you inside your home

**When you're OUTSIDE**


- Any number of people from TWO HOUSEHOLDS can meet outside
- UP TO SIX OTHER PEOPLE from DIFFERENT HOUSEHOLDS can meet up outside

Keep 2 METRES APART - 1 metre with precautions outlined above


#### Caring for Cambridgeshire and Peterborough




Continue to work from home where you can



Continue good hand hygiene



Stay home if you have symptoms




Wear a face covering when travelling on public transport and in shops

What everyone can do to protect themselves and each other is to continue to follow the clear public health advice.


For further updates and advice please check our websites which will be regularly updated [www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk) and [www.peterborough.gov.uk](http://www.peterborough.gov.uk)

### What happens if I have one or more symptoms of COVID-19?


The symptoms of COVID-19 are:



A high temperature



A new continuous cough



A change to or loss of your sense of taste and smell.

If you have ANY symptoms of COVID-19 you should follow these steps

- 1 **Start isolating at home**  
You for 7 days and your household for 14 days
- 2 **Book a test**  
[NHS.uk/coronavirus](http://NHS.uk/coronavirus) or call 119
- 3 **Result**

**NEGATIVE for COVID-19**

If you test negative you may still need to isolate – check here for details [www.nhs.uk/conditions/coronavirus-covid-19/testing-and-tracing/what-your-test-result-means/](http://www.nhs.uk/conditions/coronavirus-covid-19/testing-and-tracing/what-your-test-result-means/)

**POSITIVE for COVID-19**

Within 24hrs you'll be contacted by **NHS Test and Trace** by phone, text or email and asked to share who you have been in close contact with using a weblink or the phone

For help and advice if you're isolating, please check our websites