

## Annex J. Supporting Non-Pharmaceutical Interventions

Non-pharmaceutical interventions are public health measures that aim to prevent and/or control transmission of Covid in the community. They have played a critical role in reducing transmission rates and the impact of COVID-19.

Key NPI interventions/actions include:

- Maintaining physical distance in all settings (social distancing),
- Hand hygiene,
- Respiratory etiquette,
- Wearing of face masks indoors,
- Limiting the size of indoor and outdoor gatherings
- Promoting working from home where possible
- Isolation compliance and support for cases and contacts
- Environmental measures, such as regular cleaning of frequently-touched surfaces and appropriate ventilation of indoor spaces.
- Closing selected businesses (primarily national policy decision)
- Closing education settings (primarily national policy decision)

There are two levels of NPI action – individual and organizational, and it is important to strike a balance between personal responsibility and action and organizations and settings creating environments where these actions are the easiest and socially normalized approach.

Compliance with NPI and other Covid regulations in Birmingham has generally been good and we have worked with the West Midlands Police to take a 4 E's approach: Engage, Education, Encourage, Enforce which has been successful in the majority of cases, however where this has not been successful the Section 3 powers have been utilized alongside licensing legislation.

### Supporting Personal Action

Action so far has focused on education and engagement working with the Covid Champions, Covid engagement partners and local community media to promote awareness of these risk reduction measures. Materials have been translated into multiple languages, including BSL video resources, to support this.

The 'No Bull' campaign which used an image of a face mask on the Bull statue as a well-known landmark has been widely displayed across the city reinforcing messaging including digital billboards, social media and print media.

We have written to all positive cases to reinforce the need for isolation and promote financial and non-financial support.

We have worked with the Covid Community Champions to understand reasons for non-compliance and this has fed into our communication and engagement strategy. There is also specific research being undertaken with local universities to deepen this further.

Direct engagement has been done through Covid Marshals who were supported with free face masks to distribute in public spaces where there has been poor compliance.

With support from the Global Healthy City Partnership we have provided hand sanitizer and face coverings into the homeless hostel and food banks across the city to support people in deprived communities and inclusion communities to take personal action on NPI.

Building on this we will continue to update information and work with champions and partners to promote awareness of changing national position as the road map progresses.

We are strengthening the engagement with citizens through arts and cultural interventions designed to reach specific community groups e.g. young African and Caribbean people, and we are commissioning specific partners to support peer champion development with people with learning difficulties and inclusion health groups. This engagement work has a specific deliverable around reinforcing and supporting NPI personal compliance and action.

As we move forward we are looking to pilot further interventions to strengthen isolation compliance as nationally this has been identified as one of the areas of potential weakness and we will continue to work with our community partners to co-produce solutions.

### **Supporting Organizational Action**

Action so far has involved communication and engagement with businesses, education and clinical and care settings directly and through partners. This has included the following:

- Commissioned campaign and partnership with the Asian Chamber of Business delivering a multi-lingual advice helpline and written materials to Asian businesses in the city on Covid safety.
- Partnership events with the Greater Birmingham Chamber of Business and quarterly open business meetings on Covid.
- Engagement and partnership working with the Business Improvement Districts to promoting awareness and best practice.
- Regular meetings between public health and education leads and the Council education and skills directorate.
- Dedicated regular meetings between public health and university leads.
- Covid marshal 4 E's visit informed by intelligence on case rates and common exposure data and whistleblowing portal.
- Whistleblowing portal/helpline established in Summer 2020 to enable anonymous reporting of compliance issues.
- Outbreak and cluster support to settings through multi-agency partnership groups for education, care and clinical settings, and workplaces/other settings.

Building on this we are maintaining the COVID marshals capacity for 2021/22 as part of the reprofiled budget and creating an environmental health apprenticeship model to sit alongside this and further develop the enforcement and engagement approach.

We are expanding the depth of engagement with the business sector through a new partnership with the Chamber of Commerce to strengthen good practice sharing across the business sector on NPI integration into business practice.

Looking ahead we are working to review with partners how to further strengthen organizational compliance and transition some of the leadership into business and usual functions as case rates come down.