Annex F

Birmingham COVID-19 Test and Trace Communications and Engagement Plan

1. Background

Test and Trace is an important part of the local control of COVID-19 infections and outbreaks and a key aspect of this programme is engaging with communities to promote awareness and understanding of the programme.

Our local COVID-19 Communication and Engagement Plan is focussed on supporting our communities to control the transmission of COVID-19 infections though appropriate and timely communication channels and engagement with various community groups to promote awareness and understanding of COVID-19 and risk reduction measures to minimise the spread of the virus. This approach builds on the existing engagement and communication approach during the COVID-19 pandemic working across the city with communities of geography and identity using various methods of communication both directly and through partners to spread messages and increase engagement.

This plan is primarily for Test and Trace communications and engagement as part of the wider communications workstream by Public Health and the Corporate Communications Teams. Any outbreak response communications will be managed through a separate plan.

1.1. Frequency of review

This plan is regularly refreshed to reflect the evolving nature of COVID-19 and the need for responsiveness to the local community. This is important to ensure that our communities receive the appropriate level of communication and engagement at every stage of the pandemic to help the citizens make an informed decision and where appropriate, a dynamic plan will enable us to garner our local assets to support through advocacy from relevant stakeholders.

2. Purpose of the COVID-19 Outbreak Management Communication and Engagement Plan

Our overarching aim is to promote awareness and understanding of COVID-19 and uptake of effective risk reduction measures to minimise transmission and the wider impact of COVID-19 across the entire population using a wide range of generic and targeted proven methods. We have identified key objectives which will enable us to measure success and support continuous improvement of this plan.

2.1. Aims and objectives

- **Support understanding and awareness of guidance and control measures**
  - Support citizens and our communities, in high-risk settings such as health and social care, and in other settings like education settings and workplaces to understand COVID-19 risks, the actions they should take to reduce these risks and what to do if they are exposed.
  - Signpost individuals and groups to relevant guidance and provide clarity on queries or concerns for adherence or implementation.
  - Increase awareness of how individuals who do not have symptoms can access testing.
  - Increase awareness and understanding of the process of contact tracing and encourage engagement with this process.
  - Increase awareness and understanding of relevant and current national guidance e.g. self-isolation of contacts, financial support available and how to access this support.
  - Ensure those who have had the vaccine understand the remaining risk of acquiring a COVID-19 infection and spreading it to another citizen.

- **Enable partnership working to deliver the local plan**
  - Ensure Citizens, Elected Members, Staff and Partners understand the Birmingham Test and Trace approach
  - Support and work in partnership with key partners such as the NHS to increase vaccine understanding to promote vaccine uptake.
  - Facilitate co-production of messaging and associated outputs with local citizens and partner organisations.
  - Identify key stakeholder groups and manage their expectations and encourage their contributions using appropriate methods.
  - Ensure those who have had the vaccine understand the remaining risk of acquiring a COVID-19 infection and spreading it to another citizen.
  - Coordinate a joint approach based on feedback to deliver consistent and positive messaging across the national, regional and local system.
  - Deliver a consistent and meaningful local interpretation of the national guidance to meet the need specific to the communities.
  - Identify opportunities for community groups to form links and to work in tandem by sharing experiences to promote changes in behaviour and perceptions where necessary.
  - Support local enforcement and assist in managing any immediate concerns or scan the horizon for any threats to avoid conflict.

- **Establish appropriate and effective channels for delivery of the plan**
  - Greater use of physical media such as posters and leaflets to avoid marginalising those who can be digitally excluded.
  - Localise national COVID-19 guidance especially for Birmingham's diverse community by producing local community-centred and accessible material involving various groups.
  - Provide reactive and proactive messages which offer a more targeted approach to the need e.g., to support lifting of restrictions and the use of specific venues such as for sports or myth busting.
  - Identify proven approaches to encourage open, transparent and timely non-judgemental communication to reduce stigma.
  - Enable tailored campaigns and outreach work to specific groups where required to identify any barriers and offer reassurance.
  - Ensure key principles of information governance including data protection, confidentiality and GDPR are maintained.
  - More co-production of messaging and outputs with local citizens to include community partners and COVID champions.
  - Provide a more targeted messaging approach based on the lifting of restrictions e.g. as soon as crowds welcomed back to sporting venues target comms in these areas accordingly.

- **Assess impact and reflect the evolving evidence base on behavioural insight**
  - Provide an opportunity for feedback from communities to inform the local, regional and national test and trace programme.
  - Develop joint measures (quantitative and qualitative) of success agreed across the local system.

- o Identify quick wins and celebrate successes and positive outcome using community assets for wider dissemination e.g. feel good factor, better mental health.

3. Our approach to communication and engagement

We are working across the system in partnership with communities and partners to ensure that our messages are well aligned and accessible using various channels and adapting to the wide range of audiences, the need and the phases of the pandemic.

All activities are co-ordinated at a local place-based level with increasing involvement across the communities to build trust and strong relationships with local citizens and organisations across all sectors, to identify the need and deliver a local reactive and proactive joint effort to achieve the best possible communications and engagement offer for Birmingham in relation to COVID-19.

This approach is incorporated into a joint engagement and communication plan covering key principles for effective delivery and success of its objectives.

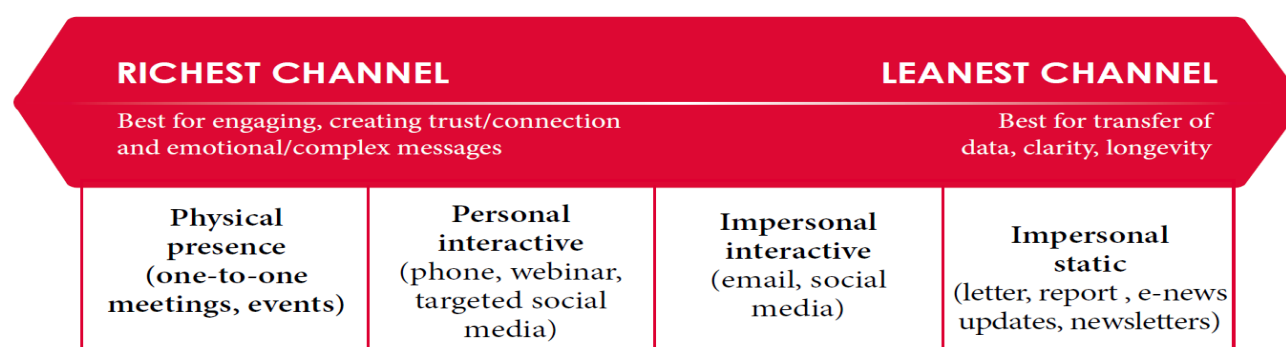

3.1. Methods of Communication and Engagement

The reality of the COVID-19 situation and the ongoing restrictions to minimise the risk of spreading infection, limits the potential for physical or face-to-face engagement and has led to more use of digital channels and innovation across the range of activities delivered. However, we are conscious of the risk of digital exclusion further increasing the inequalities from the outbreak.

Working in partnership we will continue to:

- Build on existing communication and engagement work already in place at a local level and ensure that we embed our methods into tried and trusted methods and channels.
- Innovate and establish new methods and channels which can enhance the levels of engagement across all communities and reduce inequalities.

Hence, methods of communication and engagement we plan to use include and are not limited to examples below using written and verbal content and these will be tailored to the need across our communities for informing, sharing, listening and responding.

- **Physical engagement**
    - o Working through front line staff, representatives, community leaders, peers. anyone who is engaging face to face to share information and raise awareness
    - o Engagement through existing community networks e.g. support groups, existing or new networks, word of mouth
    - o Print media distribution flyers, newsletter, posters

- **Virtual engagement**
    - o Digital including social media updates using newsletters, videos, blogs
    - o Radio promotion (including promotion for those first language is not English)
    - o Teleconferences and telephone-based engagement
    - o Engagement through existing community networks e.g. WhatsApp groups

RICHEST CHANNEL		LEANEST CHANNEL	
Best for engaging, creating trust/connection and emotional/complex messages		Best for transfer of data, clarity, longevity	
Physical presence (one-to-one meetings, events)	Personal interactive (phone, webinar, targeted social media)	Impersonal interactive (email, social media)	Impersonal static (letter, report , e-news updates, newsletters)

Source: Health Foundation, Communications Model – A guide (accessed March 2021)

3.2.   Core Engagement Threads

To deliver this plan we have set out a series of core threads of activity across various strands within our communities which will be expanded in more detail through a detailed action plan. These strands cover communication to communities across place, identity, interest, elected members and other stakeholders based on our local knowledge we will target these four strands to help us better understand our communities, their challenges and ways in which we can deliver this plan successfully.
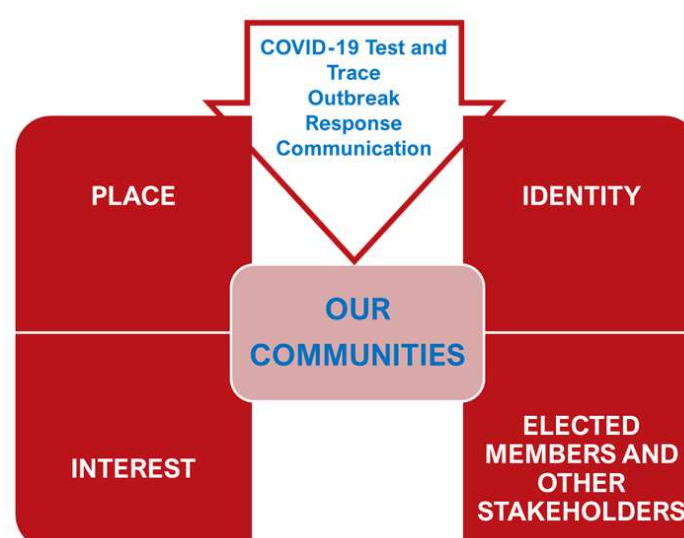
3.3.   Limitations

Many inequalities that existed prior to the pandemic have been exacerbated over the last year. The inequalities due to COVID- 19 are primarily reflected in differences in infection rates and death rates between different communities, and more recently in vaccine uptake. Understanding of these inequalities has been limited by data recording and reporting and so many of these inequalities are still relatively poorly understood. There are also inequalities created through the impact of the COVID-19 risk reduction restrictions impacting on different communities in different ways and there is limited data available on this at a local level. There may well be longer term inequalities being created through the impact of restrictions on healthcare access and services such as screening and immunisation and these inequalities are anticipated but poorly understood.

4. Scope

4.1.   Guidance and Legislation

The main guidance and legislation that underpins this plan are listed but not limited to the below;
- COVID-19 National Guidance: https://www.gov.uk/coronavirus
- Coronavirus Act 2020
- The Health Protection (Coronavirus, Restrictions) (No. 2) (England) Regulations 2020
- Public Health (Control of Disease) Act 1984
- The Equality Act 2010
- Health and Social Care Act 2012

Other key sources of information that will inform this plan are
- Birmingham COVID-19 Inequalities Overview
- Birmingham Joint Strategic Needs Assessment
- Local, regional and national news and media reports
- Reports, media and other key information channels form voluntary, private and public sector organisations

4.2.   Funding

We have an agreed budget line for delivery of this plan which is part of the Test and Trace Budget. We are able to use this to fund the activities on this plan and some are described in section 6. We will continue to ensure value for money and monitor the budget against spend and produce budget reports to inform our plan. Additional funding has been obtained through expressions of interest and we will ensure we are maximising our partnerships with our community partners, organisations and other relevant bodies by co-funding projects and activities where required.

4.2.1.   Example of Funding - Community Champions Fund – (April 2021 – June 2021)

In January 2021 we secured £440,000 of the Community Champions Fund from the Ministry of Housing and Local Communities (MHCLG) to supports residents impacted by the coronavirus (COVID-19) pandemic. The fund is to support those communities to be most at risk from COVID-19   including those from an ethnic minority background and disabled people to help them follow safer behaviours and reduce the impact of the virus on themselves, and those around them. This work will include:

- Working closely with our 18 existing community partners to upskill and co-ordinate the set up and delivery of a minimum of 10 telephone/befriending trees for those communities with limited digital access. Telephone trees are to be set up by 1 April 2021 and to run until 31 March 2022.
- Working effectively with local community organisations who support people with learning difficulties to develop more accessible information on COVID-19 compliance, testing and vaccination in accessible formats (e.g. text, video, graphics, animation, audio and photographs as appropriate).
- Working in partnership with local community organisations working with vulnerable families to develop tailored engagement materials and resources.
- Developing and producing a suite of audio and BSL accessible education materials to support deeper engagement with those with poor literacy and the Deaf community to develop more accessible information on COVID-19 compliance, testing and vaccination.
- Develop arts-based messaging, particularly through different cultural mediums to engage with different ethnic communities. The aim is to use creative tactics as a form of health promotion. These creative projects will promote Public Health messaging and essential COVID-19 engagement. They will utilise community mobilisation and social cohesion, providing a reflective space for people to share their experiences. Additionally, it will encourage residents to become community champions. Part of this project will include the delivery of digital and non-digital products and look at innovative ways of addressing barriers such as digital poverty and socio-economic depravity, ensuring as much inclusion as possible.

4.3.   Dependencies and Controls

There are multiple organisations and agencies in Birmingham who communicate and engage with our communities. We will share learning and resources across the region and nationally to avoid unnecessary duplication and cost, wherever possible and ensure we are using our networks both within the Council and externally to utilise the best skills and expertise available for successful delivery of this plan. Appropriate media controls will be achieved with local leads working proactively with the right experts within the Council or externally if required. We will maintain GDPR compliant systems in line with the Council processes for information governance and communicate these openly with our stakeholders to offer reassurance and build the right level of trust. Data protection and confidentiality will always be maintained.

4.4.   Asset and Stakeholder Mapping

Stakeholder mapping exercises will be carried out to identify all stakeholders and communities who need to be involved to support the delivery of this plan across Birmingham as well as regionally and nationally. We will work with communities at ward level and with individuals and organisations to ensure representation and continue to map out stakeholders to enable us to identify any gaps.

Through various wide-ranging and tailored communications and engagement methods, the following groups have been initially identified for targeted activity:

- Citizens including seldom heard groups and those with the following Equality Act protected characteristics: Age, Disability, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion or belief, Sex and Sexual orientation
- Groups based on socioeconomic status

5. Evaluation and Monitoring

We will constantly monitor our activity to ensure we are reaching our audiences effectively and provide equal and appropriate opportunities for involvement and feedback. Through monitoring and evaluation, we will be able to learn lessons and gain insight into citizen's experiences, behaviours and this allow us to tailor our methods accordingly. We will also share any useful information with professionals within the Council and professional organisations who support our communities where necessary to ensure the best outcomes for our citizens. Our evaluation should include monitoring the demographics of the people we communicate and engage with to ensure we do not exclude any groups.

Examples of how we will monitor activity include and is not limited to the following;
- Media and social media monitoring
- Gathering feedback via surveys, focus groups etc
- Access and Equality monitoring

We will monitor content such as:
- Levels of interest, enthusiasm and support generated
- How much stakeholders feel informed and up to date
- Celebrations of milestones and any local successes

6. Workplan and Timeline

Since the onset of the pandemic, we have provided a range of activities using the methods of engagement listed above and these activities are summarised in this section and will cover the key elements for consideration as part of delivering our plan effectively. These key elements are; 'who' our audience is, 'when' we deliver a message, 'what' our message is about, 'where' we deliver i.e. channels and 'who' will deliver the messages. We have also integrated 'what' our desired impact is as part of the evaluation of each activity.

A detailed communications and engagement calendar with timescales will be used to inform the activities and this is in progress.

## 6.1. Threads of Activity to Date (up till 31 March 2021)

Activity/Type/Dates	Delivered/Outputs – (September 2020 to date)
COVID Champions Programme (physical and virtual) **Start date: September 2020** **Recent update (March 2021)**	Birmingham Public Health keep COVID-19 Community Champions informed of the latest advice and guidance, hold weekly exclusive webinars and Q&As, and allow them to ask questions directly to the Public Health Team. Champions share this information to their networks, communities, friends and family. This helps us make sure that reliable, up to date information is being shared to local communities. • Gained 766 champions across 69 wards • Over 25,000 emails sent out with the latest advice/guidance • 27,000 texts sent out • 300+ enquiries responded to in the dedicated inbox • Gathered the demographic data from our existing champions but also the new recruits • Covid Champion survey on BeHeard + actions taken as a result • Webinars: • 13 have already happened- topics included schools, businesses, latest guidance, christmas, testing, isolation support, vaccination • 9 are scheduled from now until June 2021
Films/animations (virtual) **Start date: October 2020** **Recent update (March 2021)**	• Covid Champion recruitment- Birmingham Updates https://www.instagram.com/p/CMCSHSDB8M2/?utm_source=ig_web_copy_link • Casey Bailey/Bring Back Brum- https://www.instagram.com/p/CLe6vgZBF6n/?utm_source=ig_web_copy_link • BSL- https://www.youtube.com/watch?v=LNAQZ5R3BPI • Our Youtube Channel + videos https://www.youtube.com/channel/UC3RIwgKB6ehKvOCb7QbSf1Q • LFT testing schools- https://vimeo.com/520870475
Webinars/Workshops (virtual) **Start date: October 2020** **Recent update: March 2021**	• BSCGG vaccination webinars for the Birmingham Public x6 • BID- 57 youth club workshops • Nishkam Centre- Sangat TV Sikh Community Catch Ups Series (Vaccination & Testing) • Chinese community centre- 8x Online meetings (800 hours of watching time) • Virtual coffee mornings- Disability Resource Centre • BAME Webinar with 1st Class Foundation & Nicky Tapper from BBC WM https://twitter.com/nikkitapper?lang=eu • Black heritage Support Service https://firstclassnation.com/a-covid-conversation-with-the-black-heritage-support-service/ • Citizens UK- Newtown round table (Vaccination) • Polish Expats- various Facebook live and Zoom meeting https://twitter.com/PEA____ • Hawkmoth working with people with high-risk long-term conditions • Webinar for Somali community with influencers Dr Maryan Qasim (COVID Vaccination) • BBC News Somali with another Somali influencer, Dr Amina Ibrahim MBE (COVID Vaccination) • In partnership with the CCGs, we hosted five Q&A sessions for the public on the vaccination roll out in February. These public sessions were hosted by Cllr Paulette Hamilton, Cabinet member for Adult Social Care and Health and led by a panel of local GPs.
Radio adverts (virtual) **Start date: October 2020** **Recent update: March 2021**	Covid 19 messages were broadcasted on various stations accessible to a wide range of listeners: • **Ambur Radio:** 200,000 listeners • **Switch Radio**: 22,000 – 28,000 listeners • **Raaj FM:** 40,000 listeners • **New Style Radio:** no listener figures available • **Big City Radio:** no listener figures available • **Unity Radio:** 90,000 listeners
Faith based meetings (virtual) **Start date: March 2020** **Recent update: March 2021**	Virtual fortnightly meetings with Places of Worship, COVID update, and briefing delivered by Public Health to ensure accurate and correct messages are received by our communities. Places of worship are to share the messages with their respective congregations and communities they work with. Meetings are also an opportunity to raise issues and concerns communities have pertaining to COVID. • Between March 2020 – March 2021 we have held approx. 81 faith meetings (Masjid, Interfaith and Black Led Churches) • Birmingham Masjids meet Mondays 10am (Masjids group cover over 150 Masjids in Birmingham) • Interfaith Group meet Mondays 1pm (Interfaith group consists of Anglican Churches, CE Churches, Hindu Council which covers all the Temples in Birmingham, Sikh Council UK+Sikh Doctors Association between them cover most of the Gurdwara's, Birmingham Hebrew Congregation and BPS Judaism) • Black Led Churches meet Tuesdays 1pm (Black Led Churches group cover 95% of Majority Black Churches in the Midlands the 2 main umbrella organisations are The Council for Majority Black Churches and West Midlands Faith In Action
Ward meetings (virtual) **Start date: March 2020** **Recent Update: March 2021**	Sessions began early in the pandemic to • Approx. 70+ since September 2020 plus 15 emergency meetings
Media/interviews (virtual) **Start date: March 2020 – Feb 2021** **Recent update: March 2021**	33 Interviews using various media including TV, radio led by DPH BBC WM Radio, Birmingham Live – Facebook, BBC Midlands Today, Free Radio, Birmingham Eastside, Unity FM Radio, NOOR TV, ITV Central, BBC World at One, Times Radio, The Doctor and MJ, Switch Radio, Capital FM, Free Radio, BBC Radio 4, Sky News, Daily Record, BBC Radio 5 Live, Channel 4, Smooth Radio, BBC News Online, Health Service Journal, The Doctor, NewStyle Radio, First Class Legacy Radio, Brit Asia TV, Mosque Leaders Forum/Interfaith Forum/Black Churches Forum, Live Ape Podcast, Sikh Channel TV, China Daily, Young Chinese People Forum, Chinese Carers Support project, BeatFreaks, Birmingham Institute for the Deaf
Translated/accessible materials related to COVID-19 and other related guidance and advice (virtual) **Start Date: March 2020** **Recent Update: March 2021**	https://www.birmingham.gov.uk/info/50247/national_guidance_during_covid-19/2065/coronavirus_covid-19_-_guidance_in_accessible_formats_and_other_languages Information available in 12+ languages, including: • Current guidance • Symptoms • Test & trace • Diabetes • Vaccination • Wellbeing • Face coverings & hand sanitizer https://www.birmingham.gov.uk/info/50231/coronavirus_covid-19/2223/information_in_accessible_formats_covid-19 • Easy read

	• Pictures/stories
	• BSL
	'Myth-busting' factsheets
	Vaccination toolkit
	General LFT infographic
	LFT infographic for schools
	Roma and Polish community- 728 leaflets in Big Issue
Information gathering (Insight & Feedback) **(virtual)** **Start Date: March 2020** **Recent Update: March 2021**	This information was collected by carrying out several surveys targeting the following groups: • Insight Now- Survey about schools • Hawkmoth- Report about the views of vaccination within the disabled community • Disability Resource Centre- A report about the impact that COVID-19 has had on three groups of people: stroke survivors, people with diabetes and people with COPD This insight was collected by using Mentimeter: • Testing/LFT (Providers & Champions) • Funding/Support & Isolation (Providers & Champions
Website **(virtual)** **Start Date: March 2020** **Recent Update: March 2021**	Website consistently kept up to date and new information is added to the COVID-19 pages on a weekly basis. 1.3 million views to COVID-19 homepage. Highlights: • Covid Champions section updated and new materials updated (welcome pack, sign up post card) • LFT and vaccination section added
Other **(virtual)** **Start Date: March 2020** **Recent Update; March 2021**	Chinese community- 2000+ Befriending telephone calls made Updating the Council telephone line adverts so they include vaccination
Social media engagement **Targeted social media advert** **(virtual)** **Start date: September 20** **Recent update: March 2021**	We currently have 3 social media platforms within the Public Health team and have been utilising these channels to share key information to promote awareness and understanding of COVID-19 to minimise transmission and the wider impact of COVID-19. **@healthybrum -Twitter, Facebook and Instagram** Facebook group for parents and carers made by CREC Targeted Facebook postcode advertising to promote: 1. NHS App – reached 51,190 people 2. COVID champion recruitment – reached 42, 592

7. Impact and Key Highlights from Activities to Date

7.1.   Social media engagement impact

- ▪ **Increasing engagement in social media**
  - • Since September 2020 we have had a **steady increase in numbers of followers** across all the channels.
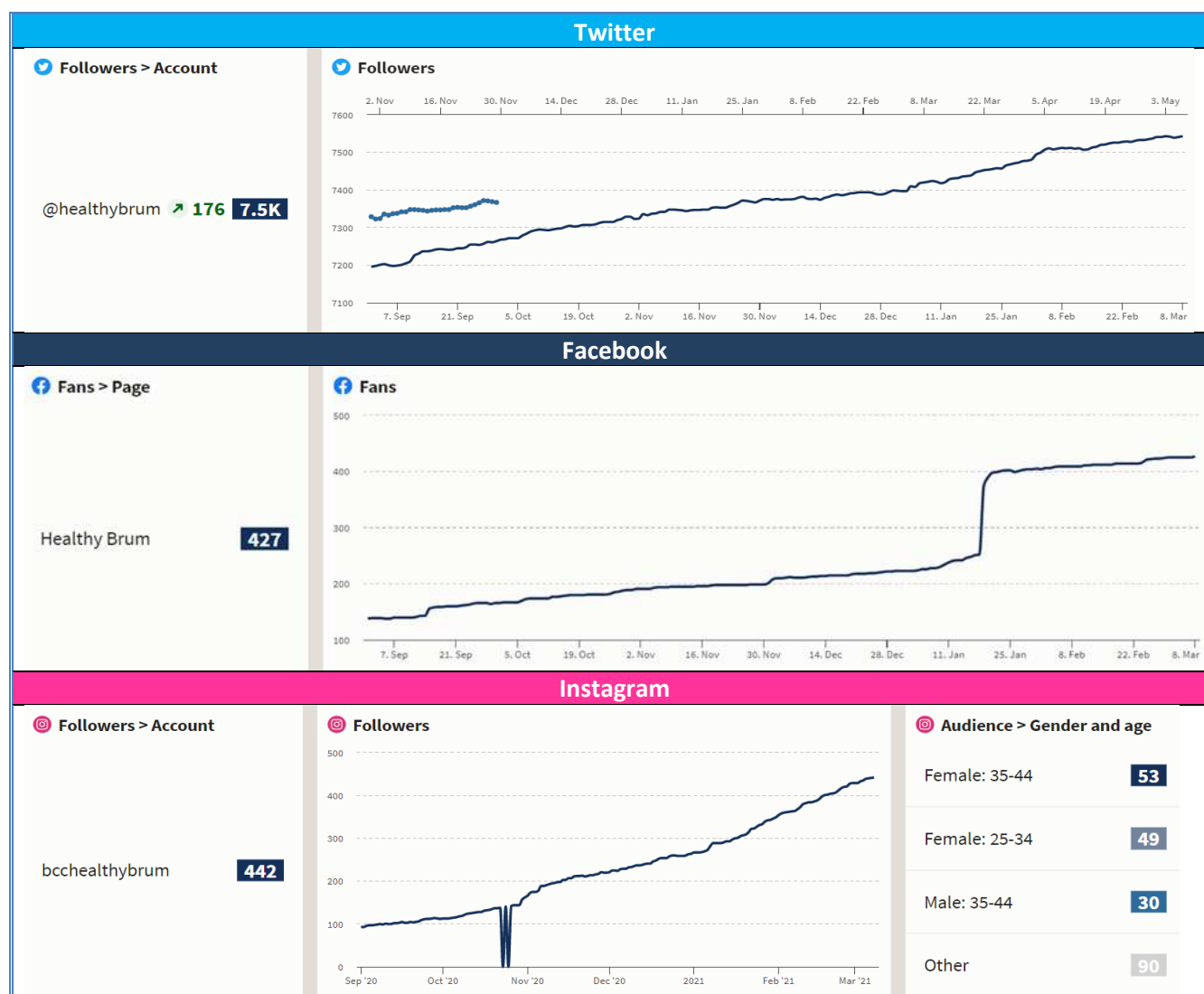
- • **Increasing communication in social media**
  - ▪ Since September 2020 we have had a steady **increase in numbers of posts** across all the channels.

Channel	Number of posts	Engagement	Number of followers
Twitter	1.3K	3.4K	7.5K
Facebook	1.1K	1.7K	427

Instagram	681	2.2K	442

*Engagement is equivalent to clicks throughs

7.1.1. Next steps

We will look to increase the numbers of the followers across all social media channels and utilise the best platforms for different demographics across the city by;

- creating more engaging content such as bite size videos from webinars and live Q&As
- disseminating impact stories of work of the COVID champions and community providers are doing with their communities and networks as well as Identifying and using hashtags to create conversations and increase levels of engagement.

7.2. Community partners engagement impact

In March 2020 we commissioned 18 community partners to provide additional community engagement support services enabling COVID-19 Test and Trace messages to be shared widely with Birmingham's diverse communities.

- **Involving a wide range of groups and obtaining feedback**

Provider	Target Community
The engagement approaches were tailored to each community which included verbal and written channels via direct Whatsapps/texts, community workshops, translated bespoke resources, video messages and social media posts and translated live weekly Q&As with DPH.	
1st Class Legacy	Black African and Black Caribbean
Age UK	Older People
Amber	Early Years
Bahu Trust	Arabic. Islamic and South Asian
BID Services	Deaf and Hearing loss
Birmingham Disability Resource Centre	Blind and Sight Loss and learning difficulties. High risk conditions - Stroke, diabetes and COPD
Borne	Older Young People Under 25 years
Chinese Community Centre	Chinese
Citizens UK	Migrant Asylum Seeker and Refugee
Hawkmoth Consulting	High-risk long-term conditions High Blood Pressure, Chronic Kidney, Obese - BMI over 30, Cardiovascular disease
LGBT Centre Birmingham	LGBT
Refugee and Migrant Centre	Roma
Nishkam Centre	Sikh
OrbitaCX trading as Insight Now	Primary and Secondary school age
Polish Expats Association	Eastern European, including Polish
SRI (Shree Hindu Community)	Hindu
West Midlands Faith In Action	Black African and Black Caribbean Led Churches
Supreme Linguistic Services T/A Premium Linguistic Service	French, South Asian Language: Hindi, Pakistani Pahari (with Mipuri and Potwari, Gujarati and Somali

7.2.1. Next steps

All the providers will be sharing an end of project report at the end of March 2021 to evaluate the work delivered to date, successes, challenges, and key outputs. We are extending the contracts of our 18 Community partners for 12 months (1 April 2021 till March 2022) to accelerate engagement to support the understanding and the uptake of testing and the vaccination. As well as set up a minimum of 10 telephone/befriending trees for those communities with limited digital access.

7.3. COVID -19 champions programme

There are champions present in all 69 wards and currently there are 782 champions. However representation is not even and the 10 most under represented wards are; Alum Rock, Aston, Glebe Farm & Tile Cross, Small Heath, Sparkbrook & Balsall Heath East, Soho & Jewellery Quarter, Bromford & Hodge Hill, Sparkhill, Kingstanding and Stockland Green. More targeted communication and engagement activities in these wards are being undertaken to increase local representation in these areas. Good representation of different religions, ethnicities and the LGBTQ community. There is under-representation in some specific communities specifically men, Bangladeshi communities, Caribbean communities, Young people aged 18 30 years and people who consider themselves to have a disability.
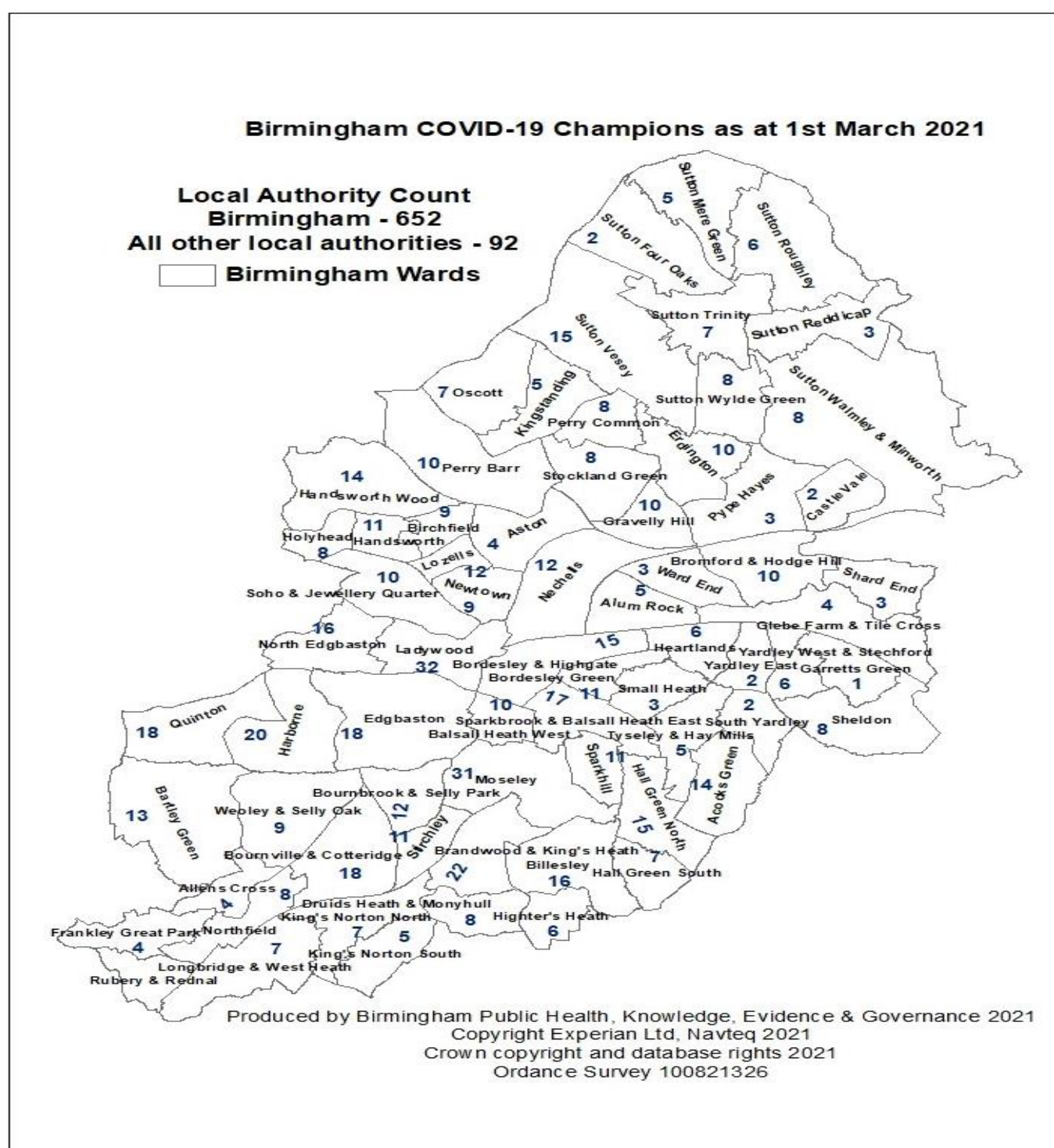
Communications used to engage include a mixture of both off and online activity to include maximising our social media channels as well as paid advertising through digital and radio media targeting specific ethnic communities and scheduling local media engagement e.g. weekly radio Q&A and press interviews and coverage.

- **Increasing communication and awareness using various channels**
  In a recent survey (January to February 2021) we sent to the Champions; it was found that the **90 respondents sent the weekly COVID-19 information to 27,000 people** using Facebook groups, emails, WhatsApp, social media, bulletins, newsletters and text/telephone.

- **Increasing engagement amongst various groups**
  To date, we have **782 champions aged 18 - 80 from every ward in the city with an expectation that they will share information with 200,000 people each week.**

Birmingham COVID-19 Champions as at 1st March 2021

Local Authority Count
Birmingham - 652
All other local authorities - 92

- **Increasing our understanding of the needs across various groups to help us tailor our support offer.**
  Not only do Champions share information on our behalf, but they also provide an important insight into the challenges that communities and individuals face, and as a result we can provide extra support and advice where required. For example:
  - Focus on the wards with the highest rates of COVID-19
  - Increase the uptake of the vaccination within certain wards
  - Increase peoples understanding of the different testing methods
  - Report any non-compliance (i.e. workplaces)

7.3.1. Next steps
Over the next few months our aim is to ensure the COVID-19 Champion programme continues to increase in numbers and to increase the level of representation across our communities. For example, we are looking to recruit more males, people aged 18-30 years old and those in the fifteen most under-represented wards. We are currently commissioning additional champion support for people with disabilities, young people and reviewing our community engagement partner programme to address these gaps.

- **Youth COVID Champion Programme**
  We are working with the Birmingham Youth Service Participation team to develop a Community Champion's programme for children and young people that will foster peer to peer and family sharing of information, advice and guidance on COVID 19. This team engages with children and young people across Birmingham and provide a range of platforms to engage with a wider audience, across our city using the skills and experience of qualified youth workers. The current reach of young people aged 11+,

currently 2133 young people are registered with this service creating an attendance of 18,623 and the detached youth work on the street has an attendance figure of 28,989. Materials and the key message will be disseminated through their current network of primary, senior schools and colleges and their partnership with Birmingham Education Partnership, Birmingham Careers Service and Birmingham Children's Partnership.

- **Business COVID Champion Programme**

We are also working to commission the Birmingham Chamber of Commerce in partnership with the Asian Chamber of Commerce (ABCC), Small Business Federation and any other key partners to focus on engagement with the business community to support them to tackle the COVID-19 pandemic. The business sectors identified are hospitality, retail, manufacturing and entertainment. We are aiming to recruit a minimum of 20 business owners (5 per sector) into the community champion programme.

We will continue to share weekly emails and hold webinars/workshops for the Champions and have a schedule that covers various topics running from March to June 2021. Topics include changing guidance, roadmap for easing lockdown, mental health, financial and practical support available, vaccination and resources for children and young people. We will continuously monitor attendance and feedback.

COVID-19 Champions Programme Timetable of Webinar Topics

Date	Topic
4th March 5.30-6.30pm	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: **Interactive Workshop** about isolation & support
18th March 4pm	Discuss and go through the new guidance/roadmap from the government + Q&A session
1st April 6-7pm	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: 30-minute talk about mental health and bereavement support in Birmingham
15th April 3-4pm	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: **Interactive workshop**- Discuss the current issues that are being faced within their communities
29th April 11am-midday	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: 30-minutes about additional financial resources available- e.g. benefits advice, local foodbanks, healthy start scheme
13th May 5-6pm	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: 30-minute update from the CCG about the vaccination + Q&A
27th May 11am-midday	Long Covid talk and **workshop**
10th June 5pm-6pm	Part 1: 30-minute update from Birmingham Public Health + Q&A
	Part 2: 30-minutes about the resources available to children & young people in Birmingham