

# Communications & Engagement



# Communication and Engagement Plan



1 - Support understanding and awareness of guidance and control measures

2 - Enable partnership working to deliver the local plan

3 - Establish appropriate and effective channels for delivery of the plan

4 - Assess impact and reflect the evolving evidence base on behavioural insight

# Communications Update - Digital Engagement: May 2022



## Communication Channels

### Content

Key focus on changing guidance: who can access free testing, what you should do if you have symptoms or have been around a positive contact. Linking covid relevant information to wider public health issues including mental health, smoking and physical activity. Continued support for government and BSOL/ICS messaging.

### Audiences

- Key stakeholders across the city inc. residents, in education settings, businesses, champions, faith and BAME groups.

### Channels

- Web, social, community digital channels, community engagement, internal communications including:
- Covid-19 Champions (728 Birmingham champions)
- Commissioned Partners (21 Commissioned partners with far reaching audiences across Bham)

### Verbal

- Updating key partners, groups and community champions on guidance and its implications.

# Communications Update - Digital Engagement: May 2022



## Social Media – Healthy Brum

### Instagram

Reach – 1.7k

Impressions – 2k

### Facebook

Post reach – 6.5k

Engagement – 23

### Twitter

Post engagements – 165

Post traffic (clicks) – 165

Key take-outs: best performing posts were covid champion getting a vaccine (more personalised to the general public).



## Website

### Website Updates:

- Continued updates of COVID-19 content
- Promotion of the Vacc-immune programme [Vacc-Immune Programme | Birmingham City Council](#).

### Partner Website Updates

- Latest vaccination walk-ins: <https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>
- Latest rapid LFD test pick-up sites: [LFD collection sites | Lateral Flow Device \(LFD\) Information | Birmingham City Council](#)
- Available communications shared: <https://www.birminghamandsolihullccg.nhs.uk/get-involved/campaigns-and-toolkits>

## Social Media

### Key messages COVID-19

- Vaccination evergreen offer
- Who can access free testing
- Modifiable risk factors tied in with Covid messaging
- Vaccine and pregnancy
- Safe behaviours
- 75+ booster dose
- Choose well posts
- Long covid
- 5-11 ear old vaccinations



# Communication Updates - Digital Engagement: May 2022

A selection of some of the content we have published

## Modifiable risk factors

This month is National Walking Month! [@livingstreets](#) is encouraging you to #Try20 - and walk for 20 minutes each day during May.

Walking can help to reduce or manage heart disease and high blood pressure which also helps to prevent a severe Covid infection from developing.

Here are 4 things you can do if you have Covid symptoms & asthma:

1. Stay at home & avoid contact with others
2. Keep taking your usual asthma medication
3. Follow your asthma action plan
4. Act quickly if your asthma symptoms get worse

For more info [asthma.org.uk/asthma/trigger](https://asthma.org.uk/asthma/trigger)

**4 TOP TIPS**  
for those who have asthma and Covid symptoms

## Other Messages

Healthy Brum @healthybrum - Apr 25  
It is important to look after your [#wellbeing](#) during #COVID-19.

See our [#infographic](#) for some useful wellbeing tips.

If you feel like you are struggling and need someone to talk to, visit [nhs.uk/talk](https://nhs.uk/talk)

**WELLBEING DURING COVID-19**

Learn more about how you can improve your wellbeing. Search [nhs.uk/wellbeing](#) during corona

**A CHANCE TO MAKE A DIFFERENCE IN YOUR COMMUNITY**

**ARE YOU 16-35 YEARS OLD?**

There are over 1000 of these opportunities with a health challenge! Would you like to provide public health information to your community?

How to get involved to be a PUBLIC HEALTH peer worker with Birmingham City Council:

**WHAT YOU WILL GAIN:**

- Free professional training or health related 18.6 sessions
- Certificate of attendance at the end of the training session
- An opportunity to attend a sponsored event to your peer group
- An opportunity to work with Birmingham City Council, Public Health team
- Building on your CP
- An opportunity when you receive an award, as a thank you from BCC Public Health team

**ALL YOU NEED IS:**

- Willingness and commitment to support improvement of health awareness in Birmingham
- No previous health experience necessary (we welcome people from all backgrounds & experience)
- To be available during the months of June - August 2022 by either at 4 online training sessions and deliver events within your peer group

**Covid-19 is still highly infectious**

Make sure your workplace risk assessment is up to date.

[gov.uk/workingsafely](https://gov.uk/workingsafely)

## Vaccination

**SPRING INTO ACTION**

**Birmingham JabCab**

Haven't been vaccinated? Stock for transport?

Free taxi service available to and from your nearest NHS vaccination walk-in site!

**It's free!**

- 1 Call TDA Taxis Birmingham on 0121 427 8888
- 2 Give the reference BirminghamJabCab
- 3 Give the 4 digit Pin Number 3995

Healthy Brum @healthybrum - May 30  
Here is one of our Covid Champions getting her 2nd booster dose.

If you are 75 or over book yours when invited.

**NHS COVID-19 Vaccination Service**

If your 5-11 year old is eligible for a COVID-19 vaccination, you will be contacted to arrange an appointment.

**protection reduces over time**

**A BOLDER HEALTHIER BIRMINGHAM**

# Communication Updates - Digital Engagement: May 2022



A selection of some of the content we have published

## Safe Behaviours



Healthy Brum @healthybrum · Jun 1  
Feeling unwell with flu like symptoms?  
Here are 4 steps you can take to limit the spread of COVID 19.  
#BumHolidays

Stay at home.  
Try to work from home.  
Plan ahead of any appointments, let the surgery know about your symptoms.  
Wear a face covering and avoid busy areas.



## Pregnancy



## Education Settings



# Community and Partnership Engagement

## Smoking Cessation

### Summary

Planning and scoping for upcoming smoking cessation project.

Project desired outcomes:

- Raise awareness of and how to access free smoking cessation services and courses via pharmacies/GPs
- Increase the number of sign-ups and completion of smoking courses/quits
- Raise awareness of and how to use of the Quit with Bella App and increase the number of app users
- Raise awareness around risks of smoking on health.

### Outputs

- Survey to gain baseline understanding of smoking habits and awareness of smoking cessation services. **33 responses received.** Survey open until 10 July 2022.
- Began to receive quotes for street engagement teams, goodie bags and mobile units.
- Comms campaign planning for smoking cessation services



Survey Promotional Image



Quit with Bella app logo



Fort Shopping Centre – confirmed location for street team engagement



# Community and Partnership Engagement

## End of Project Reports

### Summary

Many of the community providers COVID-19 projects with Birmingham Public Health came to a close on **31 March 2022**. A [summary document](#) has been created which highlights:

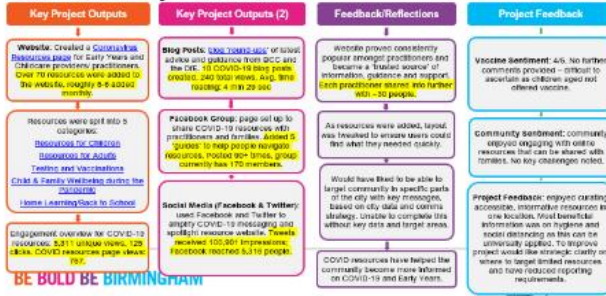
- The overall outputs from the engagement activities
- Project Feedback
- Community Sentiment

Once all of the reports have been received a comprehensive evaluation report will be written to summarise the providers COVID-19 projects.

### Outputs

**13** reports submitted  
**2** outstanding reports  
**3** project extensions (extended report deadline)

#### Amber T/A CREC EOY Summary – 2021/22



Example report summary



COVID-19 Posters and Colouring Sheets by Nick Sharratt  
For children, Practitioners, Activities, Parents and Carers.  
Children's illustrator, Nick Sharratt, has designed a number of posters and colouring.



Content Outputs Examples









# COVID Champions Programme

To raise awareness of COVID-19 and safer behaviour within communities

## Coverage of champions across all 69 wards

825 Community, 90 Youth and 20 Business Champions

## Key themes discussed:

What is long COVID, and the impact of COVID on Children, Discussion around wider health concerns

**May update:** The champions programme was paused in April as the urgency of the pandemic as reduced and public health is working together to transition programme to business as usual

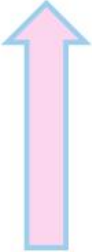
## Champion newsletter topics covered in May

- Questions and answers on how to ventilate rooms well and the importance of this in light of COVID-19
- Promotion of COVID-19 mobile Vaccination van
- Dementia action week
- Smoking habits survey (to help stop cessation service to understand smoking habits and improve awareness of support)
- World No tobacco day
- World Asthma day
- National walking month
- FAQs around COVID-19 vaccination



# Learning from our engagement

A survey to understand the journey of faith leaders and champions was completed throughout April. The findings in both, COVID champion and faith leaders survey were similar. 7 Faith leaders, and 49 champions took part



## Positive outcomes

- Receiving updated COVID information
- Localised information
- Wider Public health conversations
- Conversation with the Director of Public Health
- Engaging with the community, influencing behaviour change and building trust
- Discussion with other colleagues, faith leaders
- Ability to facilitate conversation and understand needs of the community



## Could be improved/ barrier:

- Meeting times/schedule
- Availability of resources ie test kits (although this is not possible now as free testing has stopped) .
- Cascading information and implementing action and facilitating a mechanism to encourage queries and concerns.
- Co-ordinating partnership
- Wider deployment of strategic posters in all settings with standardised message. Essentially, improving social marketing approach.

## Re-occurring theme in both surveys around vaccination was:

- That they believe people don't understand how vaccines work
- Vaccine confidence, mistrust, conspiracy theories and existing health conditions were preventing residents in receiving vaccine.

## Future:

- Focus on wider health issues i.e Mental wellbeing post COVID.
- Get involved in face-to-face events, community centre and community events
- City wide promotion of community events which target specific health issues
- Integrated engagement whereby joint campaigns and events are designed and delivered in a shared way.
- Training around how to understand and deliver data and information, communications and engagement
- Developing creatives assets in various formats

# Vaccine Engagement

## Addressing Vaccine Inequalities

- Vacc Immune Project – Commission Providers general vaccination uptake across the life course.
- Jab Cab - Free taxi service for individuals and families who could not easily get to a vaccination centre.
- Vaccination Champions - Community Immunology training programme to develop a network of residents.
- Hyperlocal COVID-19 Vaccination Campaign - Identify suitable locations for the vaccination van.
- BSOL Antenatal Vaccination Task & Finish Group.
- Development of Living with COVID Strategy.

## Improving COVID-19 Vaccination Uptake in Birmingham:

- Action week 23<sup>rd</sup> May to 28<sup>th</sup> May working with NHS and BCC Depts to promote location of vaccination van in Newtown, Ladywood and Handsworth.
- Engagement briefings for housing officers, who went door-to-door and delivered leaflets to 650 properties
- COVID Marshalls delivered 600 leaflets
- Social media campaign to highlight mobile vaccination van location.
- 33 vaccinations administered

## Homeless Vaccination Focus Week

- Action week 16<sup>th</sup> May to 20<sup>th</sup> May COVID-19 vaccinations
- Locations –SIFA, Midland Heart, Washington , St Basils and Trinity Close.
- 35 vaccinations administered.



# Peer Mentorship Programme (Pilot)

Empowering young people (18-35 year olds) to promote public health and wellbeing across Birmingham city

## Recruitment Drive

125 participants showed interest in the Programme as a result of the recruitment drive and 70 participants have enrolled in the programme

**Pop up event at Birmingham Library on 25<sup>th</sup> May 2022**



**Pop up event at Aston University on 26<sup>th</sup> May 2022**



Flyers and Banners



## Other Recruitment Activities

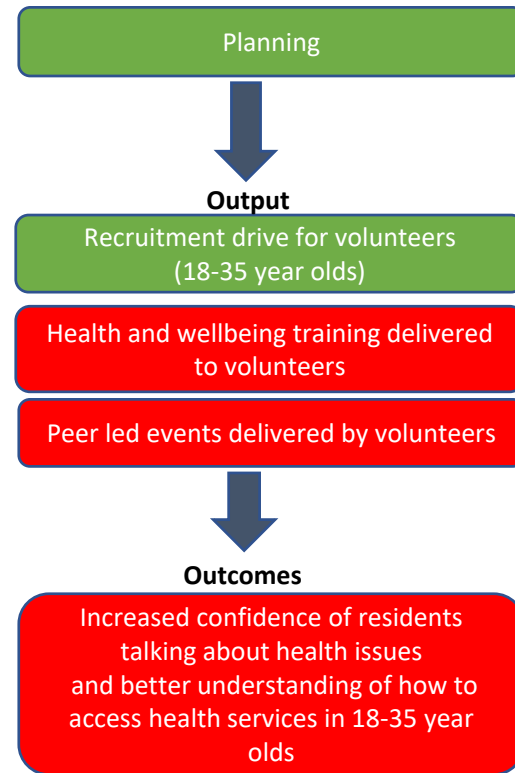
- Pop up event at Care leavers conference organised by Birmingham Children's trust (at Light House) on 31<sup>st</sup> May 2022
- Sharing social media posts on HealthyBrum Facebook, Twitter and Instagram channels
- Sharing project information with organisations working with 18-35 year olds

## Project Delivery

May 2022



September 2022



# Further Work in Development



## Representation

- Continue to working partnership and strengthening of relationships with our 18 existing commissioned partners and encourage the delivery of a minimum of 10 befriending/non-digital channels for those communities with limited digital access.
- Accelerate existing engagement to support understanding and the uptake of testing, vaccination, recovery and any emerging themes working with all communities directly or via partners and key stakeholders.
- Asset mapping of 69 wards including demographic information, COVID cases, vaccine uptake by ward, commissioned provider summary, main community needs/PH concerns, important contact information to highlight gaps in our current engagement work, scope and commission further partners if required to reach underrepresented communities.

## Reach

- Review the COVID Champions network and recruitment to enhance communications and engagement and local asset leverage to improve relationships with communities and their understanding of vaccines, testing and “learning to live with Covid”.
- Champions Feedback. Encourage champions to share stories on the Newsletter ‘Champions’ corner’ to support with wider reach across communities.
- Working with communities and partners to support and focus on more engagement across the City.
- Conversations with influencers within the Black Community to address low uptake of COVID-19 vaccine.

## Response

- Collating responses from champions and faith settings in relation to Vaccine toolkit and isolation pack.
- 'You Said, We Did' – WhatsApp communication set-up.
- Progressing on monitoring commissioned partners fund through Ministry of Housing and Local Communities (MHCLG) grant for Communications and Engagement programme to strengthen our relationships with groups during the pandemic.

