

Birmingham Local Outbreak Engagement Board Covid-19 Overview

Birmingham Public Health Division

06/10/2021



Making a positive difference every day to people's lives

Overview



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Covid-19 in Birmingham: Current situation and 60-day trend

Coronavirus in Birmingham

Total deaths
(Data up to 04 Oct)

2,913

Latest daily figure

0

new deaths

60-day trend
(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases
(Data up to 04 Oct)

160,794

Latest daily figure

464

new cases

60-day trend
(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions
(Data up to 04 Oct)

22,312

Latest daily figure

31

new admissions

60-day trend
(based on seven-day averages).



Source: NHS COVID-19 Situation Operational Dashboard

Over 60's cases
(Data up to 01 Oct)

19,803

Latest daily figure

31

60+ new cases

60-day trend
(based on seven-day averages).

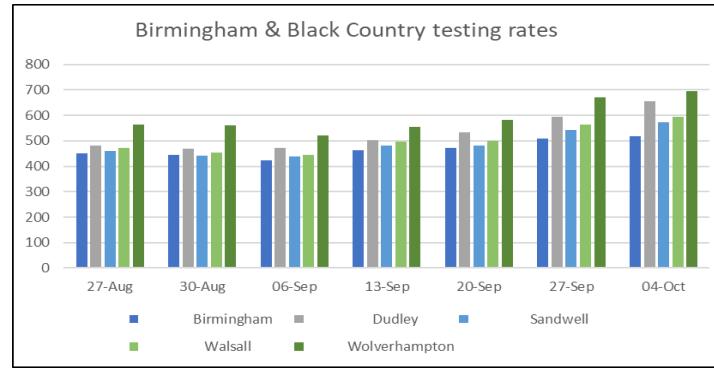
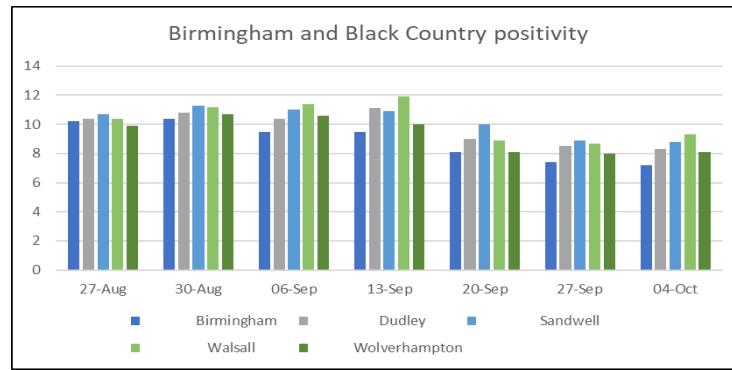
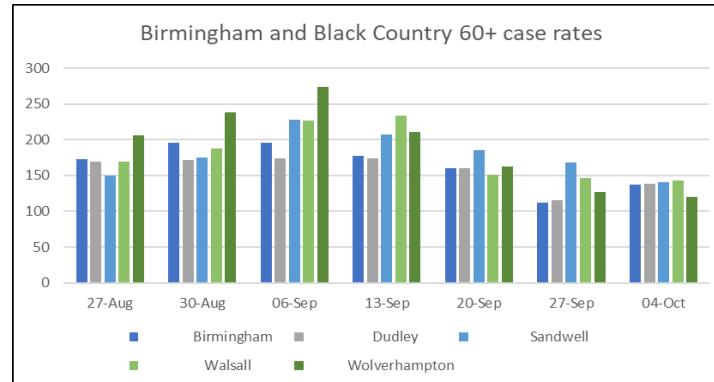
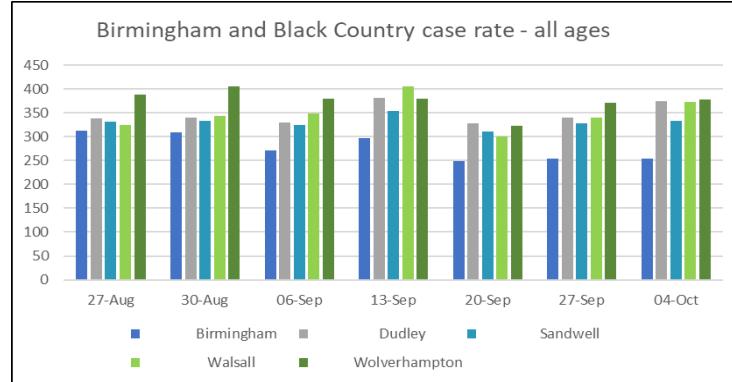


Source: PHE

Testing & Cases Summary: 7 Days up to 2nd October 2021

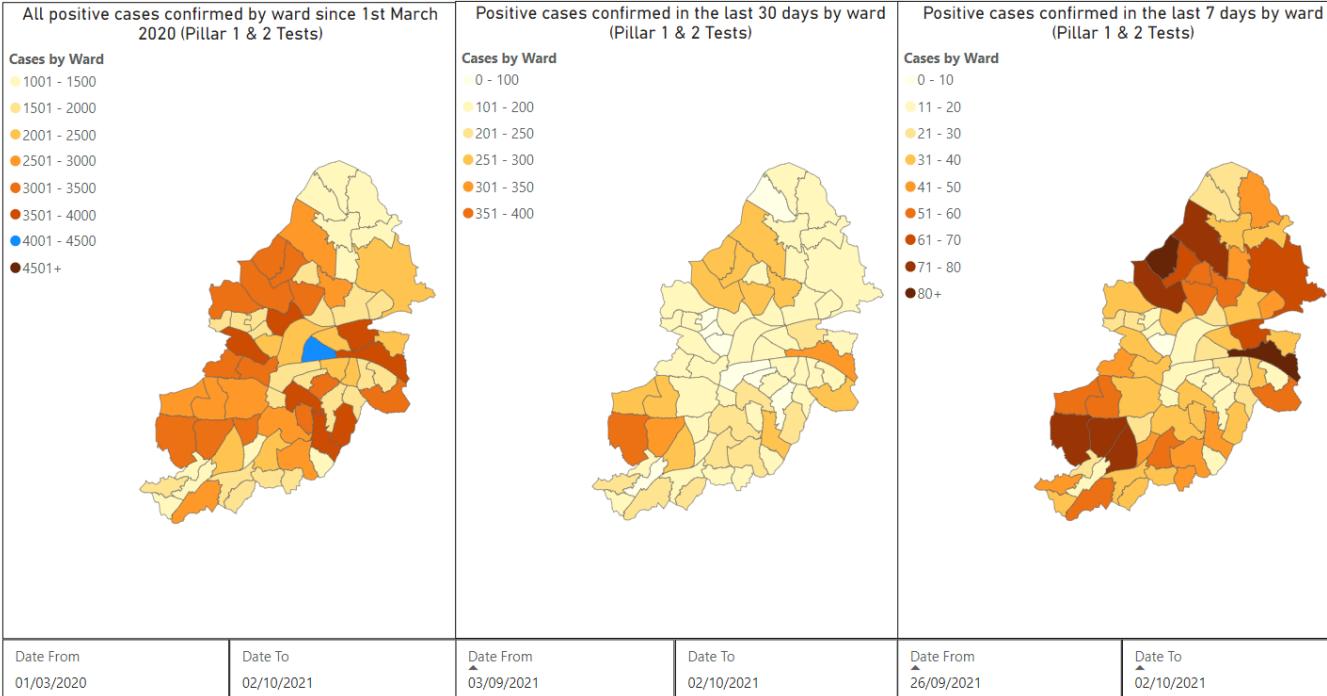
▪ 7 Day Rolling Case Rate to 2 nd October (Pillar 1 & 2)	240.1/100K	
• Rate on 25 th Sept	258.5/100K	
• Ranked 14 th (out of 14 local authorities) in the West Midlands region, with 1 being the highest (Warwickshire (560.1)/100K)		
▪ 7 Day Pillar 2 PCR testing rate at 2 nd October	2,441/100K	
• Rate of testing on 25 th September	2,296/100K	
• Ranked 14 th (out of the 14 local authorities) in the region, with 1 being the highest		
▪ 7 Day LFD testing rate at 2 nd October	4,358/100K	
• Rate of testing on 25 th September	4,891/100K	
• Ranked 14 th (out of the 14 local authorities) in the region		
▪ % of Pillar 2 positive PCR tests at 2 nd October	10.2%	
• Rate on 25 th September	10.7%	
▪ % of positive LFD tests at 2 nd October	1.3%	
• Rate on 25 th September	1.3%	

Birmingham & the Black Country Direction of Travel



Cases by Ward: Total, Last Month & Last Week

Confirmed Cases by Ward for Pillar 1 & 2 Tests



Total

Last Month

Last Week

Top Ten Case Rates by Ward

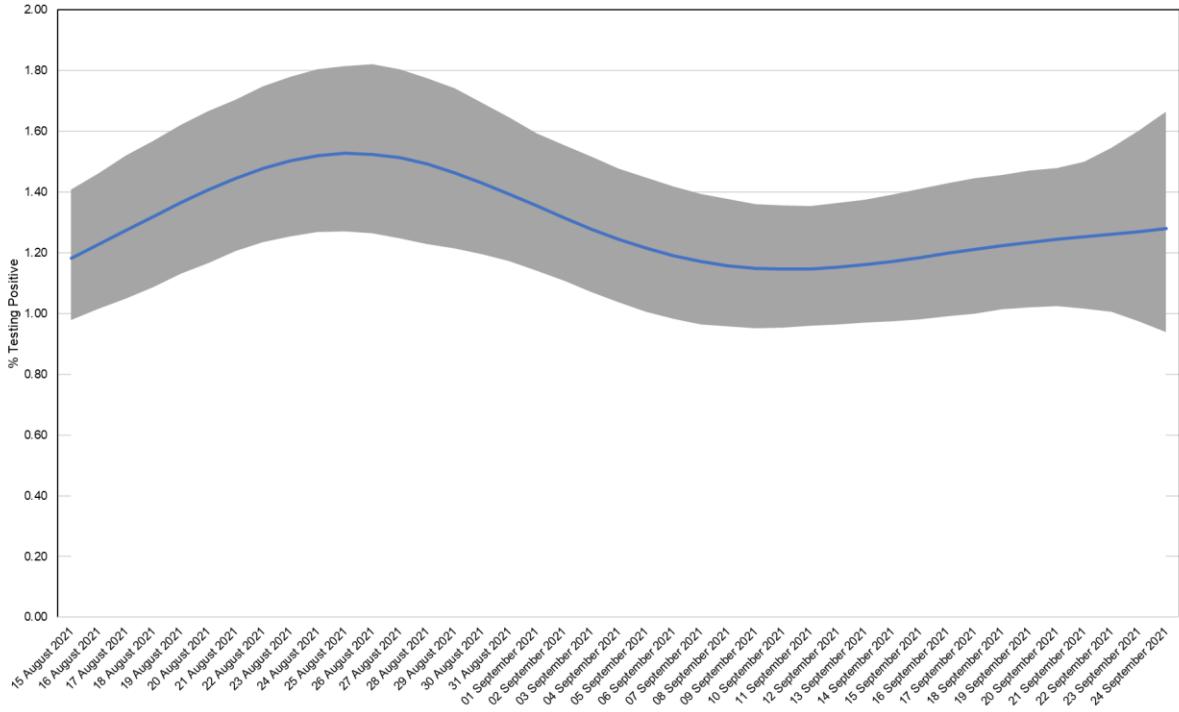
Ward	Prior week (2021-09-15 to 2021-09-21)		Most recent week (2021-09-22 to 2021-09-28)		Change between last two weeks		
	Cases	Rate	Cases	Rate	%	Absolute difference *	
Castle Vale	44	456.1	53	549.3	20	93.2	→
Sutton Wylde Green	34	397.6	43	502.8	26	105.2	→
Sutton Trinity	33	355.9	46	496.1	39	140.2	→
Bartley Green	95	418.9	108	476.3	13	57.4	→
Sutton Roughley	35	303.5	54	468.3	54	164.8	↑
Bournville & Cotteridge	84	468.6	83	463.0	-1	-5.6	→
Perry Common	34	286.8	51	430.2	49	143.4	→
Shard End	57	472.6	51	422.9	-10	-49.7	→
Sutton Vesey	62	317.7	81	415.1	30	97.4	→
Frankley Great Park	32	273.1	47	401.1	46	128.0	→

Of the 69 wards in Birmingham, 4 wards have seen a statistically significant increase in case rates and 4 wards have seen a significant decrease.

Relative change arrow based on incidence rate ratio p value ~0.05.

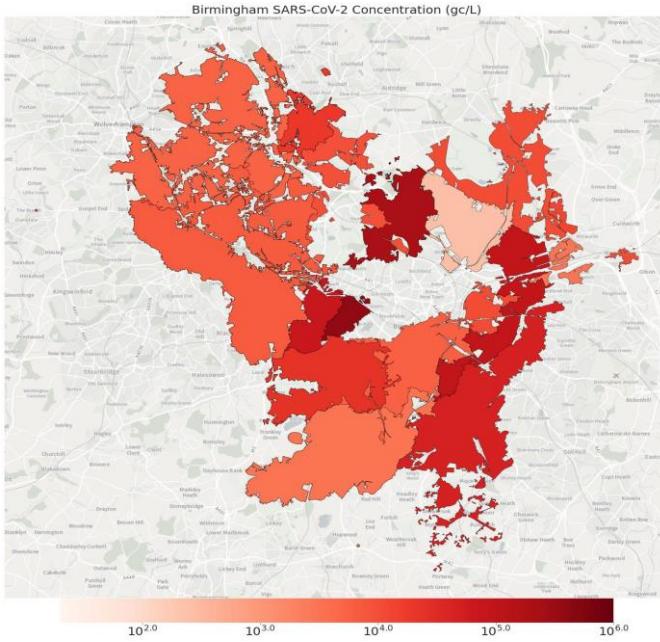
ONS Coronavirus (COVID-19) Infection Survey, up to 25th September 2021

Estimated percentage of the population in the West Midlands testing positive for the coronavirus (COVID-19) with 95% Confidence Intervals

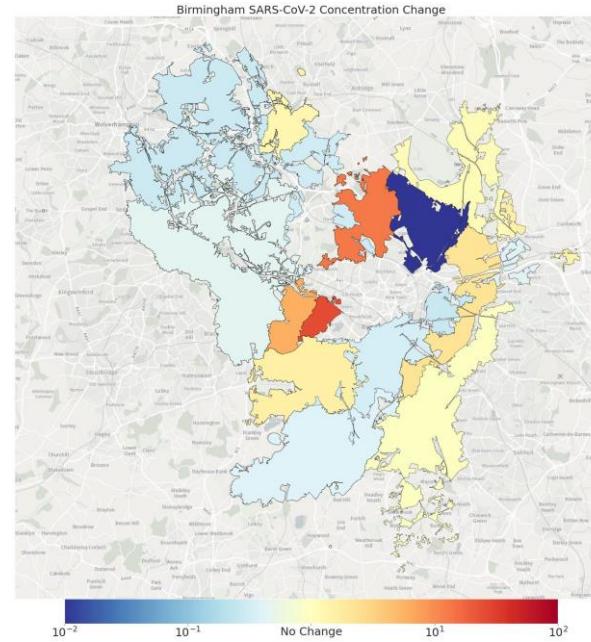


- The ONS infection survey estimates the % of the West Midlands adult population who were COVID positive on 25th September. This increased to 1.29%. The previous week's estimate was 0.88%.
- In the 7 days up to 25th September, the percentage of people testing positive increased in those aged 2 years to school Year 11 and there were early signs of a possible increase for those aged 70+. In the same week, the percentage of people testing positive decreased for those in school Year 12 to age 24 years and levelled off for those aged 35-69 years. The trend was uncertain for ages 25-34 years.
- ONS are not currently calculating sub regional estimates due to reduced estimate accuracy from low prevalence.

NHS WASTEWATER SARS-COV-2 Report 19th to 25th – September 2021



7-day average SARS-CoV-2 RNA concentration (gc/L) in wastewater. Darker shading indicate areas with a higher viral concentration. Higher concentration is associated with increased prevalence



Change in weekly average SARS-CoV-2 RNA concentration in wastewater. Measured as the difference between Log10 values of the weekly averages. Grey shading indicates areas where there was insufficient data to measure change.

Variants of Concern



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Variant of Concern or Under Investigation

- Delta VOC (Indian variant) - still remains the dominant variant in B'ham and in the UK.
- Lambda -VUI-21JUN-01 (South America)
 - no more cases identified so far.
- The Mu variant (VUI-21JUL-01 lineage B.1.621) is under investigation.
 - None identified in the West Midlands.
- No new variant reported recently in Birmingham.

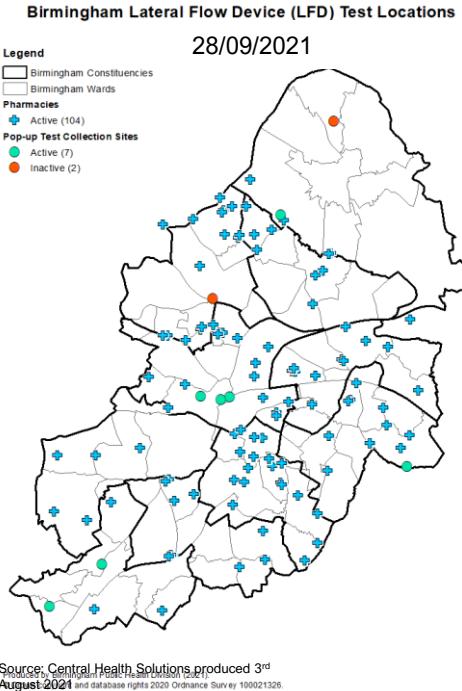
Testing



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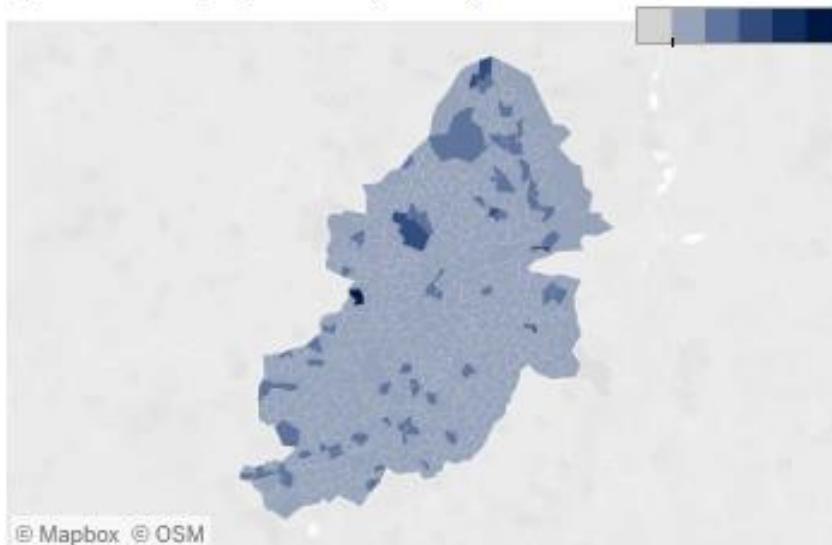
Lateral Flow Test Locations

- **Lateral flow testing and collection sites have now closed** in line with the national move to home testing.
 - Home testing kits can be ordered from govt's website.
 - <https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests>
- **Testing available at a network of community pharmacies**
 - 104 pharmacy community testing sites currently live.
- **Pop up collection sites**
 - A series of pop up collection sites are now operating around Birmingham to increase the reach of distribution.
- **Lateral Flow Device (LFD) Inclusion Pilot:**
 - Engaged with homeless organisations to enable homeless citizens to collect and undertake regular LFD tests.

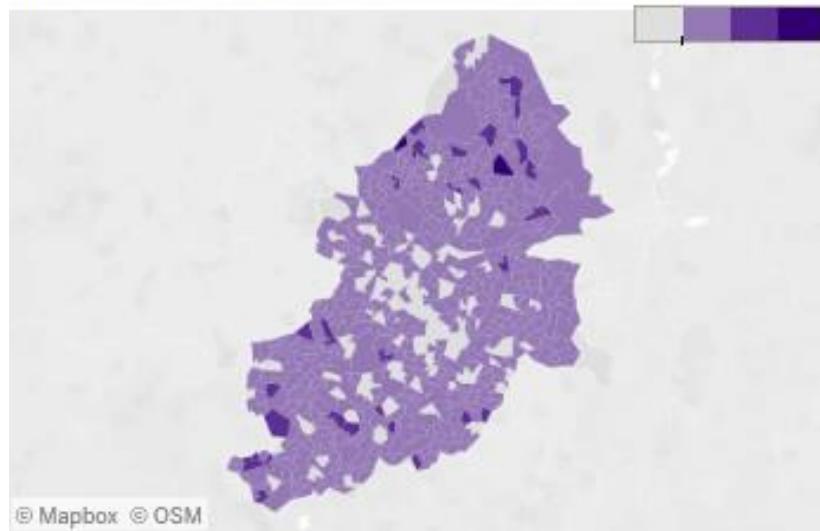


PCR Testing (Pillar 2) by LSOA: 7 Days up to 1st October 2021

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.3K to 12.0K

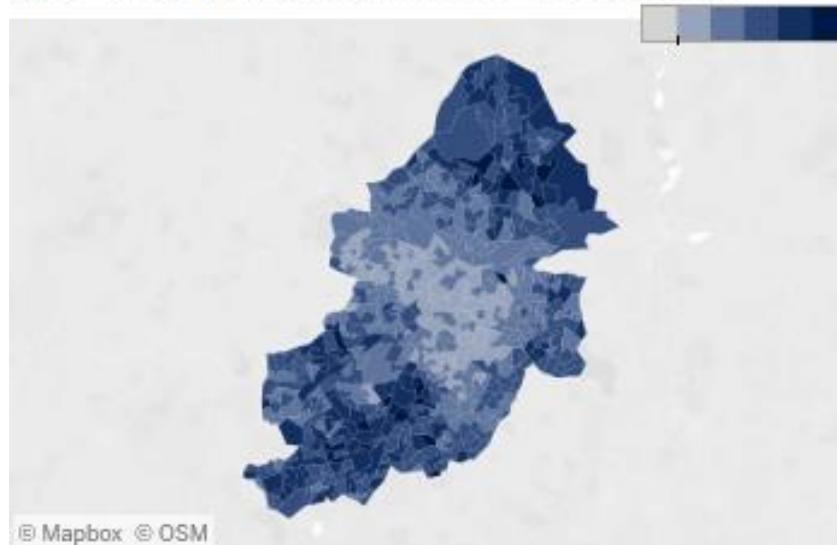


7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 1,336.3

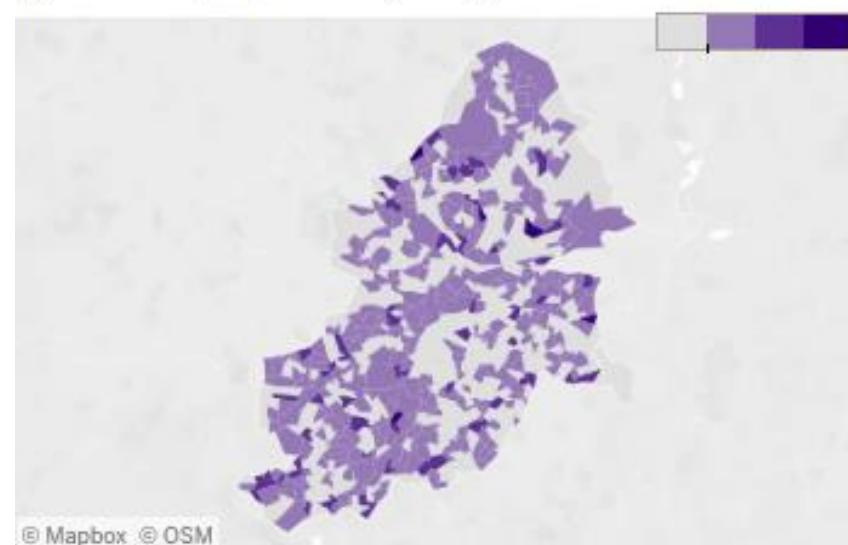


LFD Testing (Pillar 2) by LSOA: 7 Days up to 1st October 2021

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.8K to 9.9K

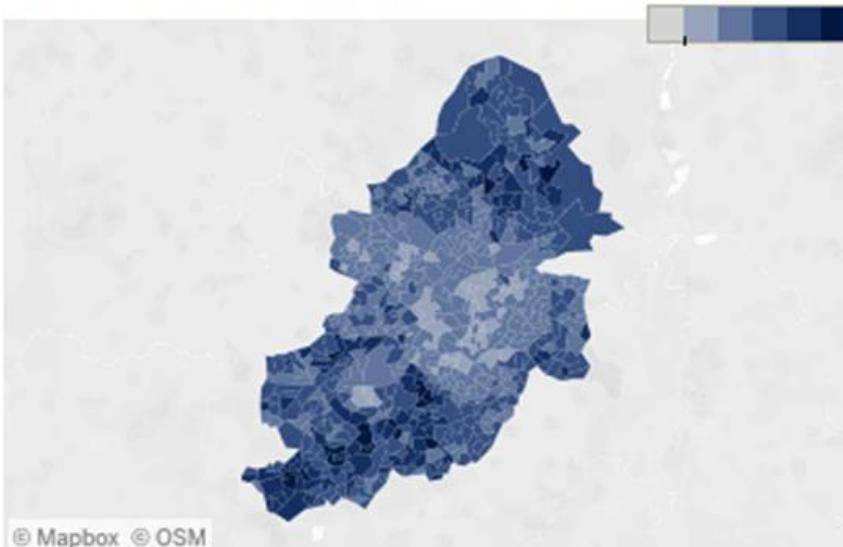


7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 444.7

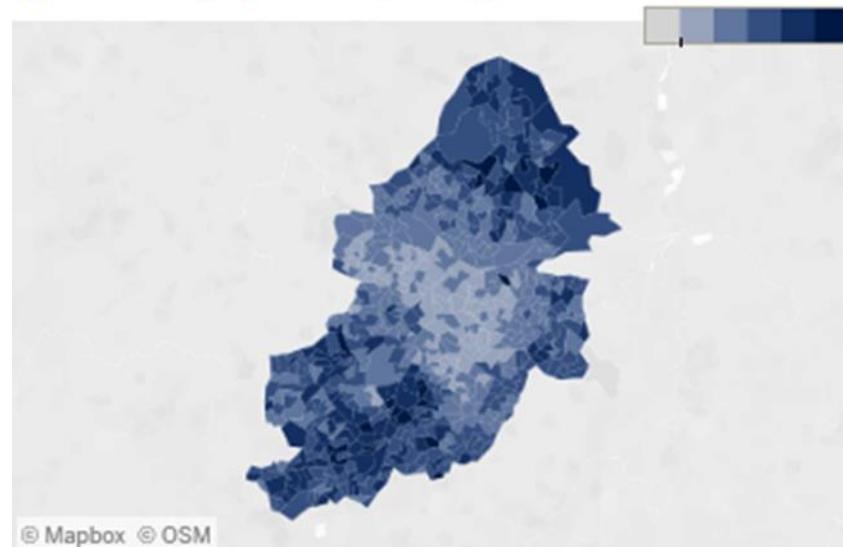


LFD Testing Progress: 5th September to 1st October 2021

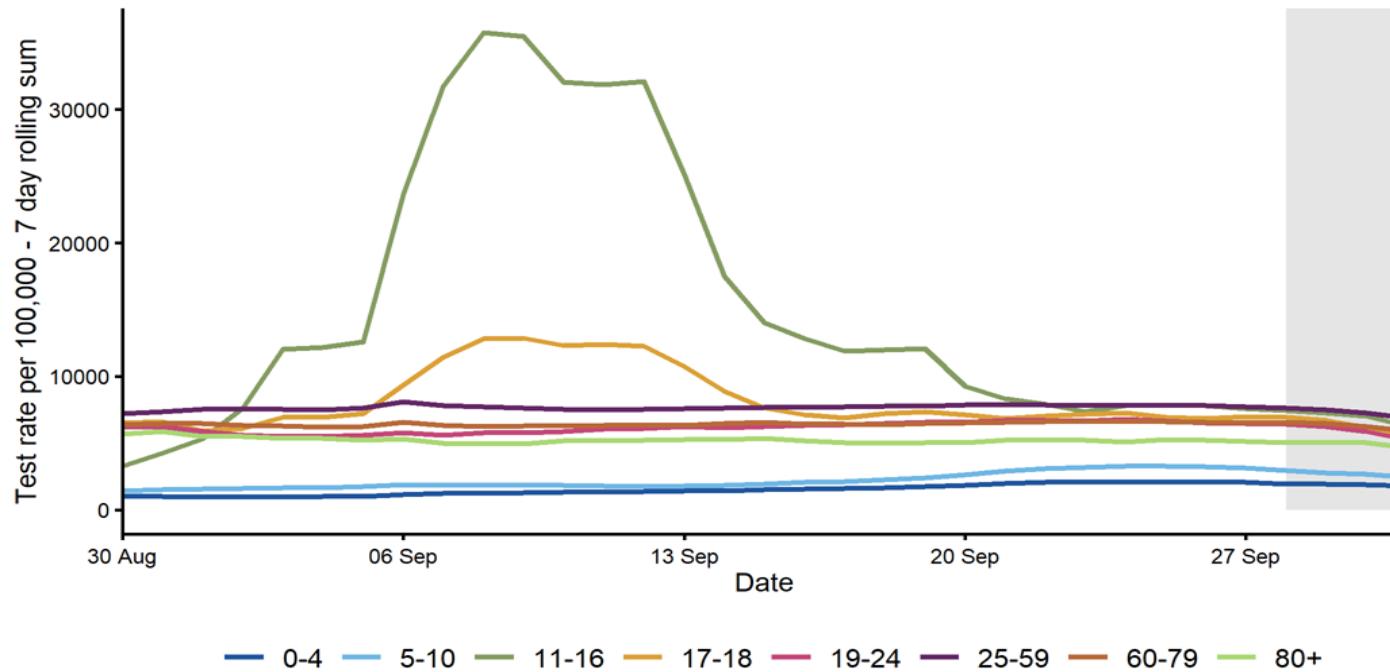
7-day rate of total Pillar 2 tests LSOA 5th Sept
(per 100K population) Range 1.0K to 11.9K



7-day rate of total Pillar 2 tests LSOA 1st Oct
(per 100K population) Range 0.8K to 9.9K



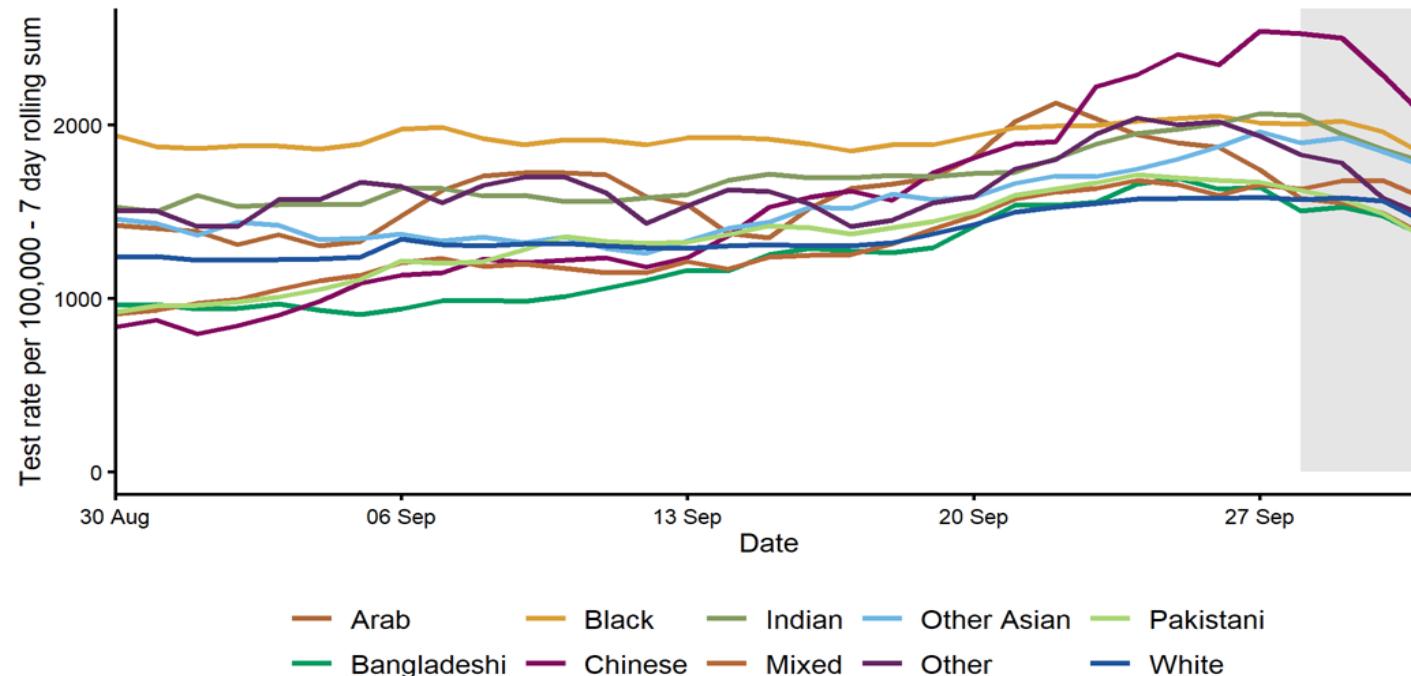
Age-specific 7-day rolling average Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 30th Aug to 2nd Oct 2021



The 4 most recent days are provisional – indicated by a grey background.

Excluding 1007 tests with missing age data.

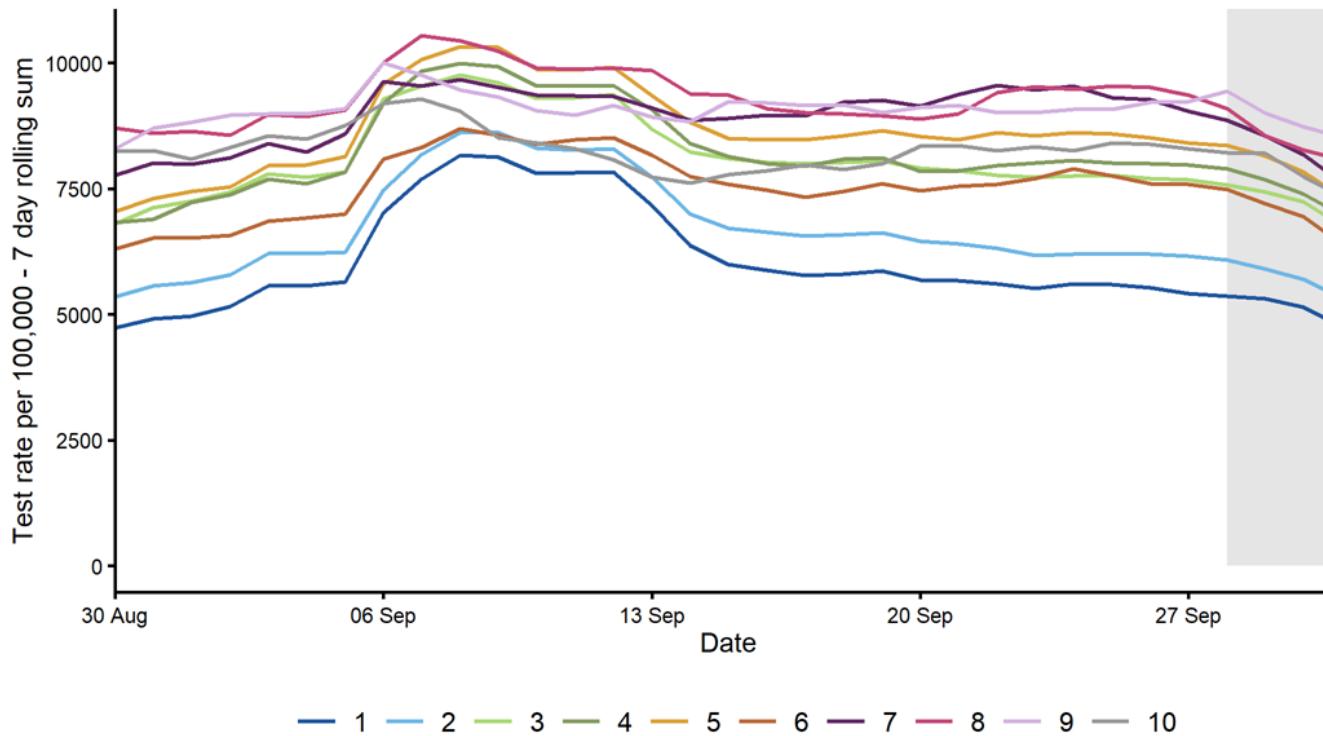
Ethnicity-specific 7-Day Rolling Average Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents: 30th August to 2nd October 2021



The 4 most recent days are provisional – indicated by a grey background.

Excluding 236186 pillar 2 tests with missing ethnicity data.

IMD-specific 7-Day Rolling Average Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents: 30th August to 2nd October 2021



Using Index of Multiple Deprivation (IMD) of LSOA of usual residence (1 = most deprived; 10 = least deprived). Where an IMD is not present in local denominator data, it is not shown.

The 4 most recent days are provisional – indicated by a grey background.

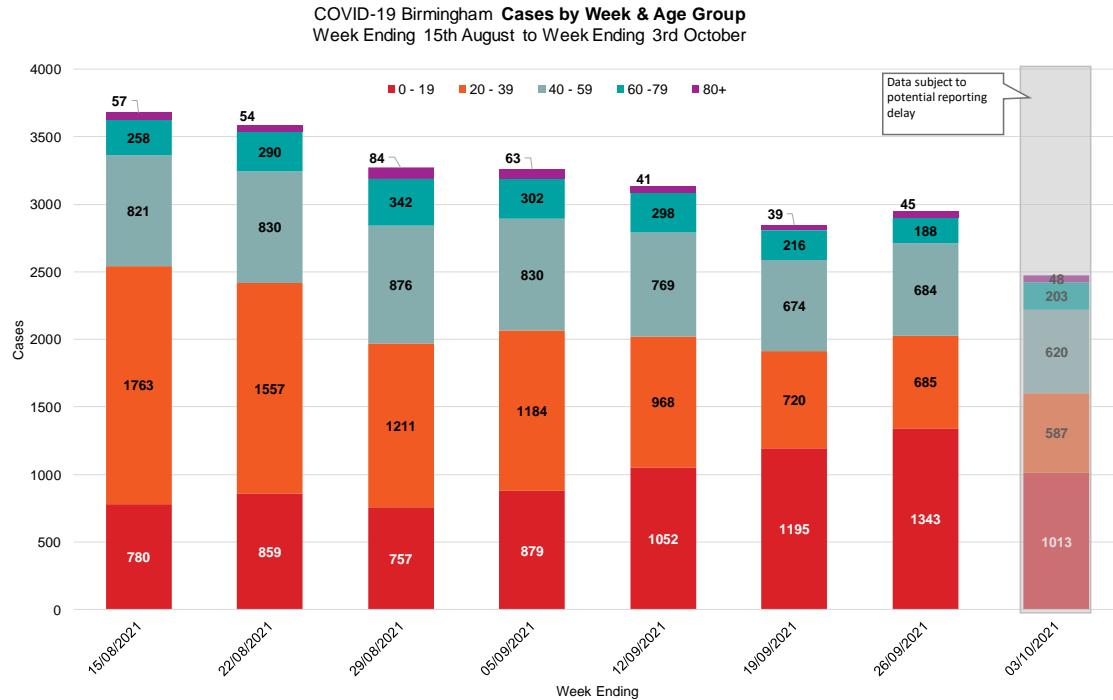
Case Demographics



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Cases by Week & Age Group

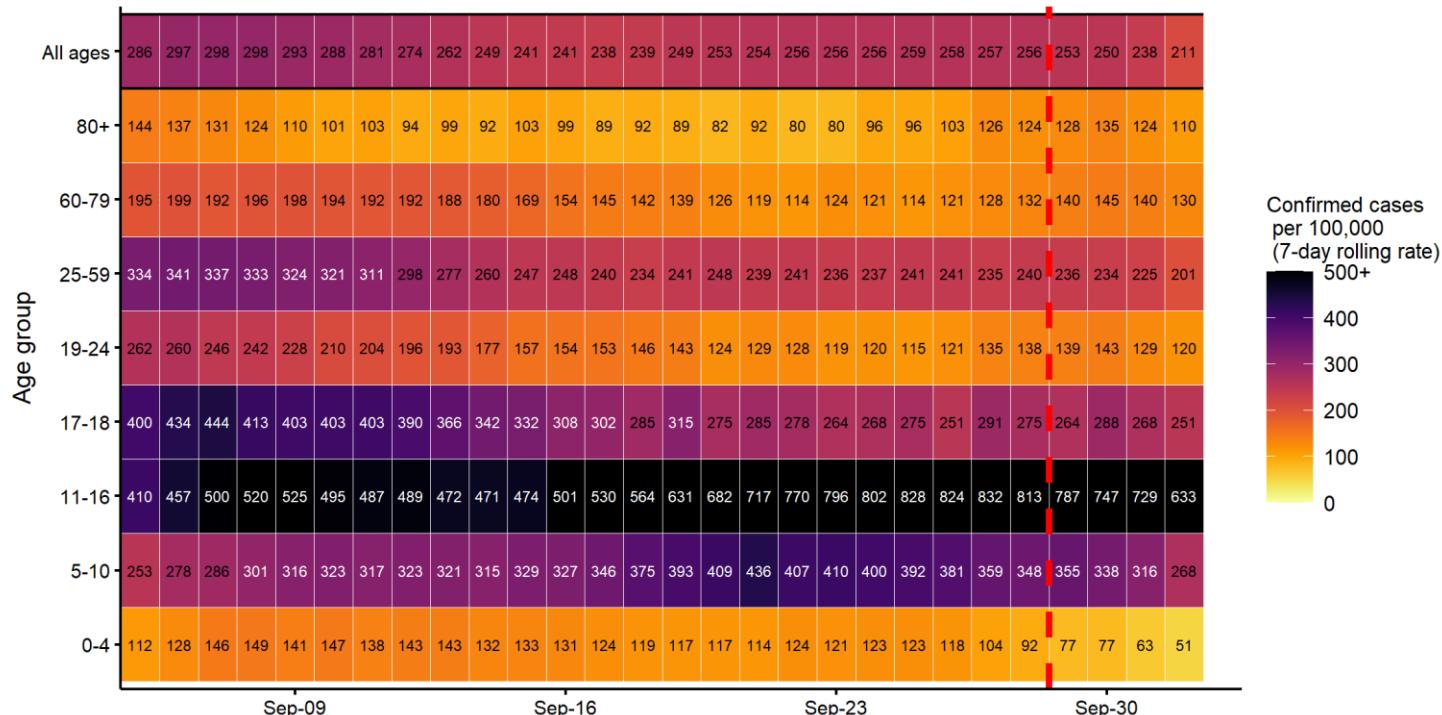
- The overall number of cases have fallen by 16.1%, from 2,945 in week ending 26 September to 2,471 cases in current week ending 3rd October.
- The age group with most cases was the 0-19 year olds. This age group also had the largest fall this week, 24.6% compared to previous week ending 26th September.
- Cases in the 20-39 age group decreased by 14.3% compared to the previous week, and a 9.4% fall was seen in the 40-59 age group during same period.
- In contrast, cases in the 60-69 age group were up 8% in week ending 3rd October, compared to previous week.



Cases for week ending 3rd Oct 2021 are likely to be under-estimated due to time lags in reporting.

Age-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham:

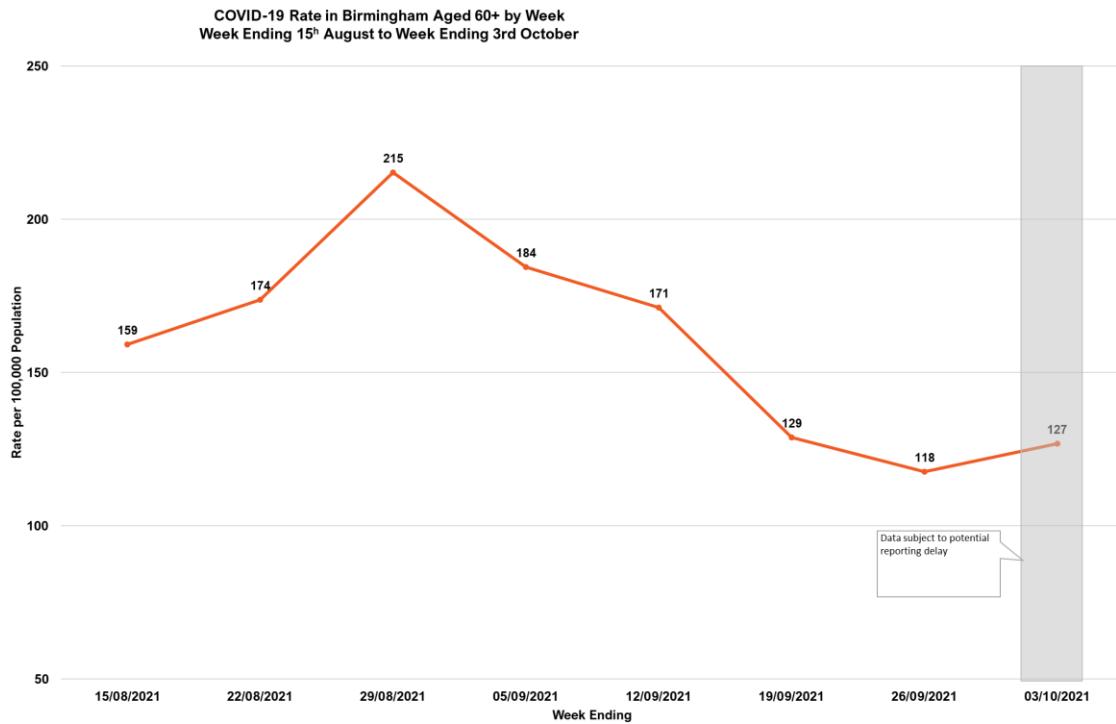
5th September to 2nd October 2021



The red dashed line denotes the 4 most recent days data are provisional.

Case Rate in Population aged 60+ years

- Case rates in the over 60s have increased by 7.7% in the week ending 3rd October, to 127/100k, compared to the previous week (26 Sep).
- The previous 5 weeks (29 Aug to 26 Sep) had seen a pattern of decreasing case rates in the over 60s.

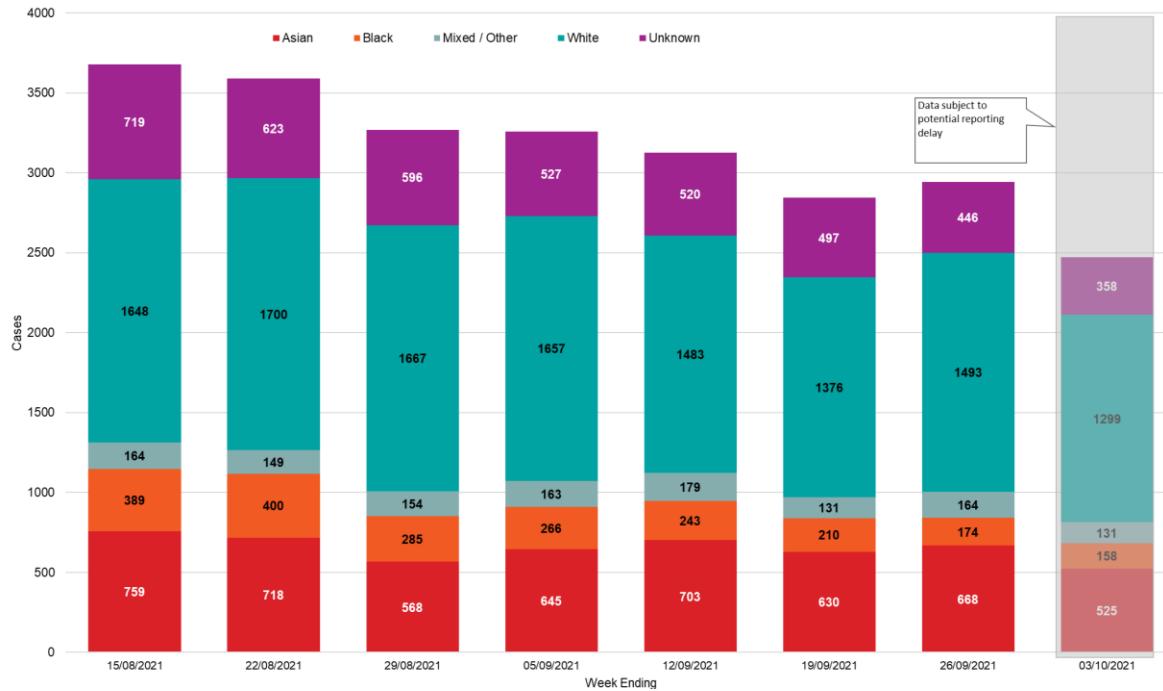


Cases for week ending 3rd Oct 2021 are likely to be under-estimated due to time lags in reporting.

Cases by Week & Ethnicity

COVID-19 Birmingham Cases by Week & Ethnicity
Week Ending 15th August to Week Ending 3rd October 21

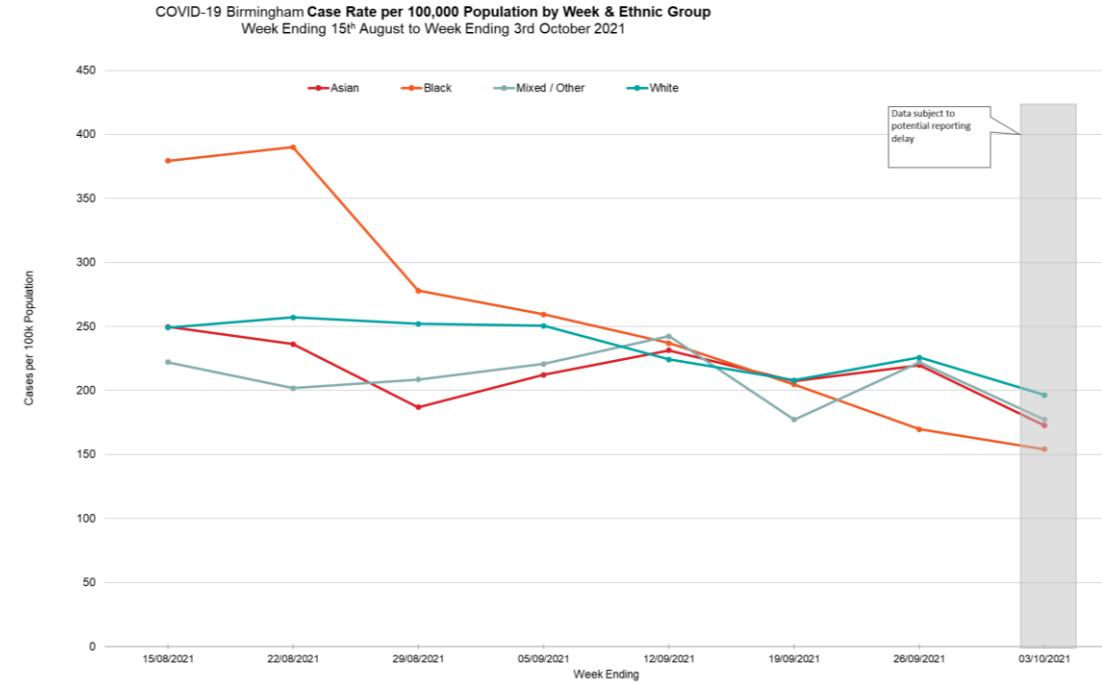
- Cases continue to fall across all ethnic groups
- As with previous weeks, the White ethnic group, has the highest number of cases, although the most recent week has seen a 5% fall in case numbers compared to previous week ending 26th September.
- Asian ethnic group remain second highest in number of cases.



Cases for week ending 3 October 2021 are likely to be under-estimated due to time lags in reporting.

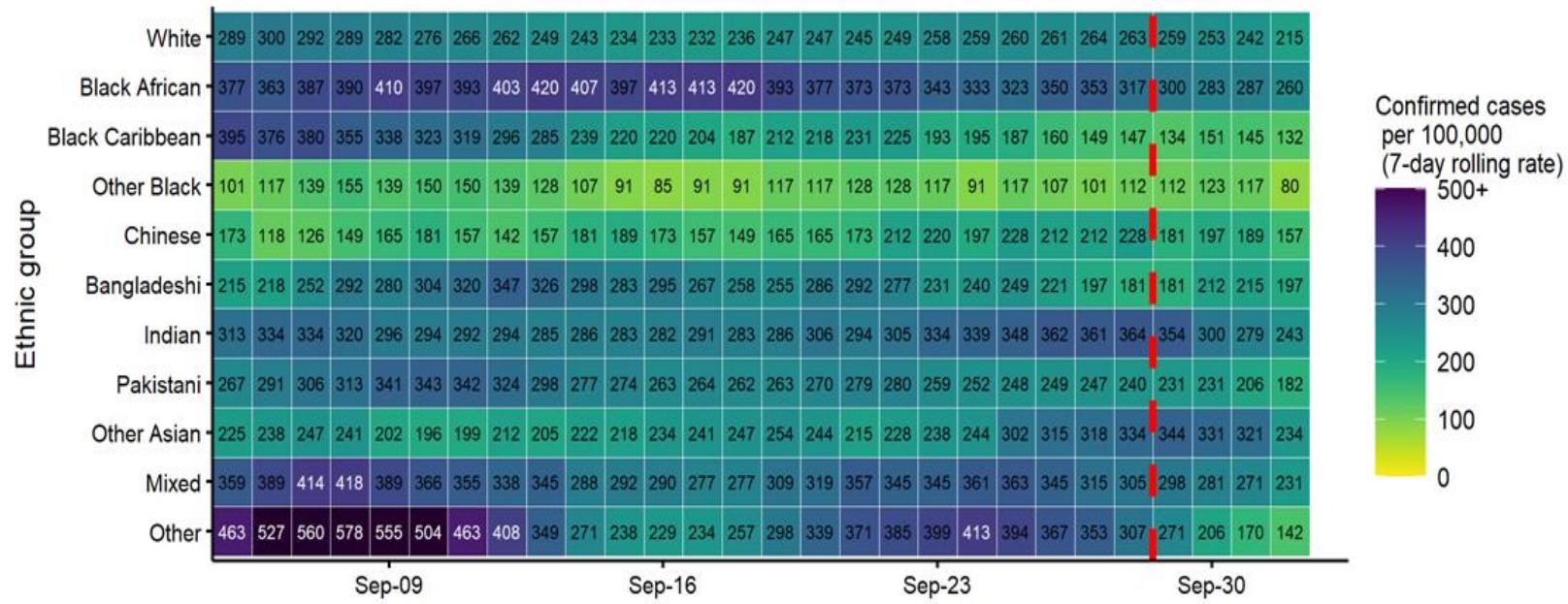
Case Rate by Ethnicity

- The Asian ethnic group saw the largest decrease this week – falling 21% from 220/100k in week ending 26th September, to 173/100k in the week ending 3rd October.
- This was followed by the Mixed/Other ethnic group, which decreased by 20%, from 222/100k to 177/100k.
- Case rates in the White ethnic group fell 13% from 226/100k to 196/100k, although case rates remain highest in this group.
- In the Black ethnic group, case rates remain the lowest at 154/100k, a 9% decrease compared to 170/100k in the previous week.



Cases for week ending 3rd October 2021 are likely to be under-estimated due to time lags in reporting.

Ethnicity-Specific 7-day Rolling Case Rates per 100,000 Population in Birmingham: 5th September to 2nd October 2021

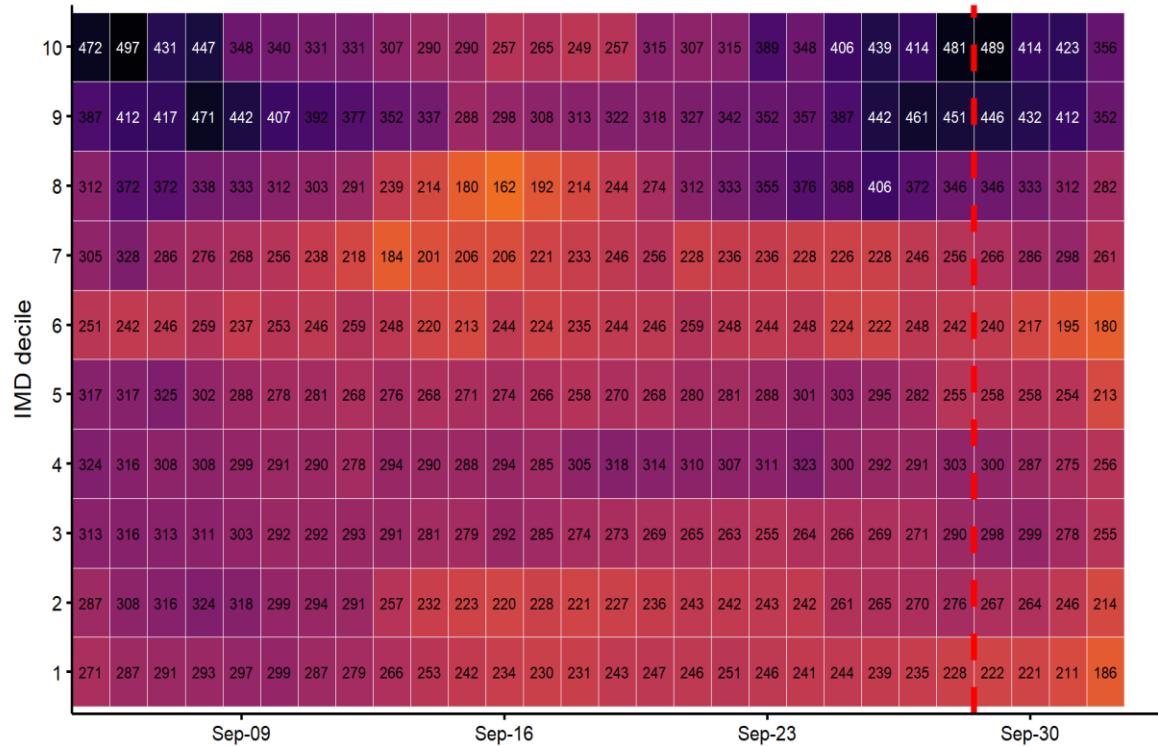


Date

Excluding 4.3% ethnicity data classified as Na or Unknown.

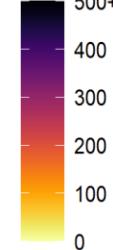
The red dashed line denotes the 4 most recent days data are provisional.

Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 5th September to 2nd October 2021



Using Index of Multiple Deprivation (IMD) of LSOA of usual residence (1 = most deprived; 10 = least deprived).

Confirmed cases per 100,000 (7-day rolling rate)



Where an IMD is not present in local denominator data, it is not shown.

The red dashed line denotes the 4 most recent days data are provisional.

NHS Situations

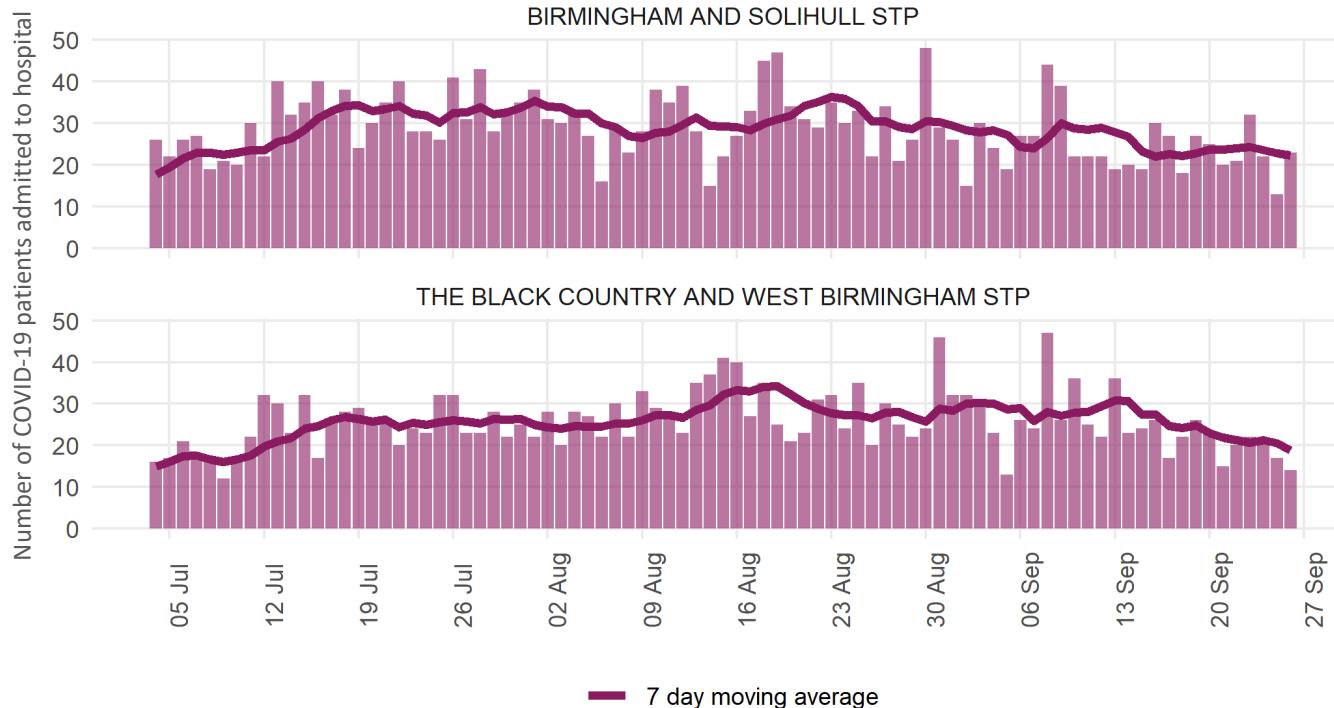


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Hospital Metrics Data

Hospital Trust	C-19 daily admissions 26/09	Hospital in-patients 28/09	Patients in Mechanical ventilation 28/09
University Hospitals Birmingham NHS Foundation Trust	18	152	26
Sandwell & West Birmingham Hospitals NHS Trust	5	55	5
Birmingham Community Healthcare NHS Foundation Trust	2	1	NA
Birmingham Women's & Children's NHS Foundation Trust	2	4	1
Birmingham & Solihull Mental Health NHS Foundation Trust	1	1	NA

Daily number of COVID-19 patients admitted to hospital in the Sustainability & Transformation Partnerships (STPs) associated with Birmingham, 4th July to 26th September 2021



Deaths

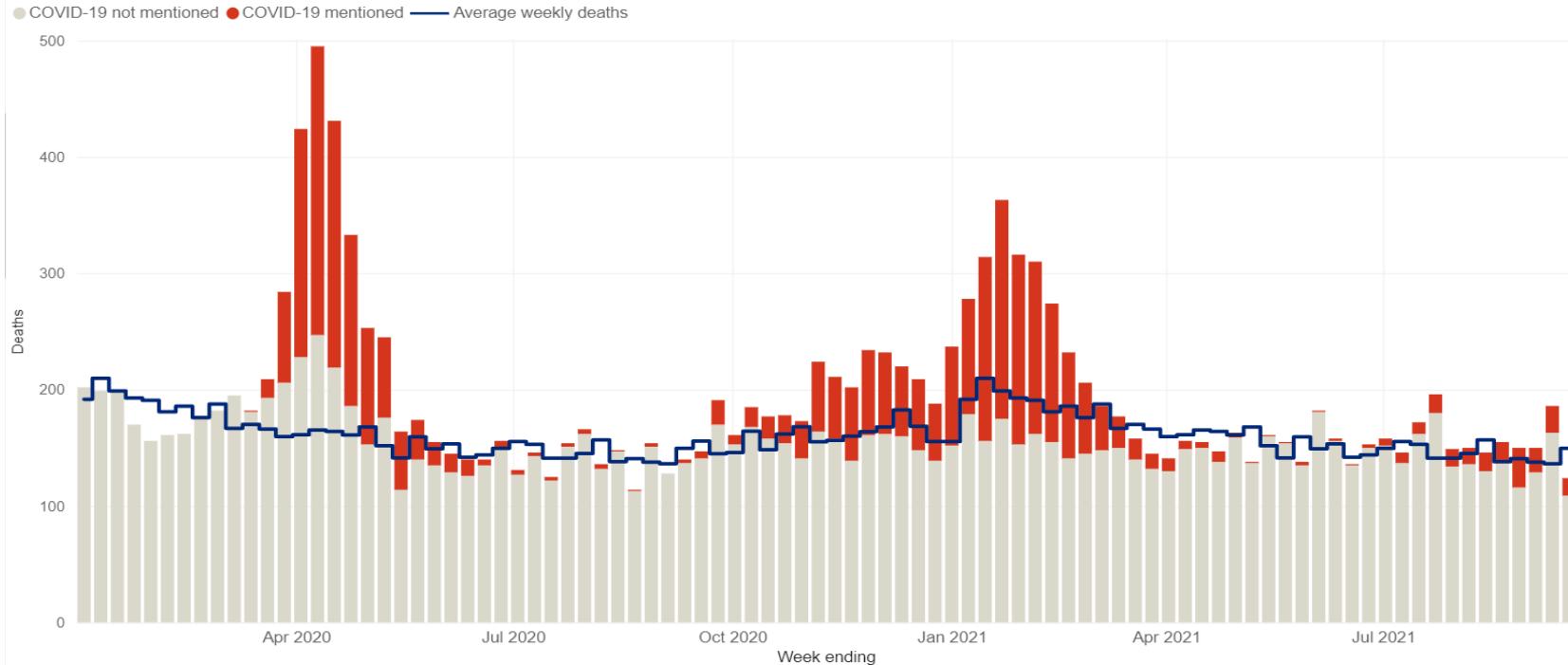


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Death Data

- Recent death data, where death occurred within 28 days of a positive Covid-19 test for the week ending 3rd October, reported **8 deaths**, equivalent to a death rate of **0.7/100k** population.
- More accurate data based on Covid-19 being mentioned on the death certificate is more historical. The most recent week reported is for week ending 17th September, which reported **28 deaths** registered in Birmingham. Of which, 24 occurred in hospital and 4 at a care home.

Excess Death: All Deaths up to 17th September



COVID deaths remain low and there have been no excess deaths (deaths above the 5 year average) in Birmingham in the last reported week.

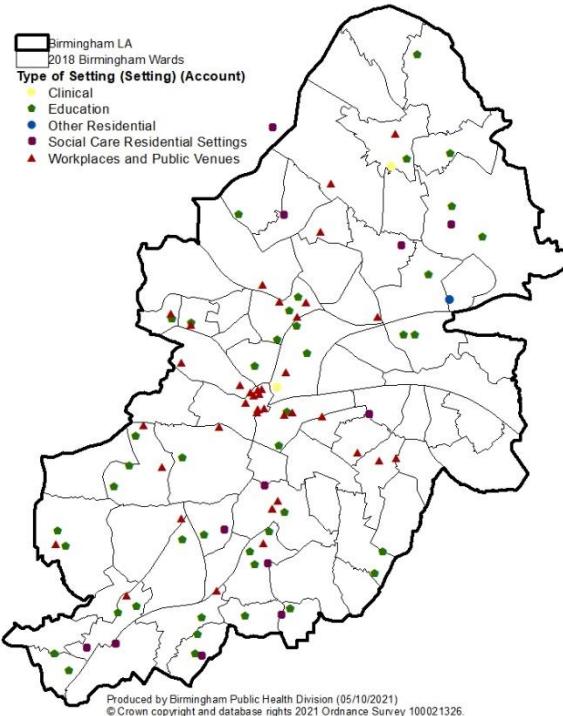
Situations



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Situations by Setting Type
27th September - 3rd October 2021

Confirmed Situations in Birmingham: for the most recent 7 days



Type of Situation 27th September - 3rd October

Outbreak	Cluster	Exposure
26	16	64
↓ -1	↓ -10	↑ 9

- 106 situations were reported in the week ending 3rd October 2021: 26 Outbreaks, 16 Clusters and 64 Exposures.

- Education settings reported 50 situations.
- Workplace and Public Venues settings reported 41 situations.
- Social Care and Residential settings reported 12 situations.
- Clinical settings reported 2 situations.
- Other Residential settings reported 1 situation.

Cases for week ending 3rd October 2021 are likely to be under-estimated due to time lags in reporting.

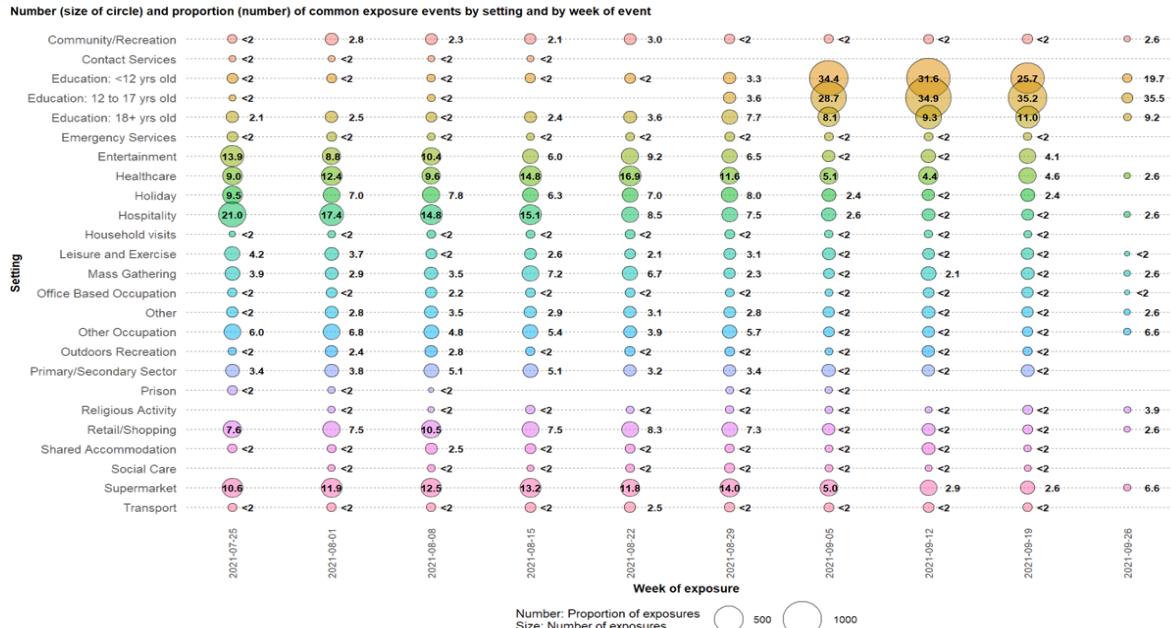
Weekly situation narrative

27th September – 3rd October 2021

- The HPR Team updated 191 notifications on the App during the week 27th September – 3rd October. Of these, 106 were current situations.
- Education notifications had 50 current situations. There were 25 outbreaks, of which 8 had 10 cases or more.
- Clinical, Residential & Adult Social Care had 15 current situations. There was 1 outbreak in a Social Care Residential Setting.
- Workplace & Public Venue had 41 current situations. There were no outbreaks.

Common Exposure Events Reported by Cases Resident in Birmingham

Number & percentage of weekly exposures by setting: 25th July to 2nd October 2021



- Over the last week, most common exposures occurred in the **Education 12 to 17 yrs old** setting, followed by the **Education <12 yrs old** and **Education 18+ yrs old** settings. Many other settings that have been stable for the last 3 weeks are now increasing.

- Common exposures **are not** proof of transmission in a setting but provide evidence of where transmission **might** be taking place.

Reported in the 2-7 days before symptom onset, where at least 2 cases visit the same property 2-7 days before symptom onset and within 7 days of each other, by setting type and date of event. Data is grouped by 7 day period. The most recent 14 days may not have complete data yet.

Contact Tracing



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Contact Tracing Local Authority Partnership

Service Highlights

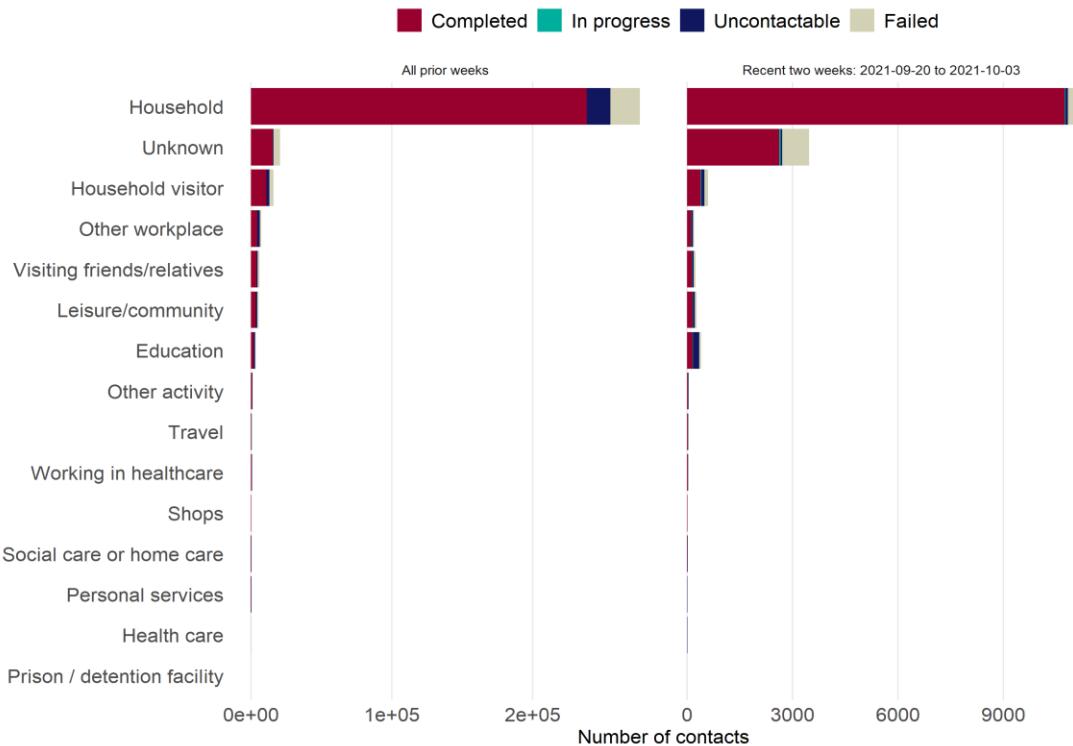
- Contact Tracing Service now **covers all Birmingham wards in LTP and 14 wards in Local-4** and is currently **operating in Hybrid mode**.
- A team **providing face-to-face visits** is in place for positive cases that:
 - **cannot be reached by telephone** (3 attempts, including voicemail and texts). These are referred to Environmental Health for follow-up (approx. 2-3 cases/day at present)
 - **refuse to self-isolate**. These are referred to Environmental Health for follow-up visits (approx. 4 cases/day) and if necessary escalated to the Police
- The service also **provides support and welfare services to those who require food, financial or general support** during their isolation
- The **Integrated Tracing System (ITS)** which was due to replace the existing CTAS NHS system **has been postponed until further notice**

Latest Updates

- **Case Tracing:** For the **previous 7 days we have handled 980 cases** vs 1035 cases in the previous week. 713 of those had a successful outcome giving us a **completion of 73%**. The drop in cases is within normal fluctuation tolerance.
- **Welfare Support:** For the **previous 7 days we handled 241 support cases** vs 184 in the previous week.
- The **current estimated halving time in Birmingham is 53 days**. With an effective reproduction no of 0.95 vs previous week with a doubling time of 14 days and r number of 1.2 the previous week. Cases are stable overall in Birmingham however increasing within our Local-4 ringfence.
- At present we estimate **we would require 20 agents case tracing every day to return to the full Local-4 model**. In total we currently have 17 agents with approx. 12-14 on per week day and 4-6 per weekend. We are currently recruiting to backfill 2 leavers.
- **Hybrid Local-4 coverage changed to 14** wards from previous 19. This is due to an increase in cases in our selected wards. Our ringfence includes wards which are common university hot spots so that we can capture those cases and escalate them to the relevant teams within BCC. We have also seen the number of citizens autocompleting their form has dropped. We continue to cover all wards within an LTP model.

Test & Trace Contacts by Exposure/Activity Setting & Current Outcome:

28th May 2020 to 2nd October 2021



- Over the past 2 weeks, the most common exposure/activity setting has been the **Household**, followed by the **Unknown Category**.
- An increase in the **Household** and **Unknown** categories has been observed in the last two weeks. The 'Unknown category' is where data on exposure/activity setting were not provided.
- In the past two weeks, over 14,500 contacts were successfully completed, i.e. asked to self-isolate.

Data collected by NHS Track & Trace (NTAT).
Uncontactable cases: insufficient contact details provided to contact the person.

Failed contact tracing: contact tracing team attempted but did not succeed in contacting an individual.

Communications & Engagement



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Digital Engagement: September 2021



Communication Channels

Sharing useful contents using tools such as community videos promoting personal responsibility since 'COVID-19 is not over', featuring key stakeholders across the city in education, champions, businesses, faith and ethnic groups.

Online and Community Q&As, Radio, Podcasts & TV (with Dr Justin Varney or Public Health Consultant)

Wednesday 1st September - Q&A with Bahu Trust about vaccines within the Muslim community.

Friday 3rd September – New Style Radio interview on isolation updates and vaccine uptake within the city.

Tuesday 7th September – BBC WM interview on the drive time show about COVID-19 rates and return to education.

Tuesday 14th September – BBC WM Q&A on the latest COVID news.

Emails & Newsletters: Vaccines offer to various age groups, locations/sites for vaccine access, Birmingham vaccine survey, vaccine toolkit, testing, new guidance and isolation rules, long COVID-19 and any health priorities for communities.

Verbal: Word of mouth communication via communities about 'COVID-19 is not over', personal responsibility, 16-17, 18+ vaccination, testing, new isolation rules and support for education settings reopening in September 2021.

Digital Engagement: March to September 2021



Social Media – Healthy Brum August 25th – September 28th



Instagram
Reach – 4.3k
Impressions – 4.6k

Facebook
Post reach – 7.5kk
Engagement – 77

Twitter
Post engagements – 153
Post traffic (clicks) - 2.3K

Website Over 500,000 visits to COVID-19 pages

Website Updates:

- Translated Vaccine toolkit and Isolation support.
- Accessible BSL resources
- Champions COVID-19 dashboard
- Latest COVID-19 guidance and updates
- New Education guidance for reopening in September

Partner Website Updates

- Latest vaccination mobile van
<https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>
- Available communications shared:
<https://www.birminghamandsolihullccg.nhs.uk/get-involved/campaigns-and-toolkits>

Social media Key messages

COVID-19 risks and Safety tips

- Continued caution with relaxed restrictions (H-F-S-V)
- Return to education settings
- During Birmingham Pride
- Testing (LFD, PCR)

Vaccination

COVID-19 Q&As, safety, pregnancy, mandatory Care home staff & visitors, 12-15 years, 16-17 years and 18+, Survey, Flu vaccine, eligible [vaccine age groups webpage](#).

Wider Public Health topics

Mental Health, Creating a Bolder Healthier City, Sickle Cell Awareness

Communication and Engagement updates 28th September 2021

A selection of social media content published

Care Home Staff

Got a question about COVID-19 Vaccination and fertility or pregnancy?

Join our Facebook Live event with Dr Liz Howland, Consultant Obstetrician and Gynaecologist on Monday 13 September 2-3pm

 search  @uhbtrust on Facebook

 LIVE event

Questions can be submitted in advance of the event by emailing communications@uhb.nhs.uk

NHS
University Hospitals Birmingham
NHS Foundation Trust

If you work in a care home, it is a legal requirement to be double vaccinated by 11 November 2021. If you haven't already had your first vaccination, you will need to have it by 16 September.

Search 'COVID Vaccination Birmingham and Solihull'.

CARE HOME STAFF

16 SEP

TIME IS
RUNNING
OUT

0:24 | 50 views

CARE
providing care services

September is Sickle Cell Awareness Month.

Individuals with Sickle Cell Disease are classed as 'extremely clinically vulnerable' and are at a higher risk of becoming seriously ill if they get COVID-19.

For more information, visit: ow.ly/Itdp50G8ZIp

September is National Sickle Cell Awareness Month

Did you know?

Individuals with Sickle Cell Disease are classed as 'extremely clinically vulnerable' as they have a weaker immune system.

They are at a significantly higher risk for becoming seriously ill if they get COVID-19.

All available COVID-19 vaccines can be given to those with Sickle Cell Disease.

The best way for individuals with Sickle Cell Disease to protect themselves from COVID-19 is to be fully vaccinated.

Got questions about the vaccine?

Take a look at this video by The Sickle Cell Society to hear those with Sickle Cell discuss their thoughts on the vaccine.



Healthy Brum  @healthybrum · Sep 10
Today is #WorldSuicidePreventionDay

#Suicide is a global public health issue.
All ages, sexes and regions of the world are affected.

There is a lot we can do to prevent suicide ow.ly/Ge6V50G7zC9

Birmingham Pride
25th-26th September



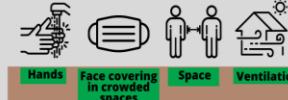
Please take
LFT test before
attending

Please do not attend if unwell

@Healthybrum

Let's keep our school
Healthy Brum  @healthybrum

**CLEAN,
SAFE
& GERM-FREE!**



**Covid-19 is still
with us**

Student Safety is our Priority!



There are two essential vaccines that you may need this winter - flu and COVID-19 booster. Vaccines are the best way to protect yourself, friends and family from these dangerous viruses.

Find out if you're eligible now at nhs.uk/wintervaccinations

Healthy Brum  @healthybrum · Sep 23

The Birmingham Health and Wellbeing Board @bhwbb is seeking views on its new strategy: Creating a Bolder, Healthier City. The strategy sets out its ambitions to improve health and wellbeing and tackle health inequalities. Please have your say: bit.ly/3CyzQN8H



Making a positive difference every day to people's lives



Proud
HOST
CITY



Communication and Engagement updates 28th September 2021

A selection of social media content published



SEND and Specialist Settings

September 2021 Updated guidance
What's changed and what do you need to know?

Lateral Flow Testing

You should now **regular testing twice per week** when attending your setting. You should complete a test **before** your first day back.

If you need additional assistance with completing a lateral flow test, you could visit a **lateral flow test site** instead of conducting home testing.

For more information on testing, please scan the QR code or visit <https://www.nhs.uk/conditions/coronavirus-covid-19/testing/>

Masks and Social Distancing

- No bubbles or social distancing rules will be in place
- Face coverings will no longer be compulsory for anyone aged 18 and over
- Face coverings are still recommended for busy and crowded spaces
- Clinically extremely vulnerable** (CEV) individuals will continue taking **extra precautions** to stay safe

Staying Safe

Some ways you can continue to stay going forward may include:

- Getting vaccinated against COVID-19**, especially if you are clinically vulnerable
- Socialising in well ventilated spaces and outdoors, where possible
- Keeping up with regular handwashing

NHS COVID-19 Vaccination Service

One in five pregnant women admitted to hospital with COVID-19 symptoms gave birth prematurely

WELCOME BACK to School!

Remember to take a Lateral flow test twice a week

Healthy Brum

Birmingham City Council

Step outside

It will be good for your wellbeing and will break up your day

Healthy Brum

What is the difference between Lateral flow test (LFT) and a Polymerase chain reaction (PCR) ?

A LFT test is:

Fast and simple way to test people **who do not have symptoms of COVID-19**, but who may still be spreading the virus

Those who test positive **must** immediately self-isolate to avoid passing the virus on to others.

A PCR test is:

Used to **confirm a suspected case of COVID-19**, where the person is showing symptoms

Samples for PCRs have to be sent to a lab so often take between 24 hours to three days to return a result

If you have symptoms of COVID-19, do not visit a rapid lateral flow site. Self-isolate straight away and get a PCR test.

If you would like to **#Grabajab** this Saturday in Birmingham-

25 September 2021

Handsworth Wellbeing Centre, Holly Rd, Handsworth, Birmingham B20 2BY.
9:30am to 3:30pm - 16+

Masjid Al Falaha, 32 Trinity Road, Handsworth, Birmingham B6 6AL.
10:00am to 5:00pm - 16+

1 5 111

FRESHERS CHECKLIST

- Get your vaccinations
- Pack to move into halls of residence
- Take a LFT before moving in
- Find out from your university what their guidance is

@Healthybrum

Vaccines will be offered through your schools vaccination programme

Ensure you have a signed consent form from a parent/guardian or talk to your school

Healthy Brum

find more [@healthybrum](https://www.healthybrum.com)

BIRMINGHAM 2022 commonwealth games

Proud Host City

Birmingham City Council

COVID Champion Programme

Coverage of champions across all 69 wards – at 28th September 2021

- 817 Community Champions + 65 Youth Champions + 20 Business Champions

Ongoing work:

- Collaboration with champions to obtain feedback about communities.
- Raise awareness on COVID-19 updates, continued caution and personal responsibility.
- Analysis of representation at ward and demographic level for recruitment plan.
- Thematic analysis of key themes (inbox, webinars & social media).
- Engagement via fortnightly webinars (next one 29th September).
- Vaccination Toolkit co-created to support champions and their communities.
- Recruitment of new champions and engagement via regular meetings.
- Independent review of champions programme ongoing, reviewers held focus groups and individual interviews with champions. Awaiting findings.
- Good representation of people from different faiths and LGBTQ+ communities. Underrepresentation from the following groups; males, Bangladeshi community, Black Caribbean community, young people and people with disabilities.
- Top topics: Vaccines: safety, booster, 12-15 years, GP access issues, Covid rates.

Birmingham COVID-19 Champions as at 30th September 2021

Local Authority Count

Birmingham - 708

All Other Local Authorities - 109

2018 Birmingham Wards

Birmingham LA



Produced by Birmingham Public Health Division (30/09/2021)
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Want to become a COVID Champion?
Follow the link below:

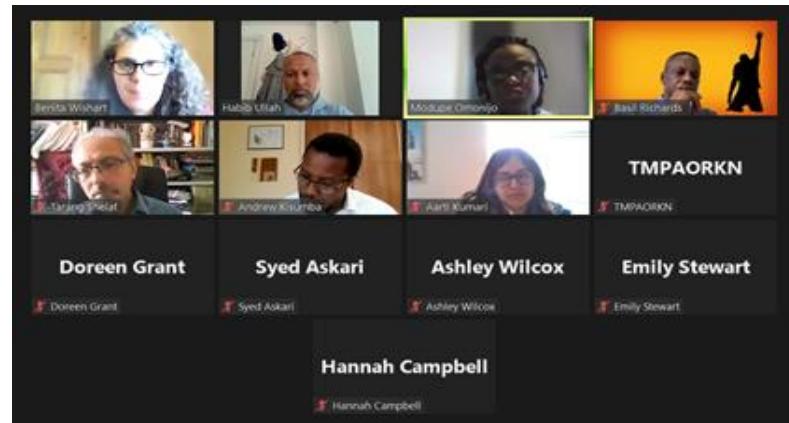
https://www.birmingham.gov.uk/info/50231/coronavirus_covid-19/2256/covid-19_community_champions/3

Engagement with Faith Groups



Over the last month we have continued to

- Birmingham Masjids, Black Led Churches and Interfaith group fortnightly meetings to share COVID-19 updates.
- Increased awareness about vaccines including safety, boosters, 12-15 vaccine roll out, new COVID-19 guidance, isolation rules and testing.
- Increased messaging about mobile vaccination van and the wards being deployed and target engagement to increase uptake.
- Working with and supporting Black Faith Leaders to offer mobile vaccine vans within West Birmingham areas with low vaccine uptake and address concerns such as violence towards NHS staff.
- Share resources with accurate information and interpret faith group guidance to inform congregations and support addressing misinformation.
- Continue to share examples of COVID -19 messaging materials and resources produced by faith groups on social media and other channels.
- Fortnightly meeting with places of worship in partnership with Environmental Health to support with operational issues, day to day communal worship, cleaning, risk assessments etc
- COVID Charter:
https://www.birmingham.gov.uk/info/50231/coronavirus_covid-19/2336/covid_charter_for_faith_settings

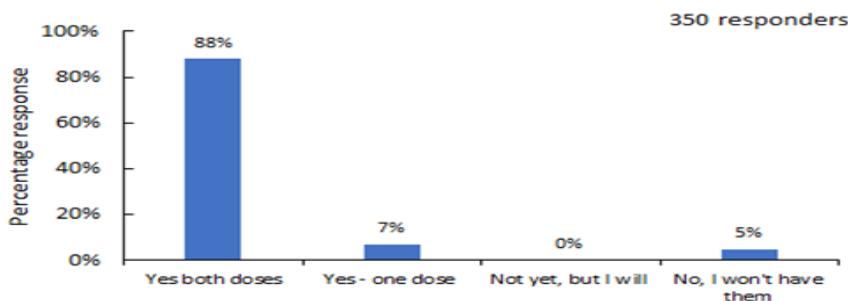


Community and Partnership engagement

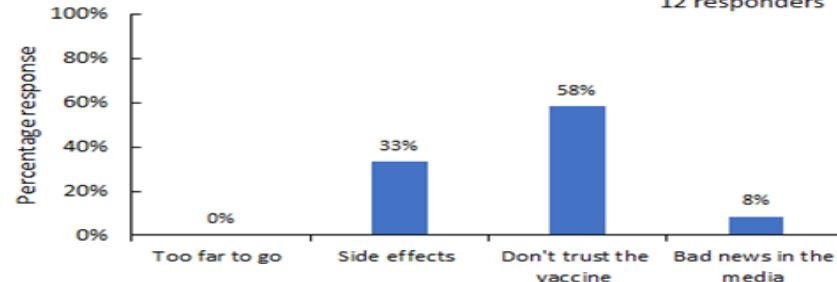
Feedback from 1-min Birmingham vaccine online survey via Survey Monkey & Twitter from 12/08/21 to 26/08/21



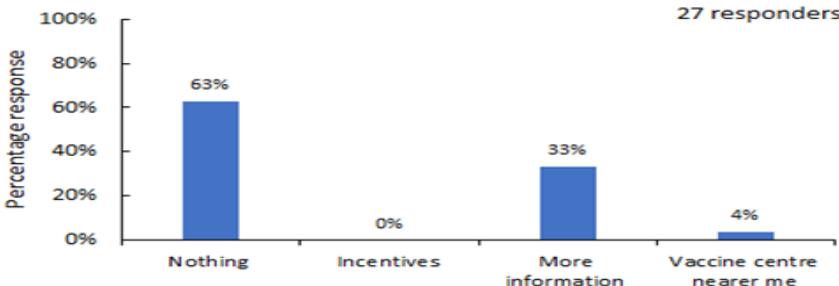
Q1: Have you had your Covid-19 jabs?



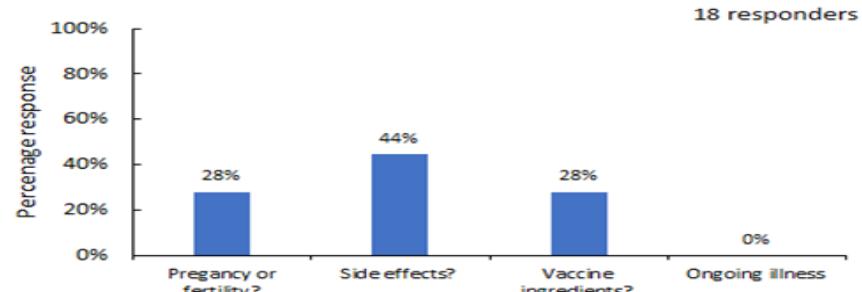
Q2: If you don't want your jabs, please tell us why



Q3: What might make you change your mind about getting your jabs?



Q4: If you need more information, is it about ...



Community and Partnership engagement

Community vaccine engagement by Solutions4Health from 15th July to 12 August 2021



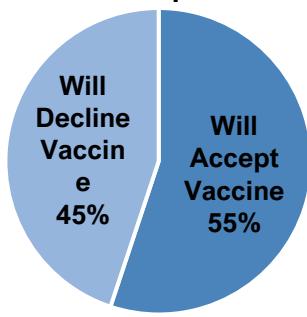
1,474 people across 208 postcode areas.

Wards covered: Small Heath, Bordesley Green, Ladywood, Winson Green, Bordesley & Highgate, Newtown, Aston, Nechells, Soho & Jewellery Quarter, Birchfield, Perry Barr, Handsworth, Holyhead, Lozells.

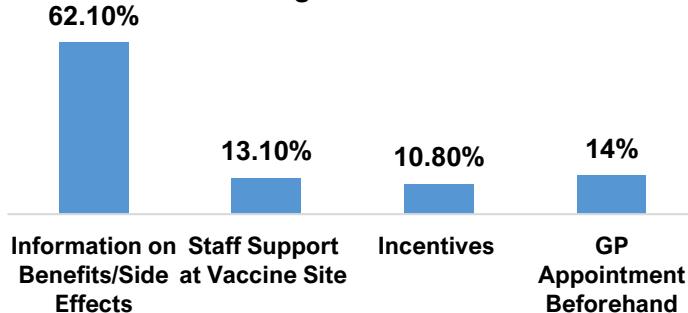
Continuous sharing of learning with key stakeholders including champions and faith groups.

COVID-19 Vaccination engagement campaign by commissioned partner to understand the views of diverse citizens across different occupations, ethnicities and targeting wards with low vaccine uptake.

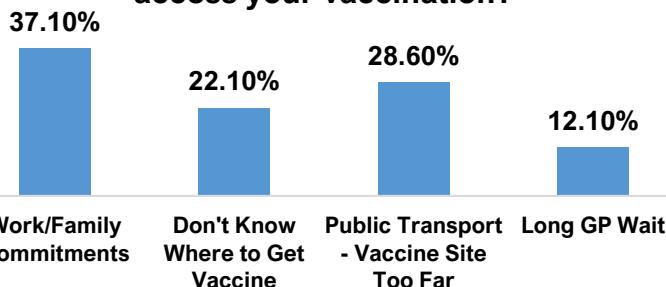
Vaccine Acceptance Amongst all Participants



"Would anything change your mind about taking the COVID-19 vaccine?"



What obstacles are you facing to access your vaccination?

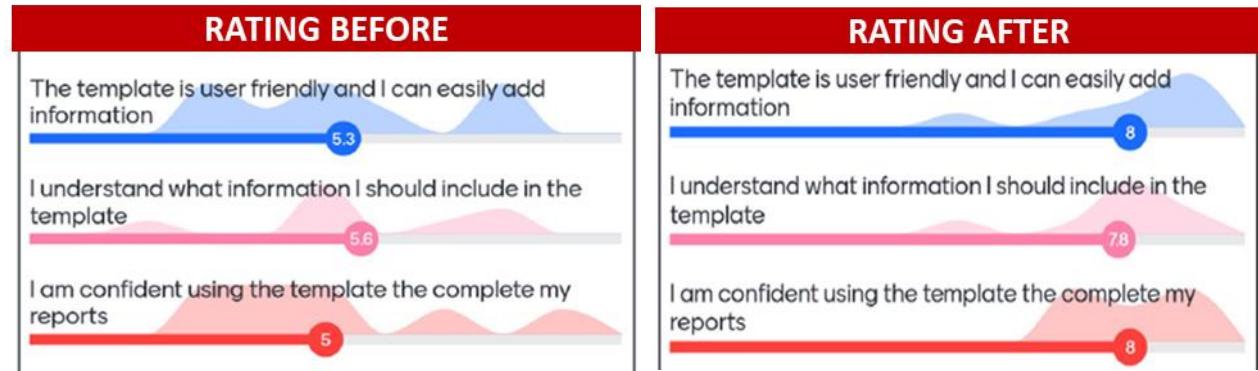


Community and Partnership engagement

Community Provider Training- Online Workshop on 24th September 2021



- Aim:** to improve the quality of reporting from commissioned providers.
- 8 representatives attended** the workshop.
- Attendees were either individuals who work directly on the project reports or delegated team members who would feedback information to appropriate people.
- Learning was shared via slides with all commissioned providers.
- Provider feedback was collected at the start and after the workshop.
- Average rating increased by **2.6 points** after the workshop which indicates that the providers found the workshop helpful.



Community and Partnership engagement

COVID-19 Champion Programme



Why join the programme?

- Receive the latest information about COVID-19 directly from the Public Health team.
- Invitations to exclusive webinars and the opportunity to speak to topic experts.
- The ability to ask the Public Health team questions and to let us know what is and isn't working within your community.
- Together, we can make sure that everyone in Birmingham has the information they need to stay safe and healthy.

Programme requirements:

- Fortnightly virtual meetings
- Share COVID-19 information in local neighbourhoods
- Feedback local concerns/intelligence to Public Health to shape delivery/support

The Programme's next steps

- We want to ensure our Champions are representative of Birmingham's diversity
- [We want to hear from you](mailto:Habib.Ullah@birmingham.gov.uk)

Please get in touch

Let's work together to discuss how we can recruit champions to support your community and ensure they have the information they need

Habib.Ullah@birmingham.gov.uk

Making a positive difference everyday to people's lives



Working with communities and commissioned providers to drive recruitment of COVID-19 Champions and increase representation.



Dr. Mustapha Bittaye



"There is no limit to what you can achieve as Black scientists"



Dr. Kizzmekia Corbett

Dr Corbett worked as the **scientific lead** for the COVID-19 vaccine team at NIH's vaccine research centre. When the pandemic emerged, Dr Corbett took the critical first steps in developing what would become the **Moderna and Pfizer/BioNTech mRNA vaccines**.



CLICK for VIDEO

12-15 years vaccine content was created in response to provider feedback and requests for targeted content for CYP.

Further Work in Development

▪ Representation

- Continue to work on 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.

