

## **NYCC BI Program Scoping Document**

### **Background**

From March 2020, many staff at North Yorkshire County Council (NYCC) will be working from home to limit the spread of Covid-19. NYCC is keen to support the wellbeing of staff as they adjust to this change, with a particular focus on those who are parents and may be balancing work with increased caring duties.

Over the coming months, the general public also has a vital role to play in limiting the spread of Covid-19 and helping those in need. NYCC is seeking to encourage and sustain the community response to the Covid-19 crisis in North Yorkshire.

### **Project**

BIT will develop two core sets of messages grounded in behavioural science. The messages will aim to:

1. Support the wellbeing of NYCC staff as they adjust to working from home.
2. Mobilise citizens living in North Yorkshire to support their local community.

### **Structure and Timeline**

1. The Behavioural Insights Team (BIT) will begin by drafting ~10 messages for each of the two core sets above. BIT will submit these messages to NYCC, along with a short write-up of the behavioural science principles behind the messages. 6th - 17th April 2020.
2. The project team at NYCC will provide feedback on the initial set of messages. BIT will use this feedback to iterate and expand the message set. 17<sup>th</sup> April – 24<sup>th</sup> April 2020.
3. BIT will produce a finalised set of 20-30 messages within each core set for NYCC to use in their campaigns (40-60 messages in total). The NYCC team will adapt the messages to the relevant communication channels they are using (e.g. text message, email, letter). 10th April - 1st May 2020
4. BIT will provide ongoing support, producing new message content as NYCC's strategy around Covid-19 develops. 4th May - 30th June 2020.

### **Outcome Measures**

#### **Community**

- The citizen panel survey measured the number of people who volunteered. This was done prior to COVID-19 and can be redone at the end of the project to test the effectiveness of the messages.

#### **Staff**

- Staff wellbeing website analytics can be analysed
- Staff helpline reporting
- Staff wellbeing survey (HAS staff)
- Annual Staff Survey – including measuring the extent to which staff feel supported and valued by the organisation at this time

