

Birmingham

Local Outbreak Engagement Board

Covid-19 Overview

Data from 01/06/2020 – 16/02/2021

Birmingham Public Health Division
16/02/2021



Overview



Coronavirus in Birmingham

Total deaths

(Data up to 15 Feb)

2,423

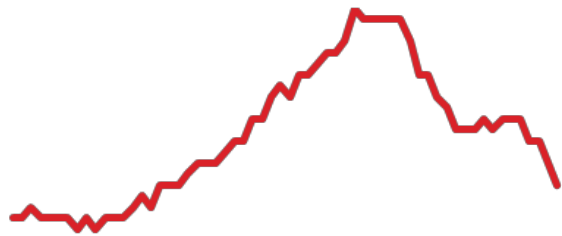
Latest daily figure

0

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 15 Feb)

92,894

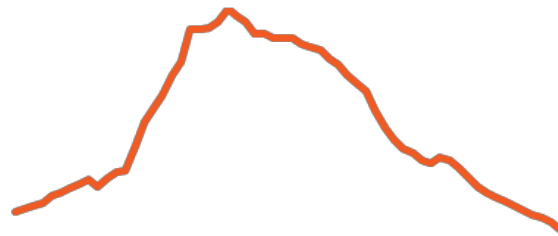
Latest daily figure

235

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 15 Feb)

16,231

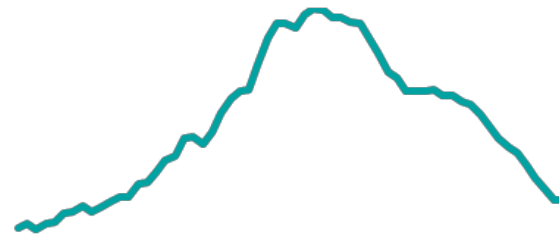
Latest daily figure

71

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation
Operational Dashboard

Over 60's cases

(Data up to 13 Feb)

14,434

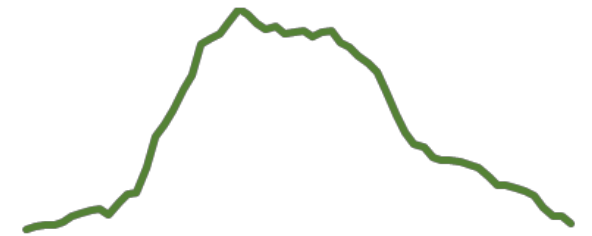
Latest daily figure

24

60+ new cases





60-day trend

(based on seven-day averages).



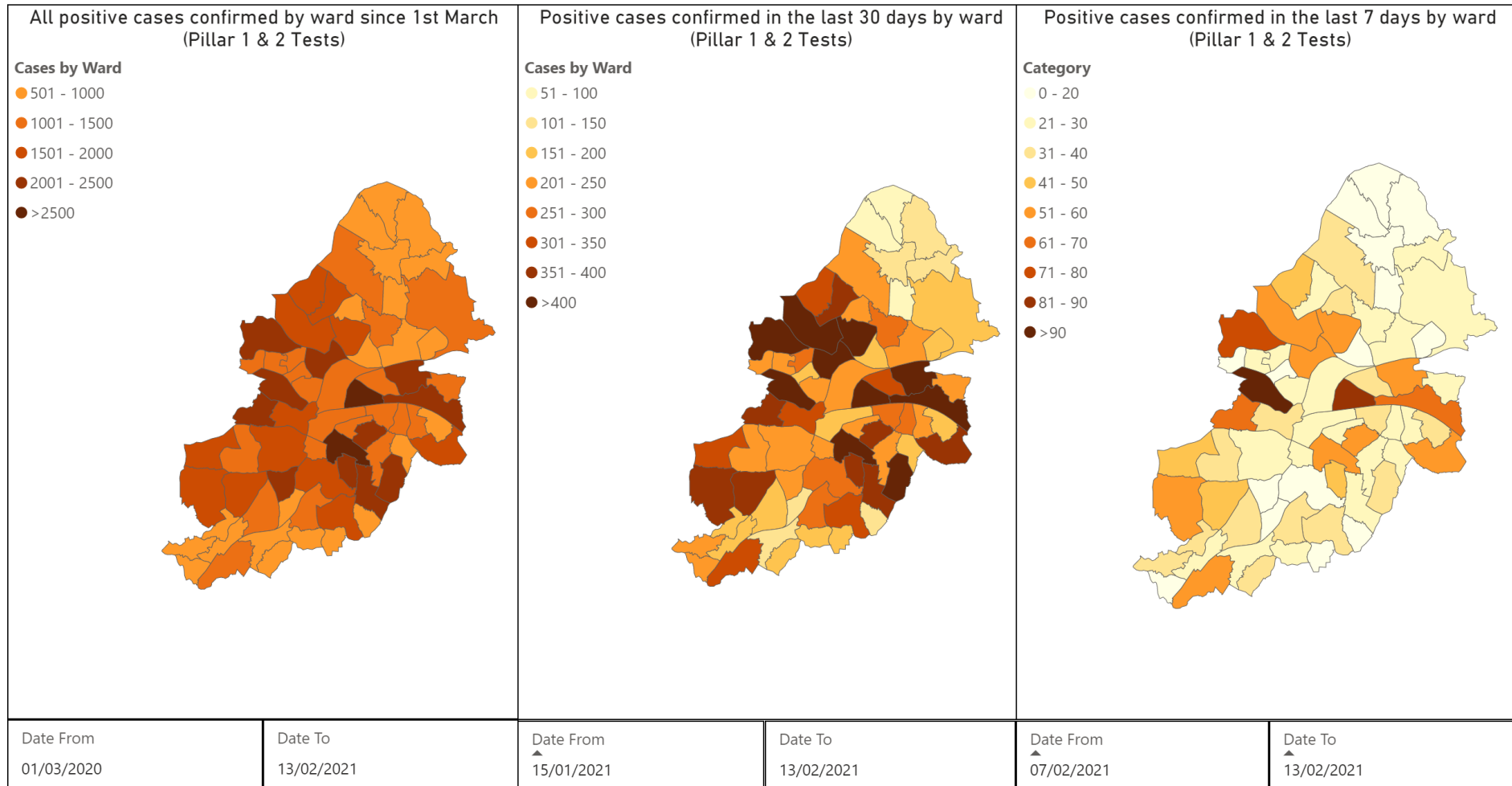
Source: PHE

Testing & Cases Summary

■ Total cases up to 15 th February <small>(by published date – most recent available data; incomplete)</small>	92,894 cases	
• Increase since 8 th February of 2,406 cases (2.7% increase)		
■ 7 Day Pillar 2 PCR testing rate at 13 th Feb	2,172/100K	
• Rate of testing on 6 th Feb	2,371/100K	
• Ranked 7 th highest in the region		
■ 7 Day lateral flow testing rate at 13 th Feb	3,146/100K	
• Ranked 14 th highest in the region		
■ % of Pillar 2 positive PCR tests at 13 th Feb	8.6%	
• Rate on 6 th Feb	11.1%	
■ % of positive lateral flow tests at 13 th Feb	0.3%	
■ 7 Day Rolling Case Rate to 13 th Feb (pillar 1 & 2)	203.0/100K	
• Rate on 6 th Feb	291.6/100K	
• Ranked 4 th in the West Midlands region, with Sandwell ranked 1 st (270.3/100K)		

Cases by ward (total, last month & last week)

Confirmed Cases by Ward for Pillar 1 & 2 Tests



All Cases

Last Month

Last Week

Note: Cases for the week 7th to 13th February are likely to be an under-estimate due to time-lags in reporting

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Top Ten Case Rates by Ward

Ward	Prior week (2021-01-29 to 2021-02-04)		Most recent week (2021-02-05 to 2021-02-11)		Change between last two weeks		
	Cases	Rate	Cases	Rate	%	Absolute difference	
Frankley Great Park	44	371.8	61	515.5	39	143.7	→
Garretts Green	30	279.7	42	391.6	40	111.9	→
Handsworth Wood	74	355.9	77	370.4	4	14.5	→
Bartley Green	66	289.3	82	359.4	24	70.1	→
Alum Rock	118	436.6	92	340.4	-22	-96.2	→
Allens Cross	32	302.5	36	340.3	12	37.8	→
Small Heath	66	316.7	70	335.9	6	19.2	→
Ward End	66	481.5	46	335.6	-30	-145.9	→
Soho & Jewellery Quarter	87	315.3	91	329.8	5	14.5	→
Sheldon	62	312.6	63	317.6	2	5	→

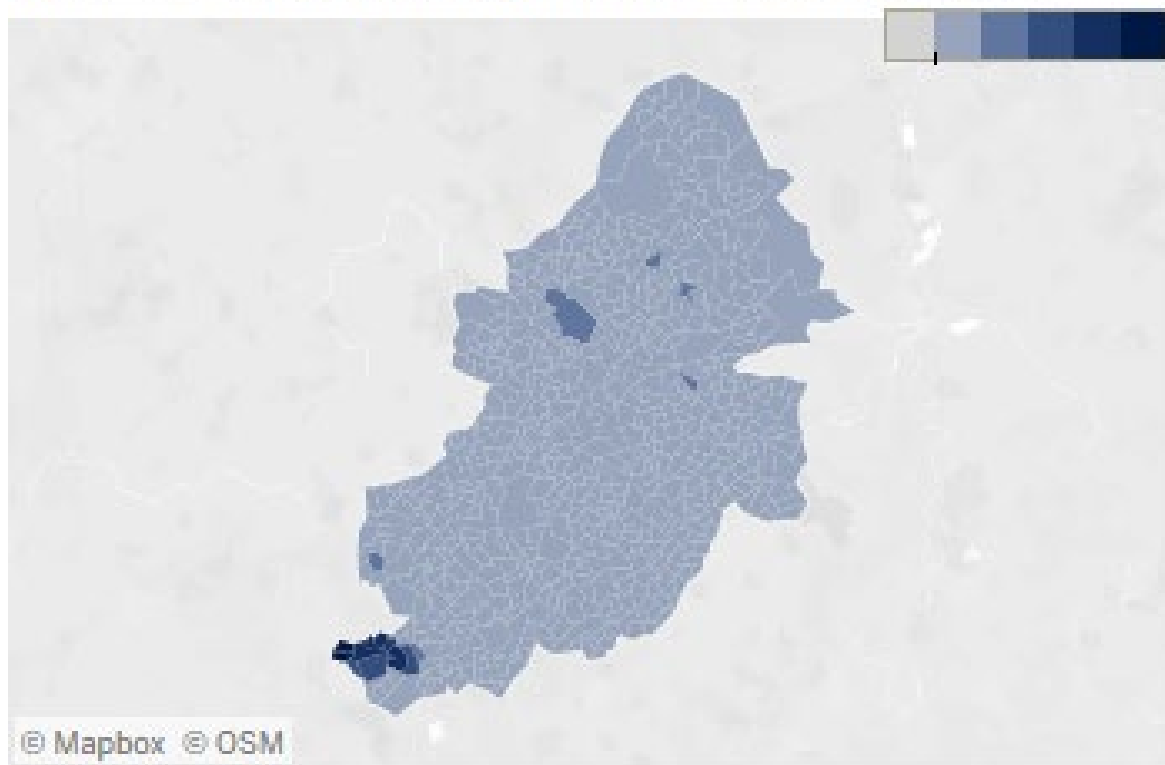
No wards have shown a significant increase in case rates between the most recent week and the prior week. However, 28 wards showed a statistically significant decrease.

Testing

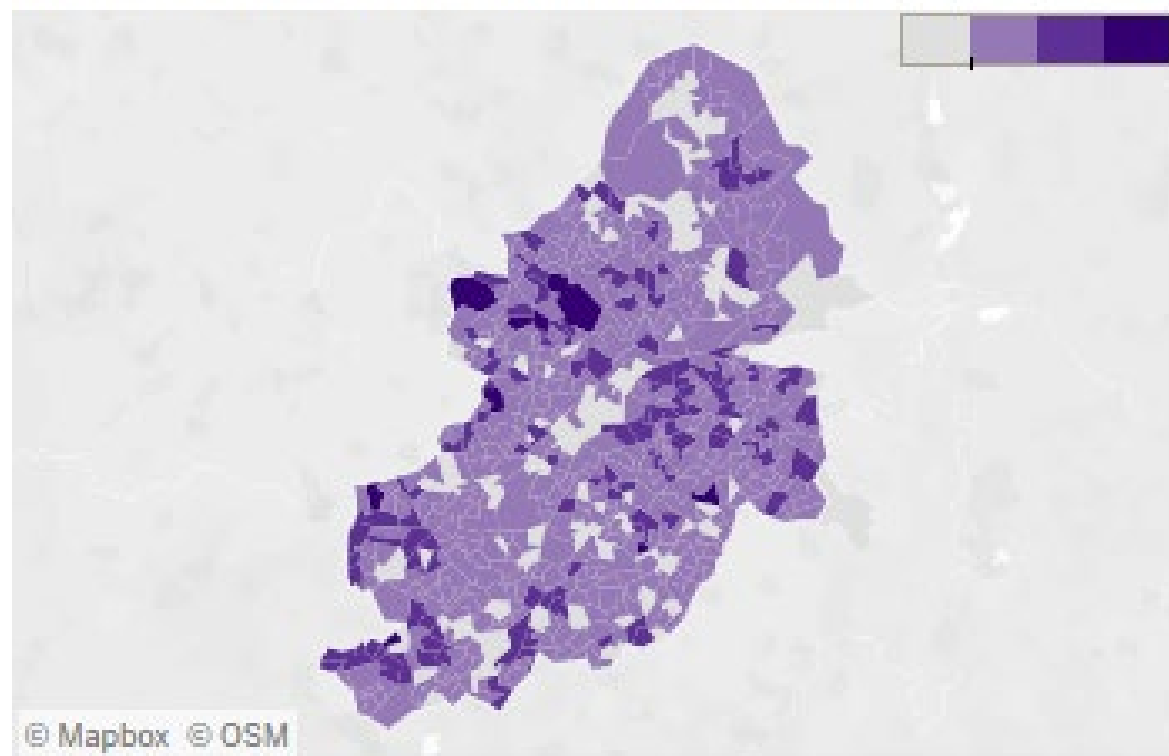


Pillar 2 testing by LSOA (PCR tests only, 7 days up to 13th Feb)

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.3K to 36.8K



7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 924.2



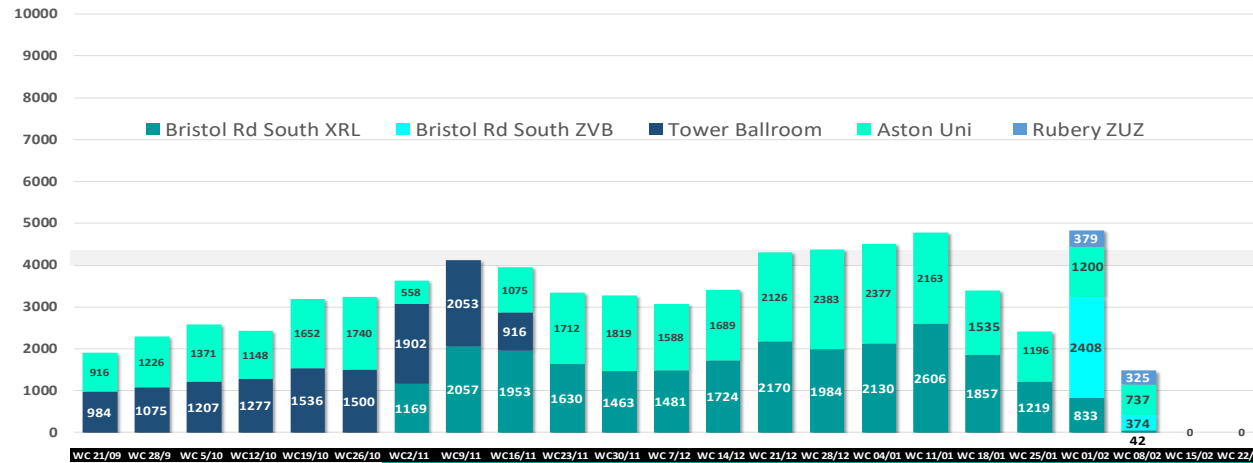
PCR Testing by Test Site Location

Test sites by Status and Type as at 8th February 2021

MTU Symptomatic Drive-in Testing Sites
Kit Registrations

70,465

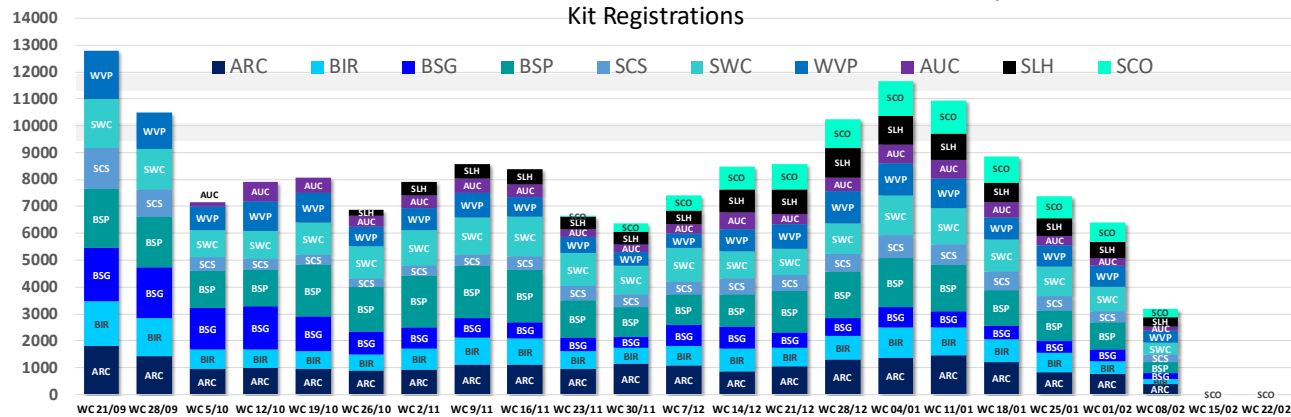
21/09 - 11/02



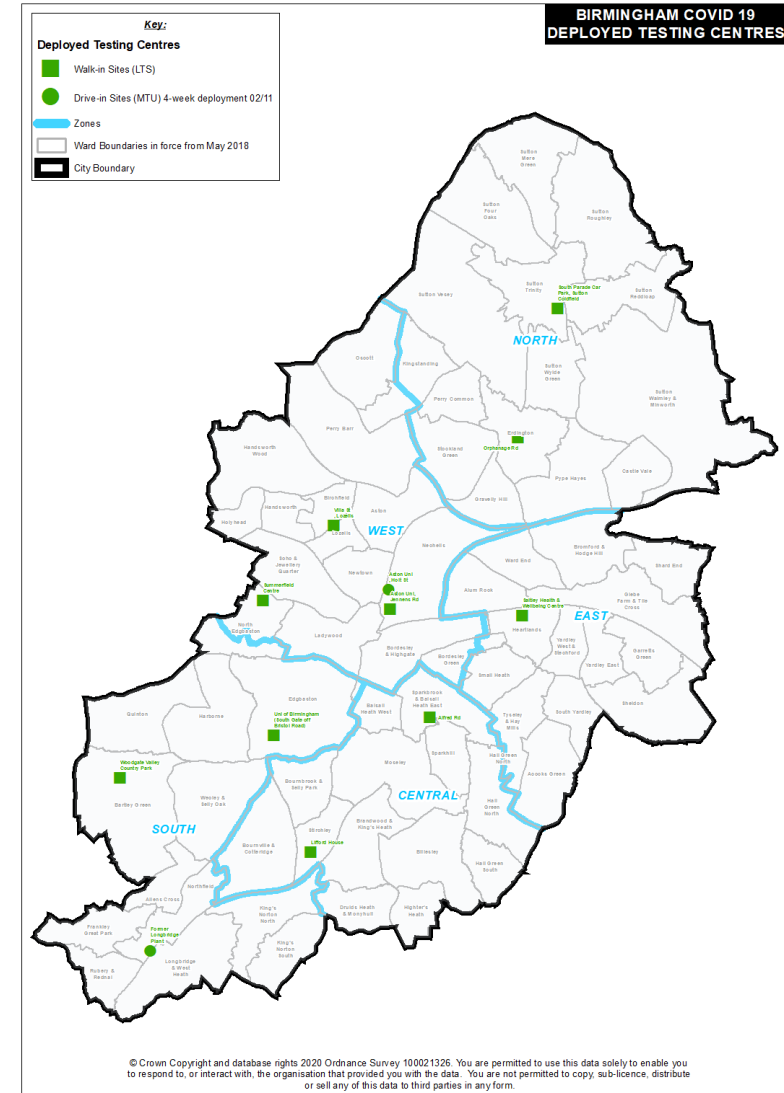
LTS Symptomatic Walk-In Testing Sites
Kit Registrations

174,245

21/09 - 11/02



Alfred Park ARC Villa St Lozells BIR Sutton C'Field BSP Uni of B'ham South Gate BSG Erdington SCO
Woodgate Park WVP Lifford House SLH Saltley Centre SWC Summerfield Park SCS Aston Uni AUC



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Lateral Flow – Test Locations

Birmingham Lateral Flow Device (LFD) Test Locations 16th February 2021

Legend

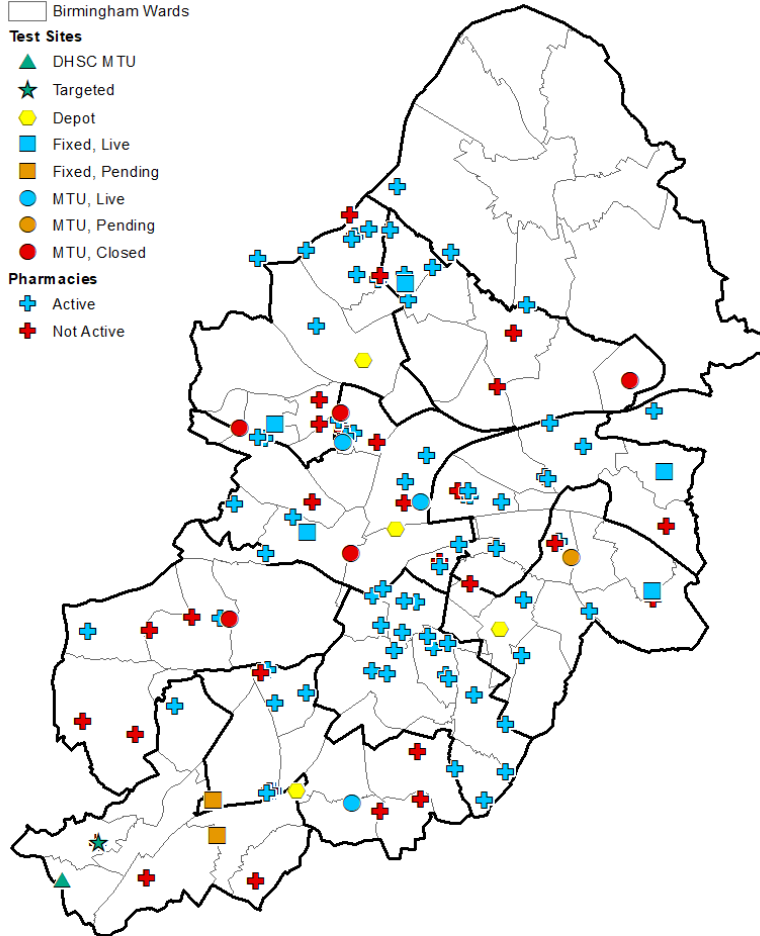
■ Birmingham Constituencies
□ Birmingham Wards

Test Sites

▲ DHSC MTU
★ Targeted
● Depot
■ Fixed, Live
■ Fixed, Pending
● MTU, Live
● MTU, Pending
● MTU, Closed

Pharmacies

✚ Active
✚ Not Active



Source: Central Health Solutions produced 16th February 2021.
Produced by Birmingham Public Health Division (2021).
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Lateral flow testing is now offered through community pharmacies in Birmingham.

Tests have already been completed in a number of pharmacies and the programme will be rolled out to more pharmacies in the coming weeks.

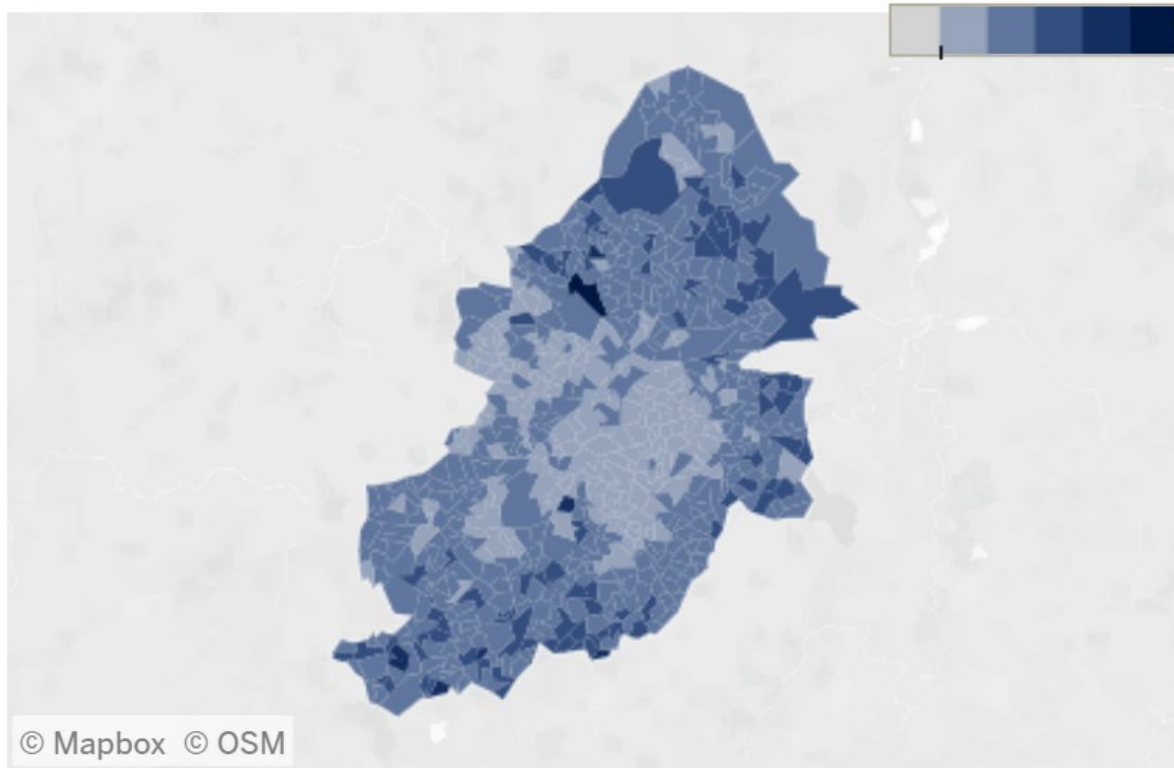
There are a total of 71 pharmacy community testing sites currently live. We are working to increase coverage in Sutton Coldfield.

New sites opening:

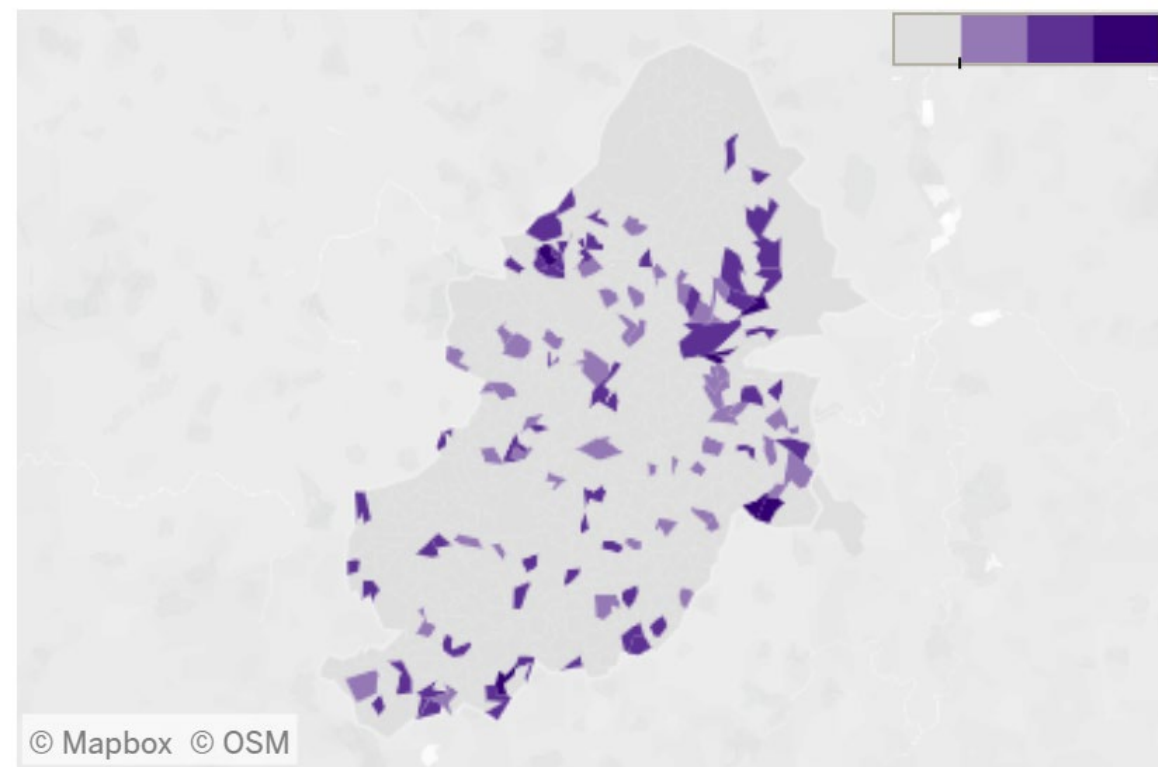
- The NIA site relocated on the 18th Feb to the Hippodrome
- The Lighthouse in Aston opened on the 10th February 2021
- Heartlands Resource Centre in Nechells opened on the 12th February 2021
- Blakesley Hall in Yardley West & Stechford is due to open on the 22nd February 2021

Pillar 2 testing by LSOA (LFD tests only, 7 days up to Feb 14th)

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.4K to 11.1K



7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 170.2



Lateral Flow Testing by Test Site Location

All Tests 16,750 198 +ve						Utilita Arena (NIA) Lateral Flow Testing					
NIA Bookings & Test Data by Week & Rolling Total						NIA LF Tests by Population					
Bookings	Customer LF Tests	Including Test Team	PCR Test	Covid+ve		Population	16,750	198 +ve			
669	15,466	16,750	526	198		Walk-ins	13,532	81%			
wc 07/12	162	186	257	2	2	Test Team	1,284	8%			
wc 14/12	134	698	746	23	7	BCC	719	4%			
wc 21/12	109	2800	2821	66	33	Other	480	3%			
wc 28/12	26	685	730	21	13	Police	397	2%			
wc 04/01	66	1438	1600	72	26	Children's Trust	140	1%			
wc 11/01	52	1907	2081	71	32	Railway	106	1%			
wc 18/01	43	1955	2143	71	27	Arena	78	1%			
wc 25/01	29	1927	2163	70	20	ACM Music Acad.	9				
wc 01/02	31	2077	2285	70	20	Taxi Drivers	4				
wc 08/02	17	1793	1924	60	18	Military	1				
wc 15/02	0	0	0	0	0	Not Eligible. Symptoms	91				

Pharmacy Tests by Date					
Date	Total	Void	Negative	Covid+	% Covid+
1st Feb	191	0	185	6	3%
2nd Feb	237	0	236	1	0%
3rd Feb	199	0	191	8	4%
4th Feb	254	0	249	5	2%
5th Feb	298	0	294	4	1%
6th Feb	91	0	90	1	1%
7th Feb	22	0	22	0	0%
8th Feb	273	1	265	7	3%
9th Feb	309	1	305	3	1%
10th Feb	229	0	227	2	1%
11th Feb	261	0	257	4	2%
12th Feb	348	0	347	1	0%
13th Feb	106	0	106	0	0%
14th Feb	28	0	28	0	0%

Mobile Community Testing

All Tests 8,415 213 +ve				
LF Testing by Rolling Total				
	Customer	All Tests	Covid+	
York St Harborne	29/12-17/01	1,482	1,572	25
Sheldon Comm'ty Ctre	29/12-17/01	1,949	2,041	61
Oaklands Ctre Handsworth	29/12-14/01	546	592	13
Birchfield Library	15/01-19/01	330	347	11
Southside Arcadian	18/01-09/02	1,090	1,205	39
Castle Vale Stadium	18/01-11/02	1,199	1,314	40
Maypole Youth Centre	20/01-	1,202	1,318	23
Lighthouse Alma Way	10th Feb Live	0	0	0
Heartlands Centre	12th Feb Live	21	26	1
		7,819	8,415	213

BCC Fixed Sites

All Tests 1,683 19 +ve				
LF Testing by Rolling Total				
	Customer	All Tests	Covid+	
Sheldon CC	29/01-rolling	559	688	7
Kingstanding WBC	30/01-rolling	438	543	4
Handsworth WBC	04/02-rolling	150	217	3
Shard End WBC	30/01-rolling	172	235	5
Oddingley Hall	Not Yet Live			
Masefield Wellbeing Hub	Not Yet Live			

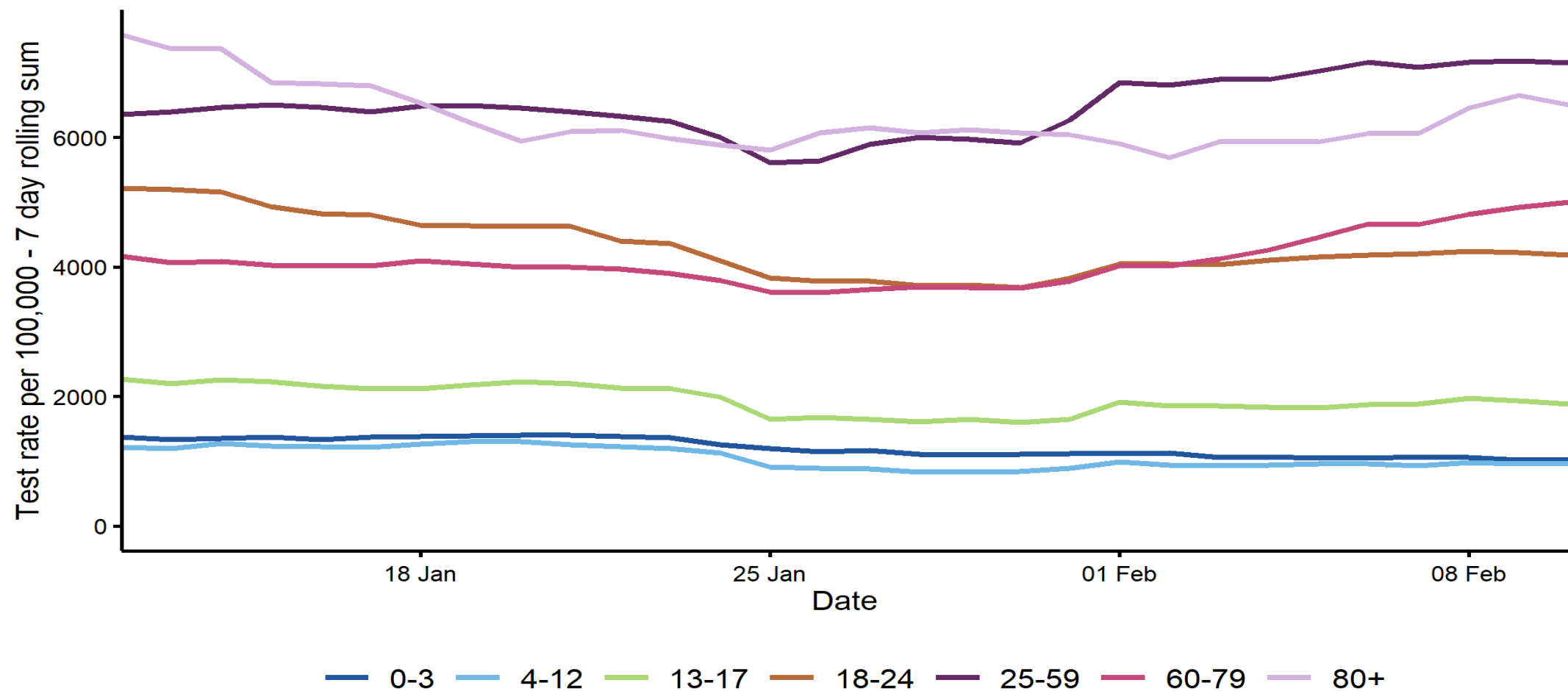
BCC Depot Sites

All Tests 1,662 9 +ve				
LF Testing by Rolling Total				
	Customer	All Tests	Covid+	
Lifford Depot Kings Norton	06/01-rolling	376	379	2
Redfern Depot Tysley	12/01-rolling	378	381	2
Perry Barr Depot	07/01-rolling	218	218	2
Montague St Depot Bordesley	22/12-rolling	679	684	3
		1,651	1,662	9

National pilots – Test to release

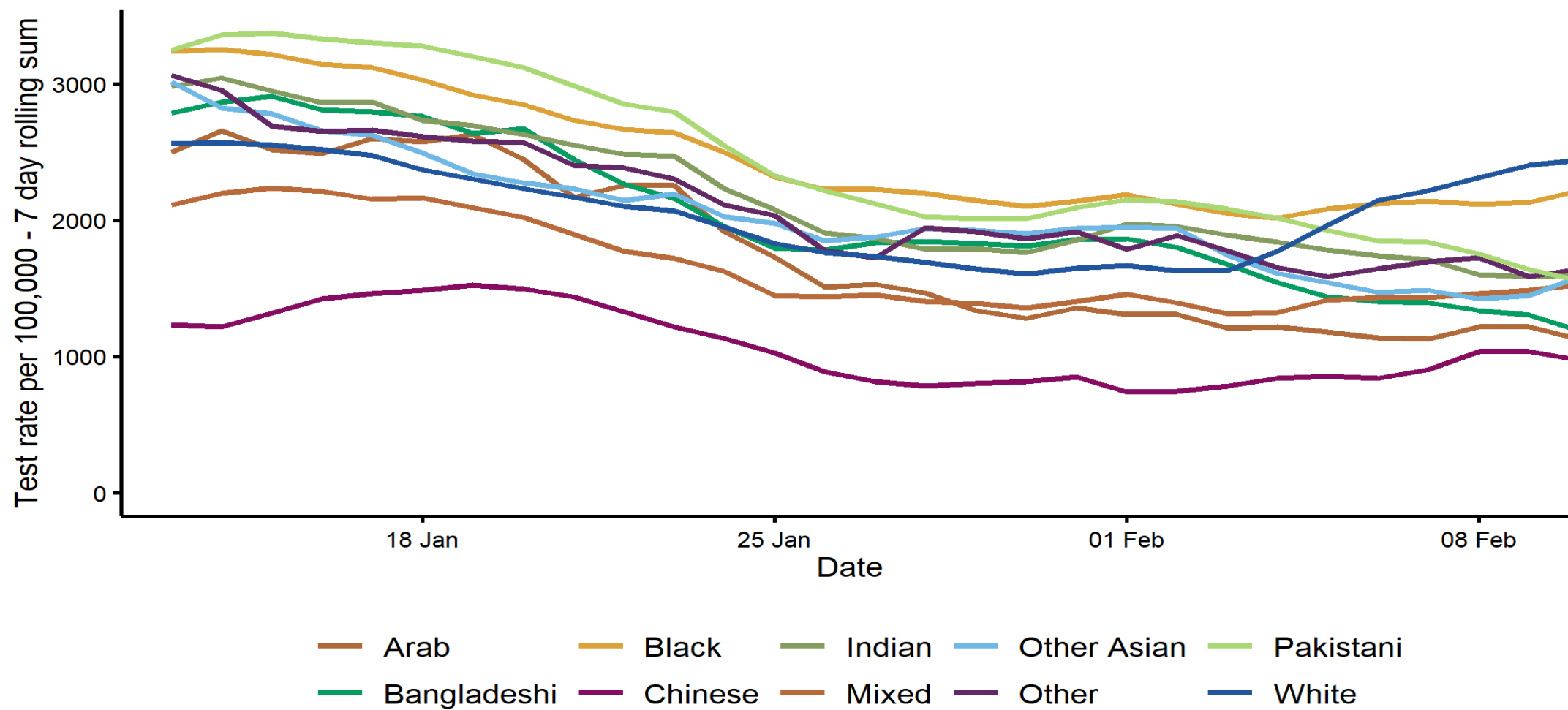
- There are a series of national pilots utilising LFD testing to allows employees to attend work if they are contacts of confirmed cases provided they undertake daily LFD tests before leaving home.
- This is a national pilot and sites are supposed to discuss with the local DPH and LA before commencing testing.
- In the WM there are pilots with JLR and Asda that we are aware of which are being developed nationally.

Age-specific 7-day rolling Pillar 1 and 2 test rates per 100,000 population among residents of Birmingham, January 12, 2021 to February 10, 2021. 4 most recent days excluded due to reporting delays.



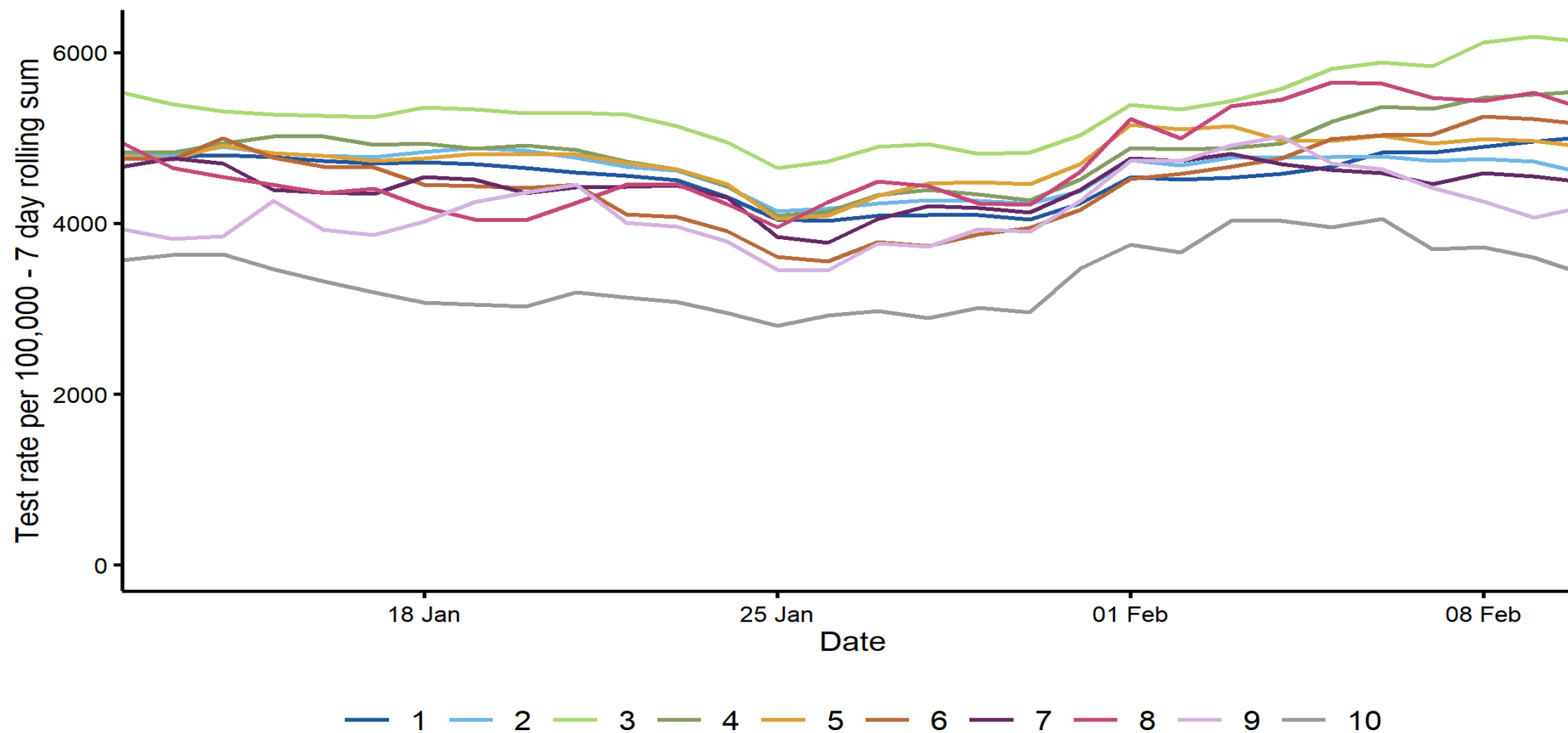
Excluding 190 tests with missing age data.

Ethnicity-specific 7-day rolling Pillar 2 test rates per 100,000 population among residents of Birmingham, January 12, 2021 to February 10, 2021. 4 most recent days excluded due to reporting delays.



Excluding 97406 pillar 2 tests with missing ethnicity data.

IMD-specific 7-day rolling Pillar 1 and 2 test rates per 100,000 population among residents of Birmingham, using IMD of LSOA of usual residence (1 = most deprived, 10 = least deprived), January 12, 2021 to February 10, 2021. Where an IMD is not present in local denominator data, it is not shown. 4 most recent days excluded due to reporting delays.

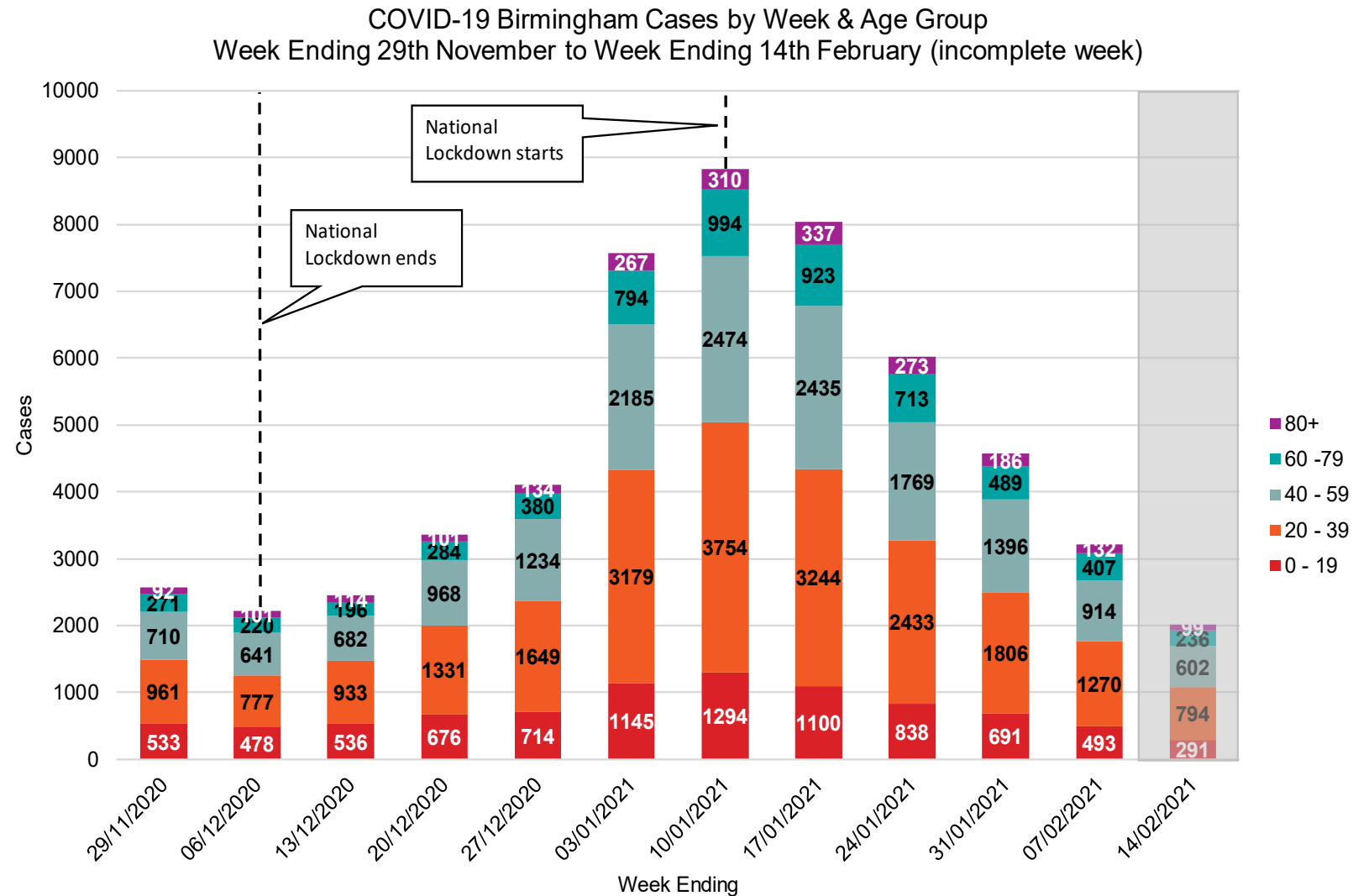


Case Demographics



Cases by Week and Age Group

- Case numbers have fallen in all age groups since the start of National Lockdown.
- The 20 – 39 age group accounts for the highest number of cases followed by the 40 – 59 age group.
- Comparing week ending 14/02/21 to the previous week, cases in the 20 – 39 age group fell by approximately 37%.



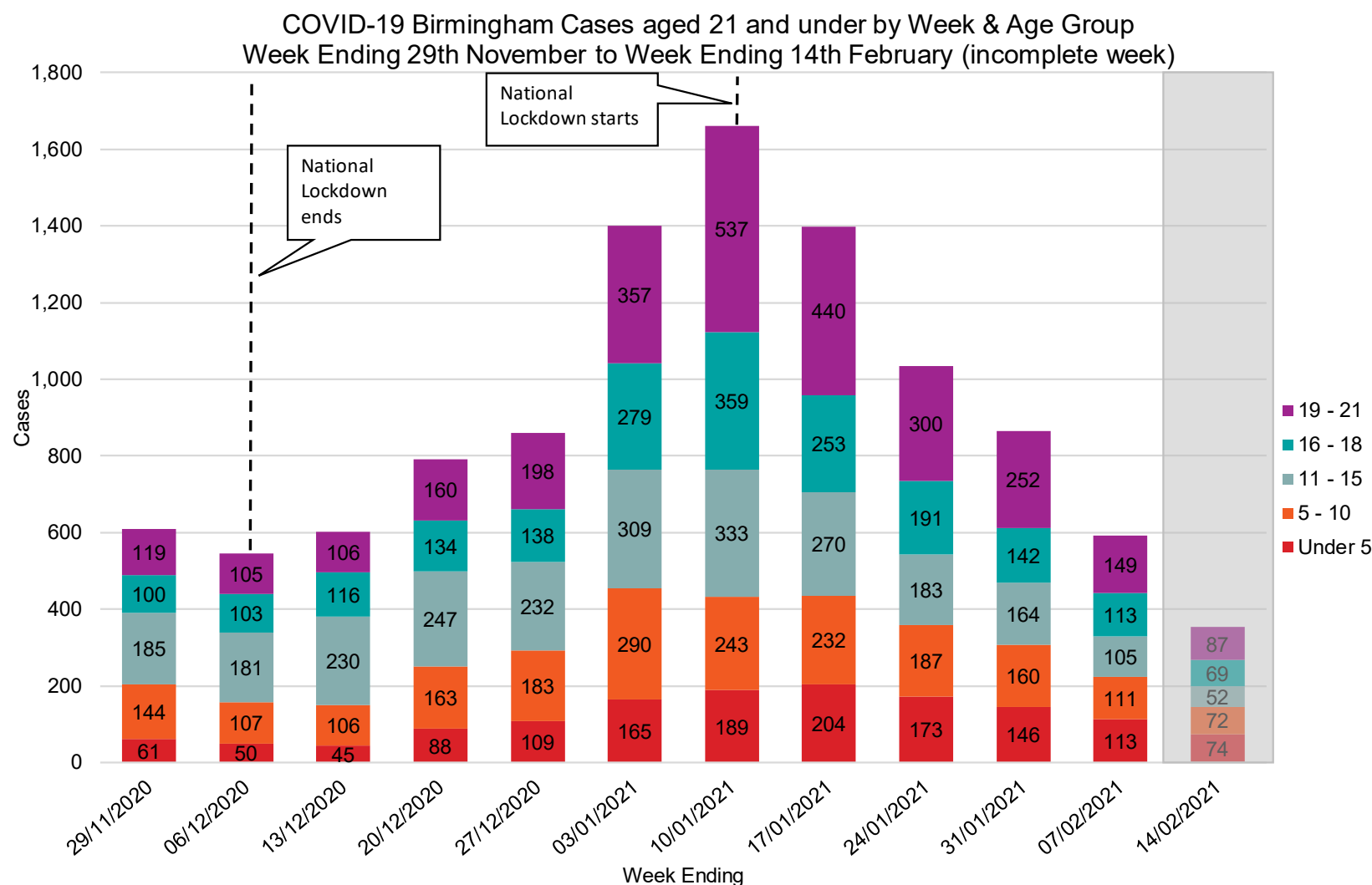
Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Cases in Children & Young Adults

- Case numbers have fallen in children and young adults particularly in those aged 19 – 21.
- Comparing week ending 14/02/21 to the previous week, the 19 – 21 age group has seen a 42% reduction in case numbers.



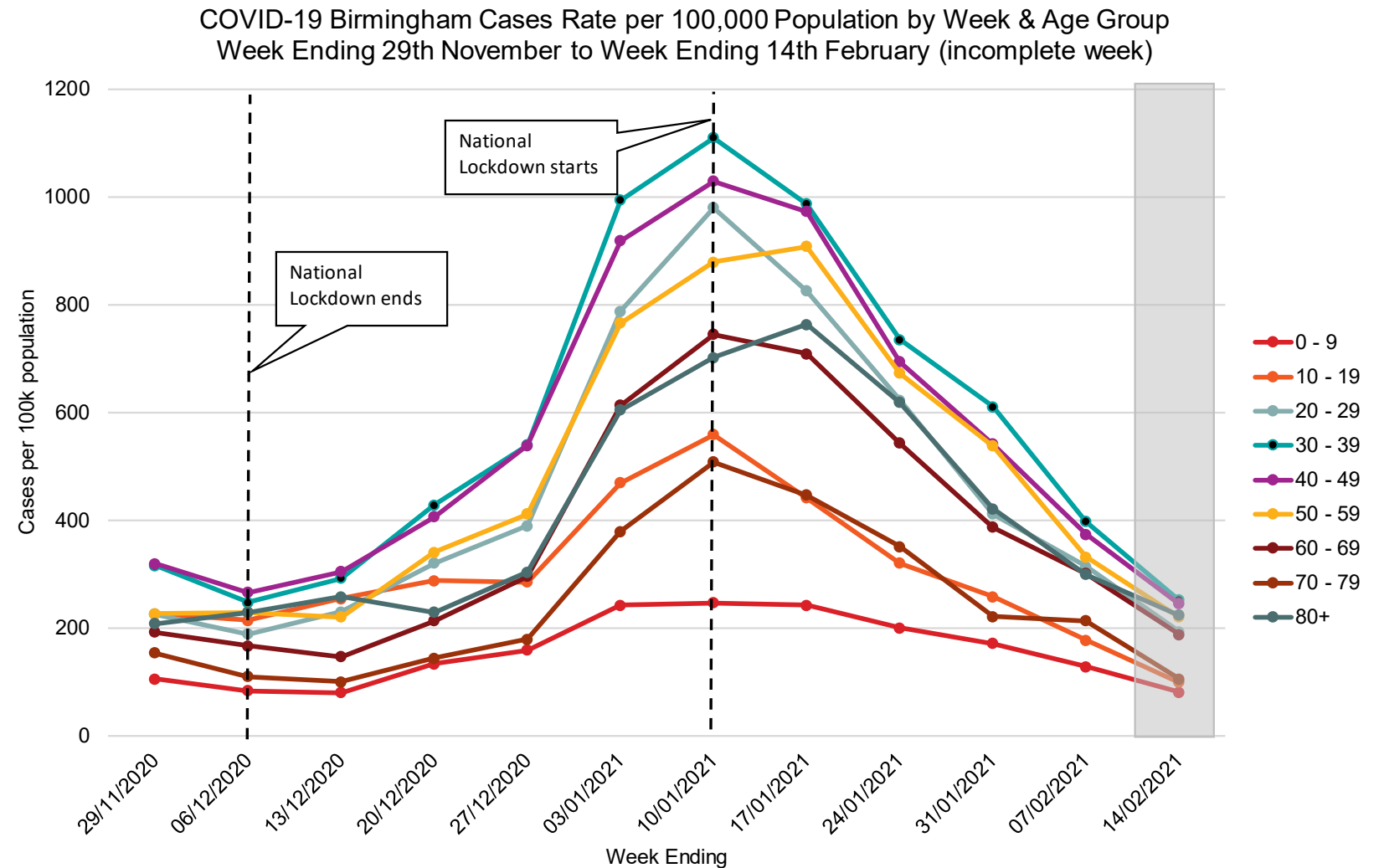
Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Case rates by age

- Case rates have fallen in all age groups since the start of National Lockdown.
- Case rates are highest in the 30 - 39 age group and lowest in the 0 - 9 age group.
- Case rates are low in the 70 - 79 age group but higher in the 80+ age group.



Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

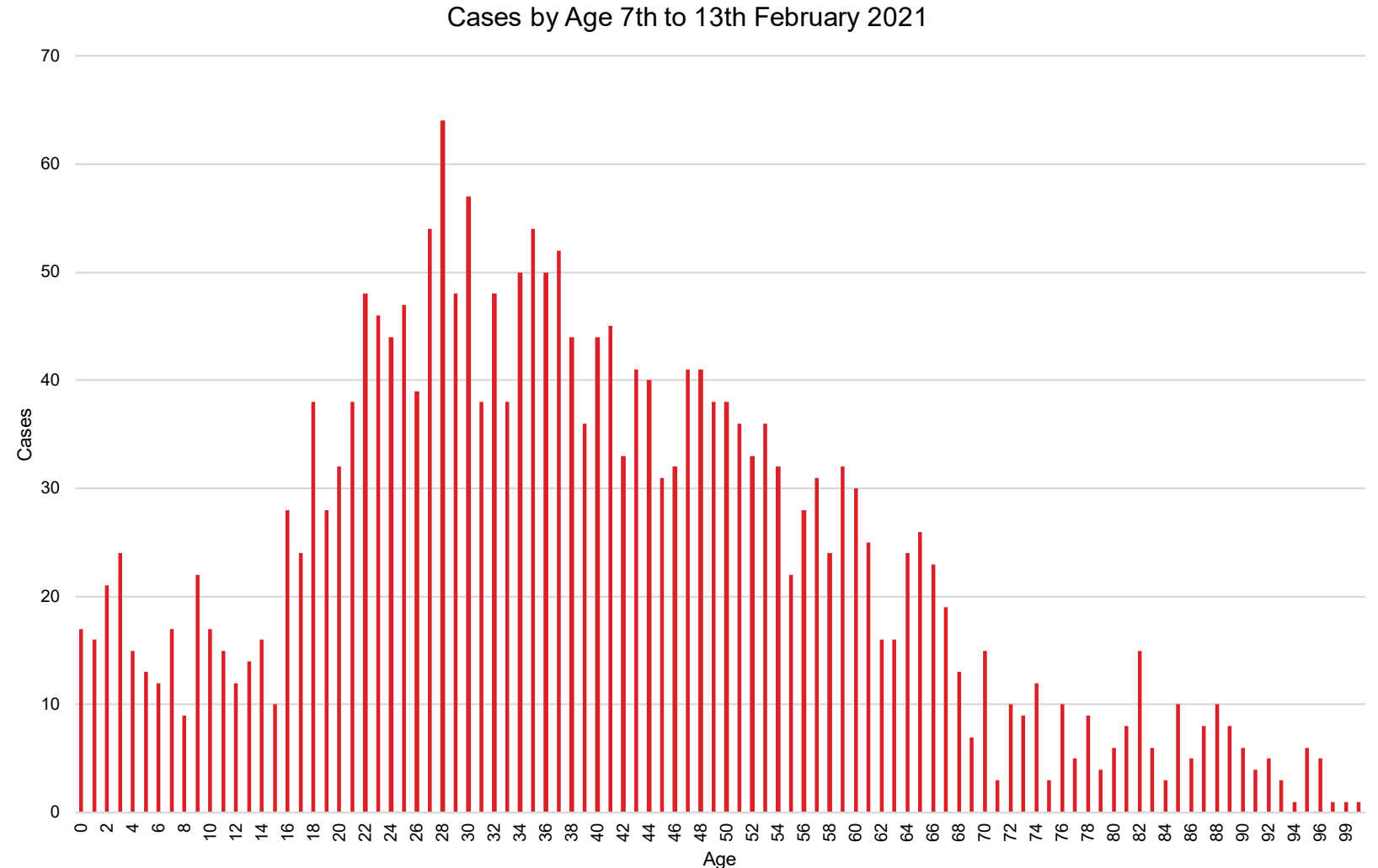
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Cases by single year of age in the last week

This chart shows the number of cases by age from 6th to 12th February 2021.

The number of cases increase through the teenage years and peaks in the 20 to 29 age group, positive cases decline thereafter.

N.B. cases in the 0 year age group are being investigated to see if this is due to reporting error.



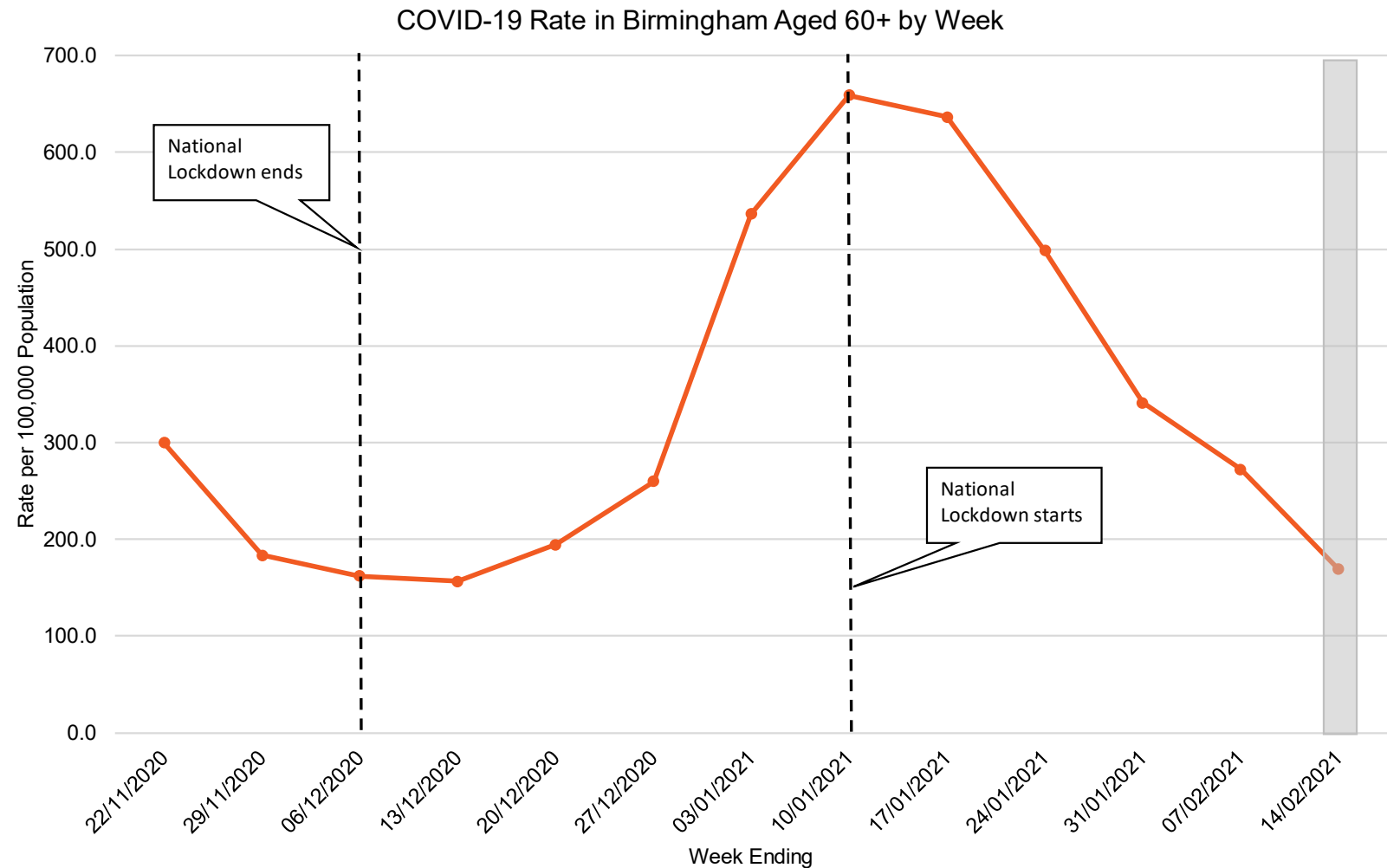
Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Case rate in 60+ population

- Since the start of the National Lockdown, the rate of positive cases in the 60+ age group have decreased significantly.
- Falling case rates in this age group suggests that hospital admissions and mortality will continue to fall in the coming weeks.



Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Young Adult Cases

- Cases in the 18-21 age group have fallen from **263.9** cases/100K (31/01 - 06/02/21) to **170.1** cases/100K (07/02 - 13/02/21).
- Some students studying at institutions within Birmingham have returned to term time accommodation, although these rates do not reflect spread on campus or in student accommodation.

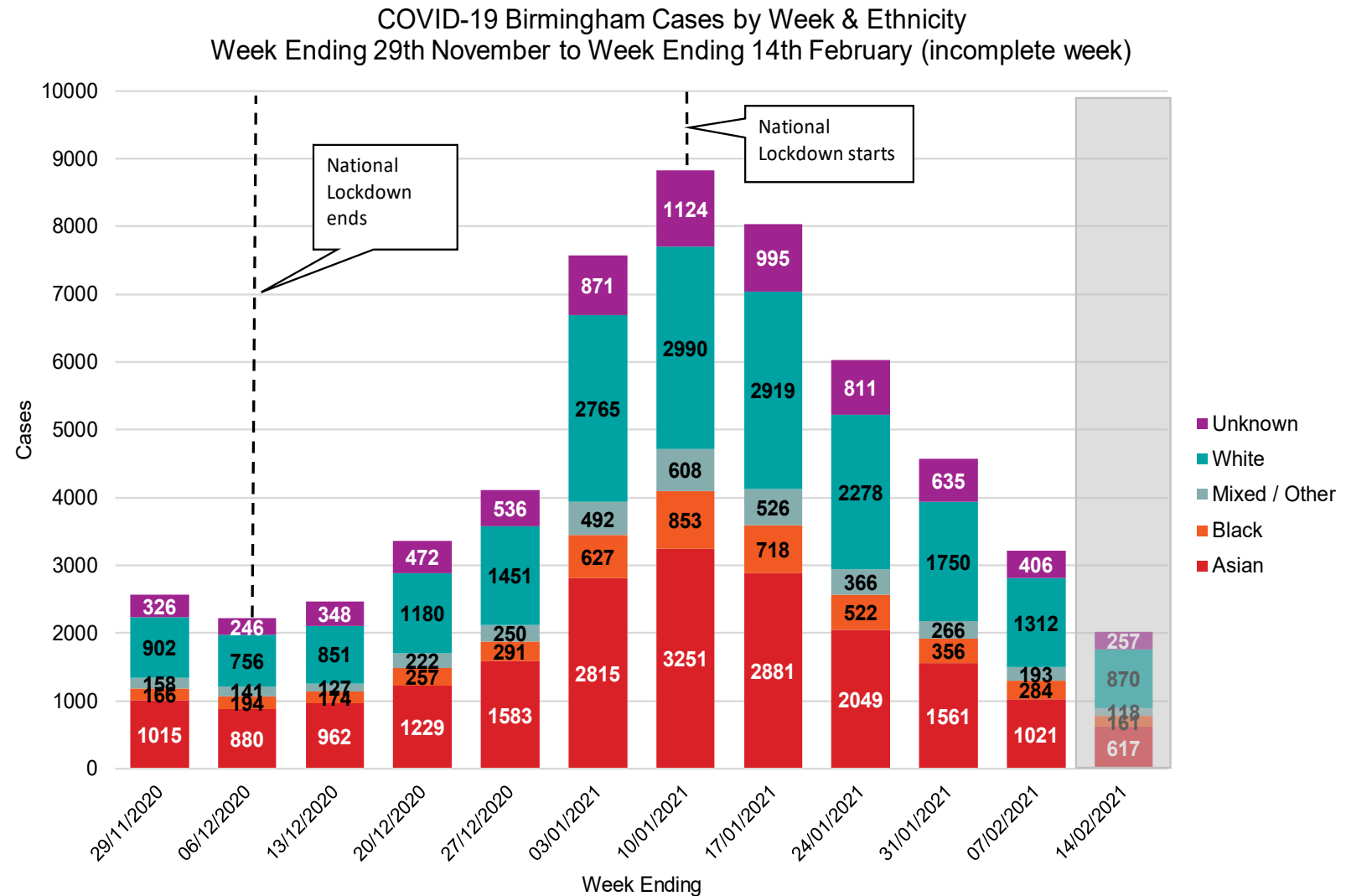
Age Group	Cases 07/02 – 13/02/21	Population	Rate per 100,000
Student 18-21	136	79,964	170.1
All Ages exc 18-21	2,249	1,061,852	211.8
Grand Total	2,385	1,141,816	208.9

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Cases by Week and Ethnicity

- Across all ethnic groups, case numbers have fallen since the start of National Lockdown
- Currently the White ethnicity group accounts for the highest number of cases followed by the Asian ethnicity group.
- The long-term trend however shows the Asian ethnicity group has seen the highest proportion of cases over time.



Data Source: PHE COVID-19 Situational Awareness Explorer

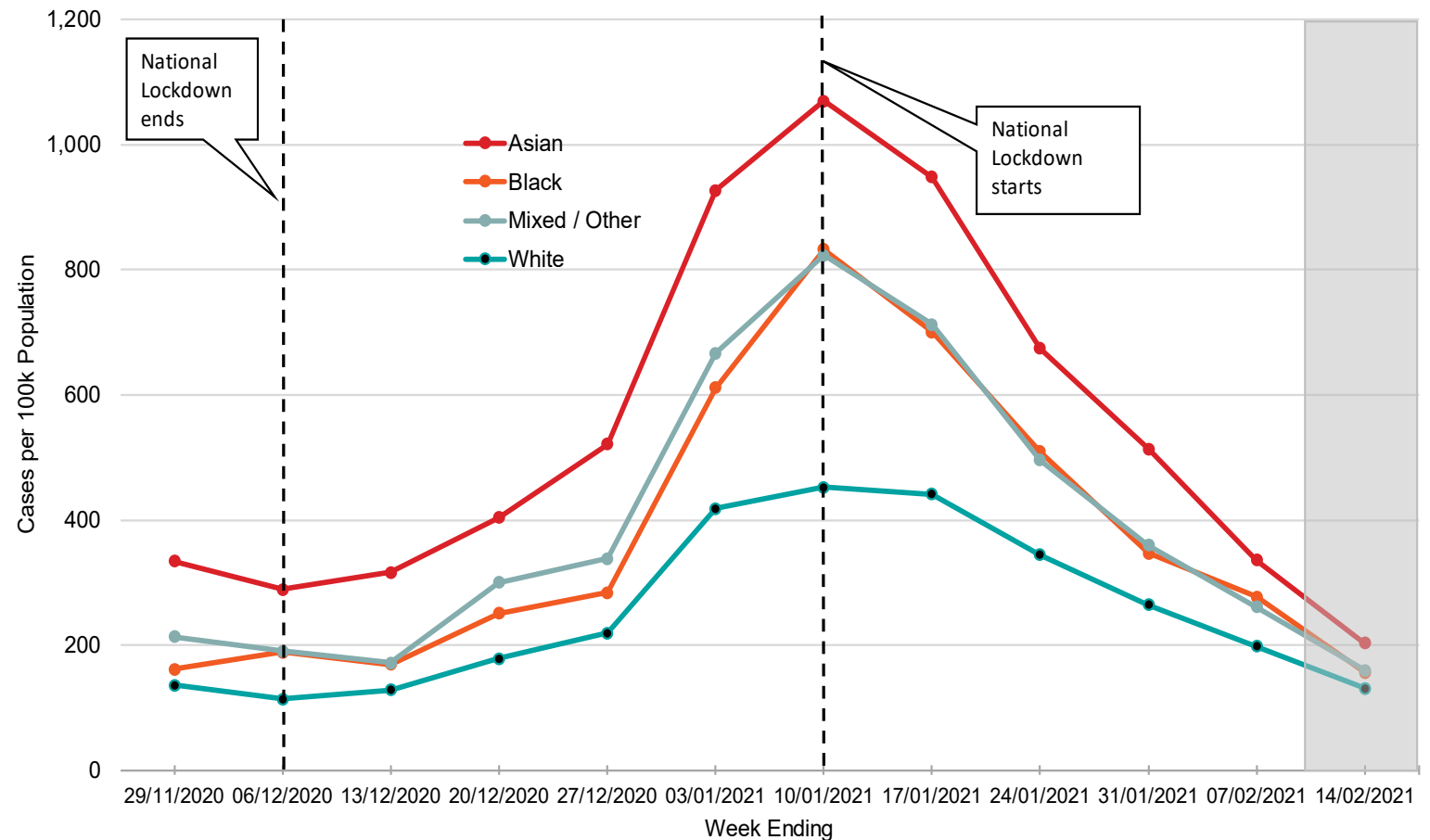
Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

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Case rate by ethnic group

COVID-19 Birmingham Cases Rate per 100,000 Population by Week & Ethnic Group
Week Ending 29th November to Week Ending 14th February (incomplete week)

- The Asian population presents the highest positive cases per 100k population. The lowest positive case rates are seen in the White population.
- Case rates have fallen across all ethnic groups since national lockdown.

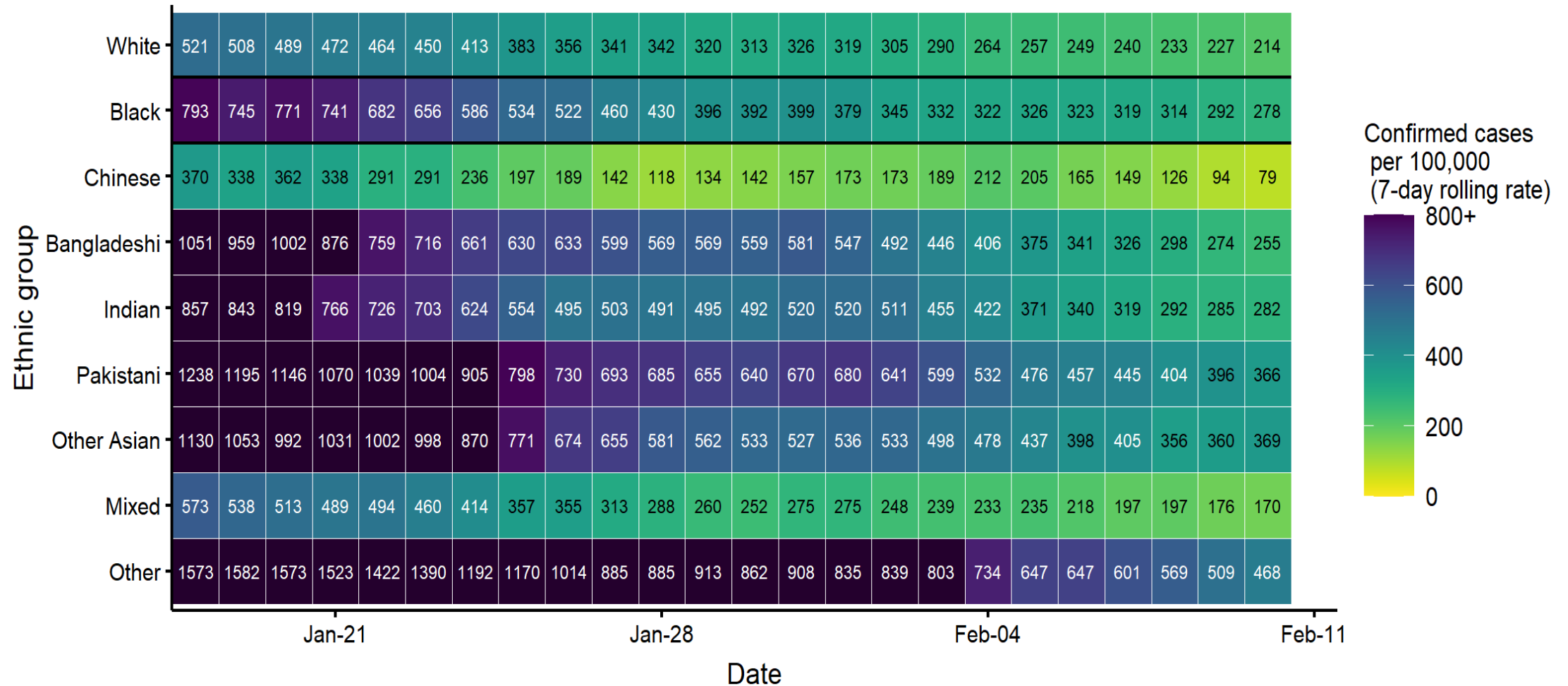


Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 8th to 14th February are likely to be an under-estimate due to time-lags in reporting

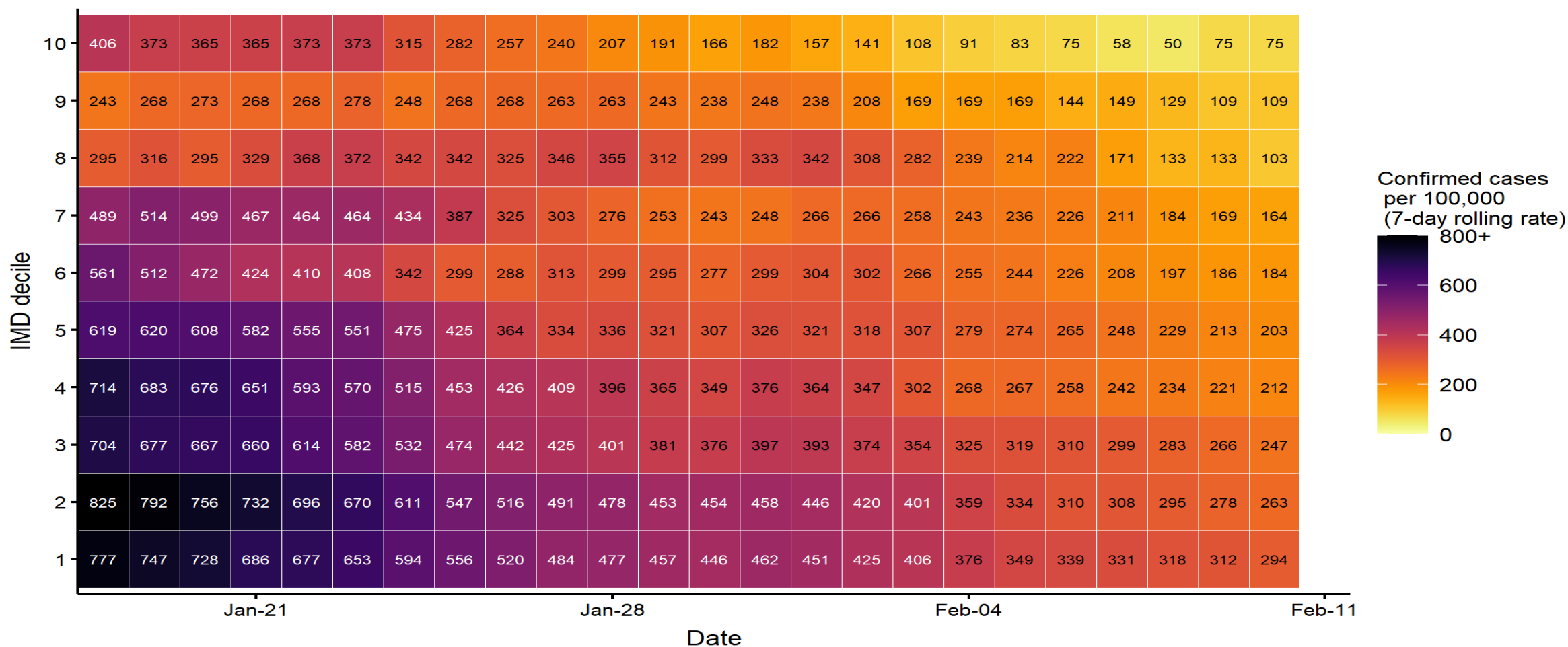
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Ethnicity specific 7-day rolling case rates per 100,000 population, Birmingham, January 18 to February 10, 2021, highlighting categories of ethnicity of interest. *4 most recent days excluded due to reporting delays*



Excluding 3.2% ethnicity data classified as Na or Unknown.
Where text is red rates should be interpreted with caution as underlying case numbers are <5.

IMD specific 7-day rolling case rates per 100,000 population using IMD of LSOA of usual residence (1 = most deprived, 10 = least deprived), Birmingham, January 18 to February 10, 2021. *Where an IMD is not present in local denominator data, it is not shown. 4 most recent days excluded due to reporting delays.*



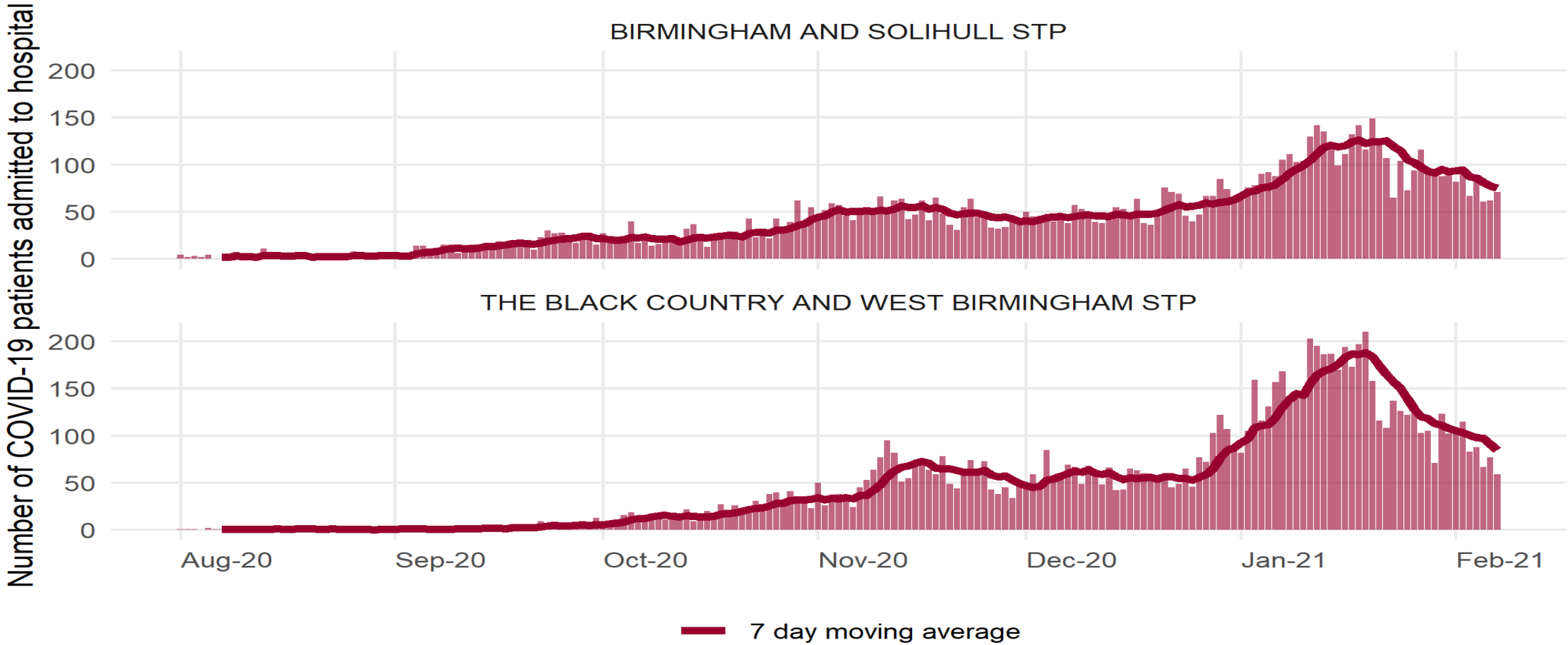
NHS Situations



Hospital metrics Public Data

Hospital Trust	C-19 daily admissions 07/02	Hospital in-patients 09/02	Patients in Mechanical ventilation 00/02
UHBFT	66	675	123
SWBHT	25	307	27
BCHCT	2	50	0
BWCHT	2	10	4
BSMHFT	1	31	0

Daily number of COVID-19 patients admitted to hospital in the STP(s) associated with Birmingham, August 2020 to February 7, 2021.



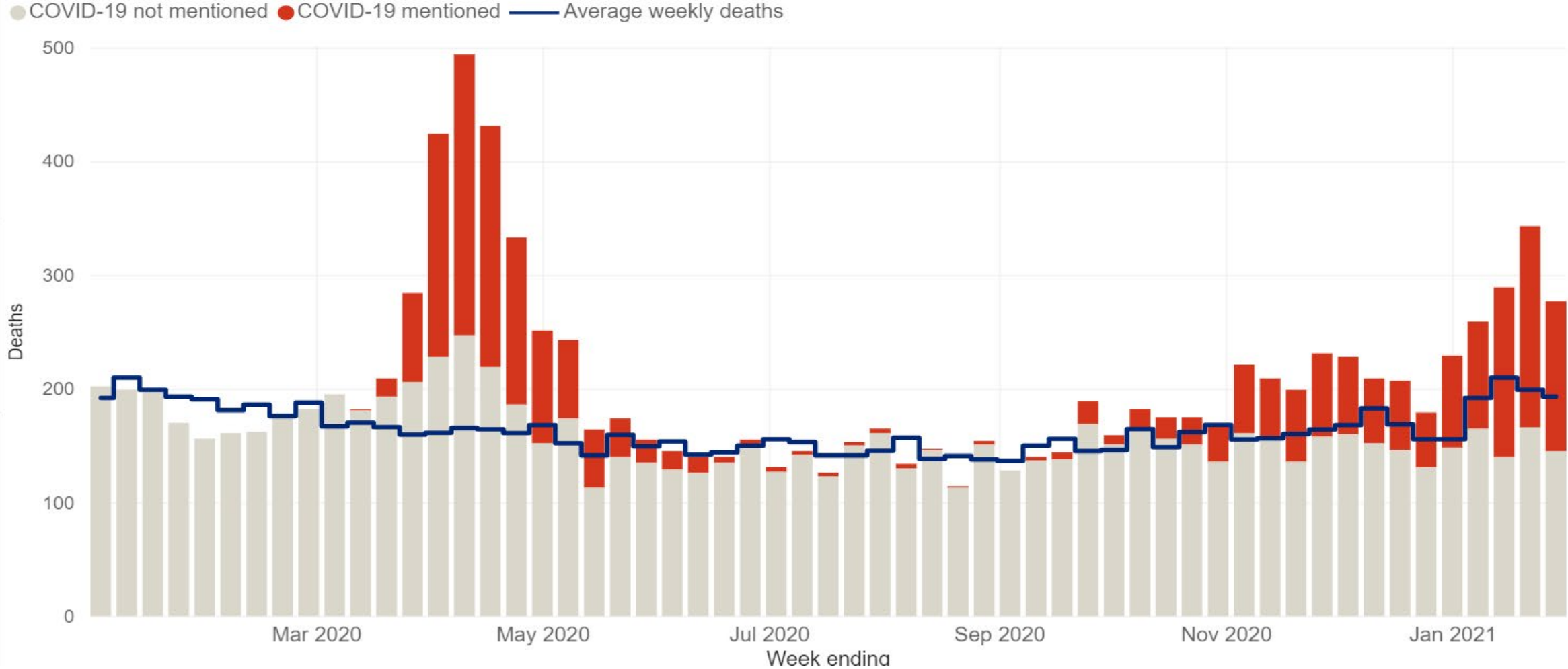
Deaths



Death Data

- The most recent death data where death occurred within 28 or 60 days of a positive Covid-19 test is for the week ending the 13th Feb, this reported 75 deaths and a death rate of 6.6 deaths/100K pop.
- The more accurate data based on Covid being mentioned on the death certificate is more historical and the most recent week is that ending the 29th January, this reported **132 deaths** registered in Birmingham. 76.8% of these were in hospital, 13.3% were at home, 8.8% in care homes.

Excess Death : All death occurred up to week ending 29th January



Situations



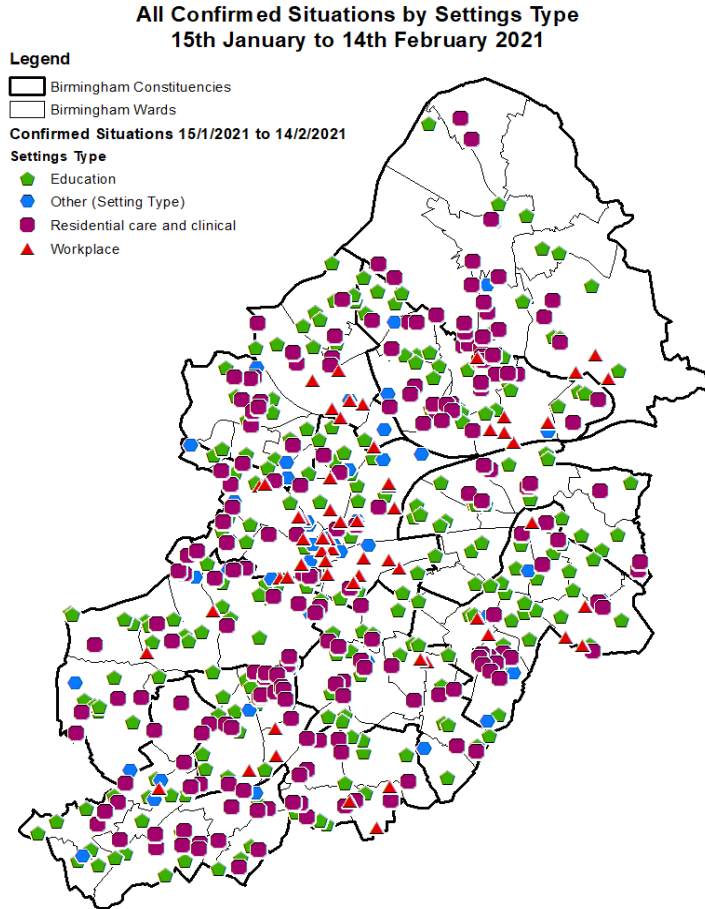
Situation Awareness

- There has been a decrease in numbers during the week with a total of 257 new or ongoing situations triaged this week and 165 requiring intervention from HPR Team.
- HPR Team attended 15 Incident Management Team (IMT) outbreak control meetings to discuss serious outbreaks in care homes, schools and workplaces.
- Reduction of situations and cases continues overall in Education settings from the previous week. The majority are staff cases, but the proportion of pupil cases is increasing.
- Situations in primary schools now make up the majority in Education settings (40%) with a slight decrease in early years situations.
- The number of situations within Residential Care & Clinical settings has remained constant, with most being reported in adult care homes, although situations have also been reported in children's residential homes and supported living.
- Cases in adult social care have increased this week in both staff and residents, with 21 new or ongoing outbreaks reported with cases into double figures.
- There were 22 situations in Other settings this week, with the majority again being workplaces. One healthcare supply firm has had an outbreak with 91 staff cases.

All Birmingham cumulative situations with confirmed cases

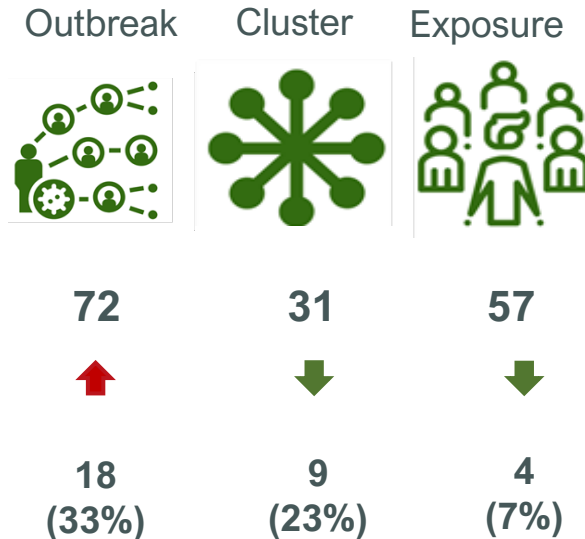
RESTRICTED & CONFIDENTIAL TO RECIPIENTS

All situations up to 14/02/2021 (there is a lag in reporting for the last week)



Type of Situation

8th – 14th February 2021
WEEK



A total of **165 situations** were recorded in the last 7 days (including situations of unknown type), an **increase of 4%** (7 situations) compared to last week.

Outbreaks have **increased by a third** this week, up from the 54 outbreaks reported last week.

- Over the last 7 days, the **majority of situations** have been reported in **Residential Care and Clinical** (45%) and **Education** settings (41%).
- Situations in **Residential Care and Clinical** settings have **increased by 12%** over the past week, to 75 situations. Situations in Care Homes remain high.
- Situations in **Education** settings have **increased by 3%** over the past week, to 68 situations.
- Other** settings reported 8 situations this week, a **decrease of 27%**.
- Situations in **Workplace** settings have **remained stable**, reporting 14 situations.

Produced by Birmingham Public Health Knowledge Evidence and Governance Team (2020).
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Map Represents the Last Month

NB One postcode can represent more than one situation.

Contact Tracing

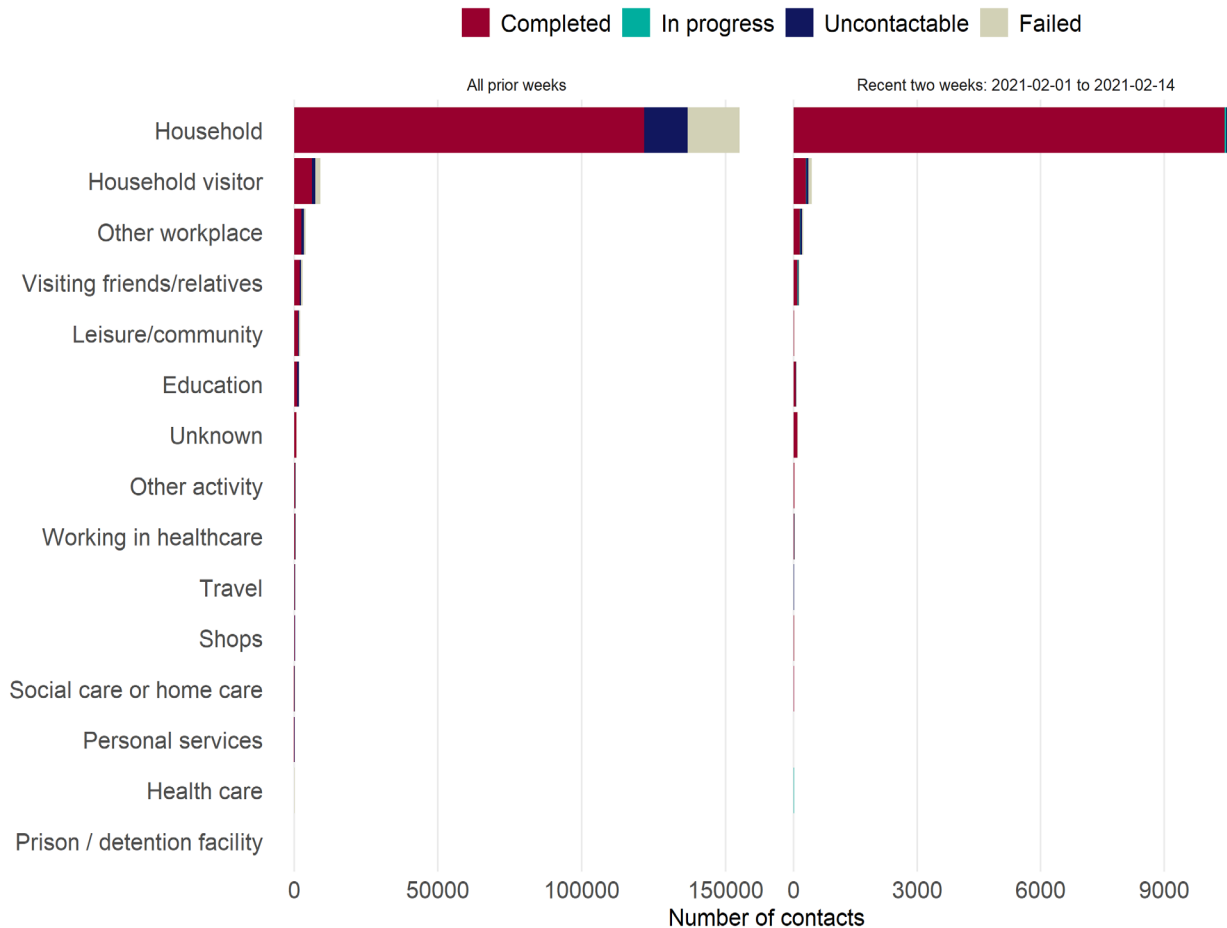


Contact Tracing

- The Birmingham Contact Tracing Service, following improvements in national data, restarted its service on 11 January 2021 targeting an initial 12 wards in Birmingham selected on both the basis of poor completion rate by NHS T&T and also high case rate / prevalence
- As the number of positive cases have reduced during lockdown the contact tracing service has steadily increased geographical coverage and is now covering all Birmingham wards.
- Ground team face to face visits are in place for positive cases that:
 - cannot be reached by telephone (3 attempts including voicemail and texts). These are referred to West Midlands Fire Service for follow up (approx. 5-10 cases / day)
 - refuse to co-operate / self-isolate. These are referred to Environmental Health for follow up visits (approx. 2 cases / day.)
- Total no of positive cases received January = 1477; completion rate of 53%
- Completion rate to date (February) has increased to 61% (w/c 15 Feb) following implementation of text message sent prior to telephone call and the introduction of WMFS ground face to face follow up visits (4 February)
- Birmingham is currently one of the Eagle Test pilot site where follow up of positive cases in the 'Variants of Concern' areas are prioritised over cases from other postcode areas to support further signposting and requesting those positive LFT/LFD cases to get a follow up PCR
- Contribute to and part of the national reference site to support the ongoing development of the current national contact tracing system (CTAS) for managing the case interviews and the new ITS (Integrated Tracing System) that is due to replace CTAS in April 2021(date yet to be confirmed).

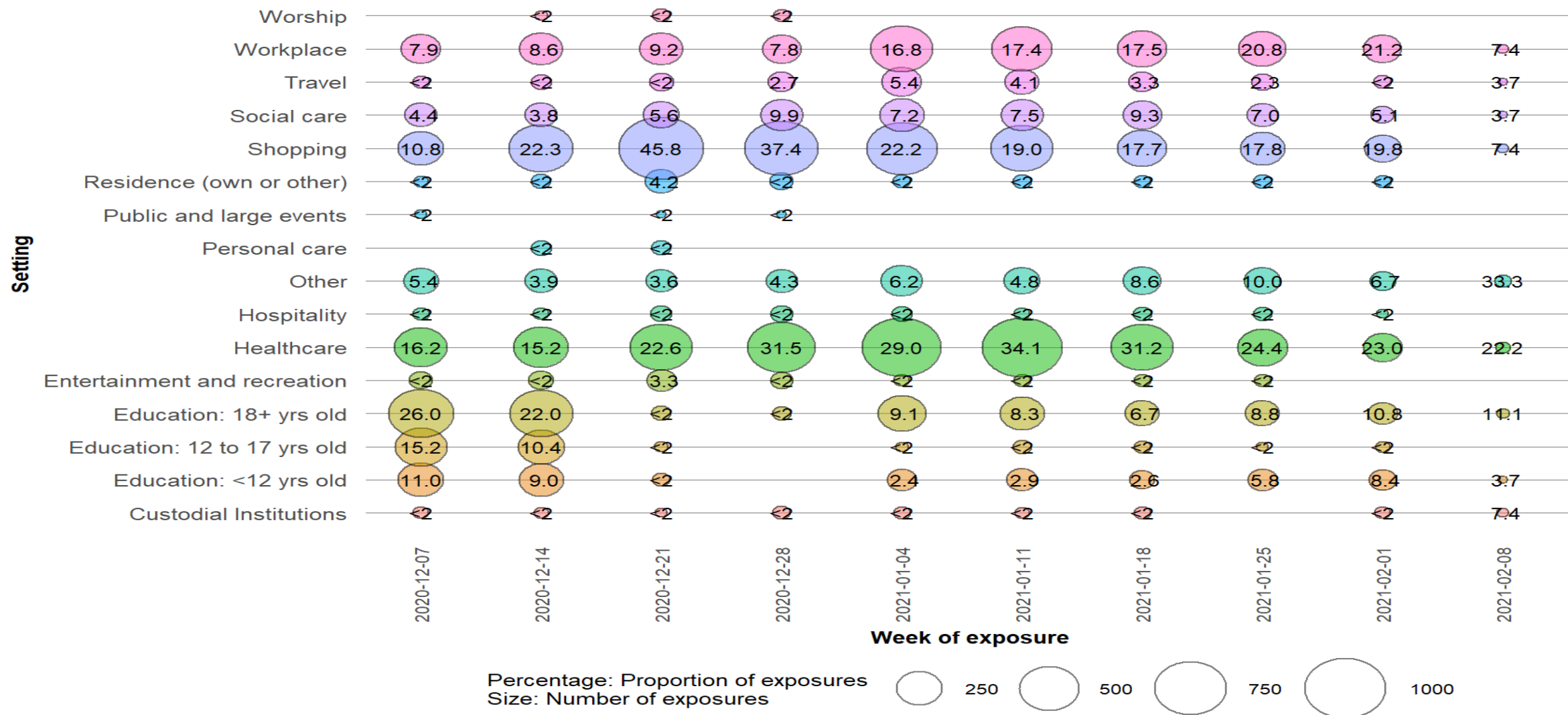
Contact Tracing Data

Contacts by exposure/activity setting and current contact tracing outcome in Birmingham (May 28th 2020 to February 14th 2021) *Data has been collected by NHS Track & Trace (NTAT)*



- Households are the most common exposure/activity setting.
- This is followed by household visitors and visiting friends /relatives.
- In the past two weeks, nearly 10,000 contacts were successfully completed, i.e. asked to self- isolate.

Common exposure events reported by cases resident in Birmingham in the 7-2 days before symptom onset, where at least two cases visit the same property 7-2 days before symptom onset and within seven days of each other, by setting type and date of event. Number and percentage of weekly exposures by setting



Data is grouped by 7 day period. The most recent 14 days may not have complete data yet.
Data: Common exposures line list from CTAS data, Public Health England.

Engagement



COVID-19 Engagement Framework objectives



Localise national COVID-19 guidance for Birmingham's diverse community

Produce communications which is accessible for older, young people, those with disabilities and language difficulties

Work in partnership with community partners to tailor communications to effectively access their networks and communities

Empower local residents to become COVID champions to share factual information on how to keep themselves and their communities safe

Regular engagement with elected members and other central and local government stakeholders.

Methods of engagement

Method	Target group
Community Champions Programme	General public. Currently we are proactively recruiting 18-30yr olds in order to be more representative of the Birmingham population.
Media, Press and Advertising	NA
Communities & Faith	Faith groups and communities at a ward level
Ad hoc targeted communications	Examples- GPs, local charities, Cllrs & MPs, schools, NNS, community centres, BID
Digital engagement	General public; our social media following is mainly 30-50yr olds
Community Providers	LGBTQ, children and young people, faith based, languages, vulnerable communities

Work completed January - February 2021

COVID Champions

We currently have 703 champions across all 69 wards- 180+ more than last time

3 stage vaccination webinar series carried out meaning that over this period 4 webinars have occurred in total- overall we have had 160 attendees

Emails have been sent out twice weekly, and we have targeted certain champions if they live in Frankley/S Northfield so they can help deliver local messages.

Survey analysis currently ongoing.

Representation

COVID Champions are now in every ward, however work is being done to recruit more to make sure we are representative of the Birmingham public. The data has shown us that we need to recruit:

- People from an Irish, Bangladeshi or Mixed ethnic background
- young people 18-30yrs
- More males

Media, Press and Advertising

Over 12 different online events- Q&As, interviews or tv appearances.

2+ Coronavirus Yam Jam for staff

Covid Champions recruitment work is underway with Updates media. Weekly videos will be released online.

Advertising the public vaccine Q&As

Other Targeted Communications

SA variant and testing available in Frankley & S Northfield

Transmission:
Households and businesses

Fizz Free February

Erdington Task and Finish group

Vaccine uptake: Staff

Vaccine uptake: BAME communities

New LFT Sites

Communities and Faith meetings

4 interfaith meetings

2 COVID-19 virtual briefing sessions for Birmingham Masjids

2 COVID-19 meeting with Ministers and Pastors from Black Churches

8 ward meetings (including emergency ward meetings)

3 out of 5 public vaccine Q&A sessions completed.

Webinar for the BAME Community 18th February 2021

Digital engagement: January-February 2021



Social Media – Healthy Brum

If you compare Dec 2020 with Jan 2021, all our key performance stats have increased meaning we are more visible online



109 new followers
15k profile views,
755k impressions,
1k engagements,
9.5k traffic



90 new fans
13k reach
52k impressions
1.3k engagements
5k clicks



25 new followers
700 engagements,
5.8k traffic,
12k reach,
50k impressions



12.5hrs viewing
time
30 videos
uploaded.

Website

Website updates so it includes:

- New BSL resources
- New translated information
- The new &T local service
- New frankley and S Northfield testing sites
- A lot more information about the vaccination
- How to reduce household transmission
- How to reduce workplace transmission
- Information for businesses in regards to risk assessments

Targeted social media adverts:

Advertised the new LFT sites in Birmingham on Facebook. This gained:

- 38,000 views
- 4000 click throughs

New resources

Vaccine resources in multiple languages

Over 70s vaccine resources

Mayor vaccine video

Commissioned Community Partners

Communities of Identity

- 1st Class Legacy (Black African and Caribbean)
- Bahu Trust
- Nishkam (Sikh)
- WM Faith In Action (Black African and Caribbean led churches)
- Shree Hindu Community (Hindu)
- Birmingham LGBT

Communities of Language

- Chinese Community Centre
- Polish Expats (Eastern European Communities)
- Refugee & Migrant Centre (Roma)
- Bahu Trust (Arabic, Urdu, Punjabi, Bengali, Islamic)
- Citizens UK (Pakistani, Kashmiri & Asylum Seekers/Refugees)
- Supreme Linguistics (Hindi, Pakistani Pahari (with Mirpuri and Potwari), Gujarati, African Language: Somali)

Older People, Children and Young People

- Age UK (50yrs+ with no access to technology)
- Amber (0-5yrs olds)
- Orbita CEX (primary and secondary age)
- Borne (young adults under 25s)

Health messages/ pre existing conditions

- Disability Resource Centre (visual impairments and learning difficulties)
- BID (Deaf/Hard of Hearing)
- Hawkmoth (Stroke, COPD, Diabetes, high blood pressure)

What is their aim?

- Understand and raise awareness of how COVID-19 is impacting certain communities and share information on the concerns of those communities
 - Develop appropriate messages to tackle the spread of COVID-19 and provide the most appropriate wellbeing advice
 - Use effective and appropriate culturally sensitive methods to communicate messages effectively.

Examples of their work this month

Vulnerable Communities

“ We have produced two reports on the impact of COVID-19 on citizens with visual impairments and citizens with learning disabilities-this also help us understand their views on the Covid vaccine.

We have spread the messages and been interviewed on BBC West Midlands Radio about the impact of COVID and restrictions on people with learning disabilities. We have also produced a podcast episode.

We have been able to make sure appropriate, accurate, accessible information is getting out to the communities of interest, having compiled and shared a database of over 50 pieces of COVID-19 related information for disabled people on our website

We have been able to inspire confidence in service users by being a confident authority about vaccine and COVID rules.

E.g. in one focus group we sat down and explained the vaccination priority groups. Users reported feeling more secure in the knowledge about when their turn would be.”

Facebook: 4,585 people reached, 149 engagements, 210 reactions

Twitter: 4,783 people reached, 132 engagements

Linkedin: 723 impressions, 119 clicks to information, 53 reactions

Website: 437 unique visitors to our COVID-19 information pages

Disability Resource Centre

Communities of Language

“ We have hosted 7 events with our membership spanning participation city-wide, a neighbourhood and with communities of interest (ethnic group, ESOL students, local business owners and parents).

This amounted to 171 leaders directly participating.

We continued to re-share social media posts via Twitter but notably increased messages via our WhatsApp broadcast lists (300 people from across Birmingham).

Whilst promoting public webinars on Vaccine take-up we went deeper by hosting local more specific sessions without a 1-way panel led format.

During our city wide AGM we recruited Covid Champions, whilst in the same week we hosted a neighbourhood roundtable in Lozells with 25 area leaders unpacking local challenges to reducing infection rates and increasing vaccine take up.

Our member organisations (Aspire & Succeed, BEEAS and CREME at Aston Business School) put on specific sessions with their networks, students and service users. The Business Leadership group agreed to hold a public webinar.”

Citizens UK

Examples of their work this month

Health messages/pre-existing conditions

“Through our community engagement we have found that there is a degree of confusion about the lock down rules and this may be leading to higher rates of non-compliance.

One example is the definition of ‘local’, with people not being entirely clear how far they are allowed to travel. To overcome this we try to keep messaging clear and focused, and conduct engagement sessions to understand and identify where there is confusion.

There is also a challenge keeping community partners engaged, which can be more difficult with fast changing government rules. To overcome this we have forged strong relationships by consistently listening to the partners, co-creating assets, openly sharing assets created independently, holding casual knowledge sharing sessions, and approaching the partnerships as a relationship to be sustained over time rather than for amplifying or posting a single asset.

We have found that people are watching a lot more television due to the lockdown. To take advantage of this trend for the campaign. We have prepared scripts reinforcing health-focused messaging from multiple platforms and channels which will increase likelihood of uptake and commitment.

In addition, we feel that a light-hearted message from a well-known personality could be well-received. We are currently in discussion with a Bollywood celebrity about producing a “stay safe during the pandemic” message.

Hawkmoth

Communities of Identity

“We have shortlisted film makers to produce five short videos based on the campaign messages and themes stay safe, stay connected and look after your self. We will be using members of the community as role models to make the videos to promote campaign messages and to encourage the community to get the vaccine.” **Birmingham LGBT**

“Vaccine work:

- Selection of short video sharing lived experience of COVID-19
- 31st Jan and 7th Feb to address concerns around the vaccine and to provide creditable information whilst bringing a Theological perspective.
- Encourage National churches to make a statement based on creditable facts

Newsletters- Growing reaching to over 80 churches over 50% in the Birmingham area”

West Midlands Faith in Action

Future work in development

- Covid 'business' champions programme to be launched
- Education sessions for children and enabling them to become a Covid Champion
- 440k funding: Telephone trees, procuring new organisations, and we are exploring extending the current providers
- The Covid Community Champions survey will be analysed over the next 2 weeks and improvements to the service will be made
- Mailing lists to GPs, Cllrs/MPs, Schools, NNS, BID districts & Community Centres etc
- Working collaboratively with BVSC on the vaccine communications
- Creating a new Health Protection section of the website

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Making a positive difference every day to people's lives