

Birmingham Local Outbreak Engagement Board COVID-19 Overview

Birmingham Public
Health Division
29/06/2022



Overview



Policy Update (1)

▪ Living with COVID

- No legal requirement to isolate, if test positive - adults should try to stay home for 5 days, students and those under 18 should try to stay home for 3 days.
- If in close contact with a positive person or stayed overnight in the same household, advice is to avoid infected person, high risk person, crowded places, wear a face mask and practice good hand hygiene.

▪ Testing

- No more free universal testing for the general public. Healthcare/social care staff, older age groups and those most vulnerable will still get free tests.
- Free testing is available for people with symptoms if they are patients in hospital or eligible for treatments as they are at higher risk of getting seriously ill from COVID-19.
- The government will retain the ability to ramp testing back up in the NHS and other settings if necessary.

Policy Update (2)

■ Vaccine

- Vaccines and treatments continue to form the "first line of defence".
- Care home residents, those over 75 or the most vulnerable are now being offered a spring COVID-19 booster.
- The Joint Committee on Vaccination and Immunisation has recommended an additional autumn booster for care home staff and residents, frontline health and social care workers, all those aged 65 and over, and those 16-64 years old in a clinical risk group.
- People aged 12 and over who had a severely weakened immune system at the time of their first two doses of COVID-19 vaccine are now being offered a:
 - Third primary dose
 - Booster dose
 - Spring dose

Figures from the GOV.UK website indicate that 68.6% of the Birmingham population aged 12 years and over have had their 1st vaccine dose, 63.2% their 2nd dose, and 42.0% their booster dose. This compares to 93.1%, 87.1% and 68.5% in England.

Key Message from UKHSA (1)

Living with COVID-19

“**Five things** you can do to help yourself and those around you:

- **Get vaccinated** to reduce risk of becoming seriously ill and to protect others.
- Wear a **face covering** in crowded and enclosed places.
- Let in **fresh air** when you meet others indoors, especially if they're at high risk from Covid-19.
- **Wash your hands** regularly for at least 20 seconds.
- **Stay at home** and get tested if you have symptoms.

Let's all keep **helping each other.**”

Key Message from UKHSA (2)

“Feel unwell or have a temperature, with COVID-19 or flu-like symptoms?

Four things you can do:

- **Try to stay at home**, avoid contact with others.
- **Try to work from home** if you can.
- **Got a medical or dental appointment, or someone doing work at your home?** Let them know about your symptoms.
- **If you leave home, wear a face covering**, avoid crowded or enclosed places and stay away from those at high risk from COVID-19.”

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

Coronavirus in Birmingham

Total deaths

(Data up to 24 Jun)

3,603

Latest daily figure

0

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 24 Jun)

350,762

Latest daily figure

211

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 27 Jun)

34,733

Latest daily figure

49

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation Operational Dashboard

Over 60's cases

(Data up to 25 Jun)

41,478

Latest daily figure

35

60+ new cases

60-day trend

(based on seven-day averages).



Source: UKHSA



**A BOLDER
HEALTHIER
BIRMINGHAM**





PROUD
HOST
CITY



Cases & Vaccination Summary

Case rates to 23 June 2022:

- In the **28 days** up to 23 June, the case rate was **309.2/100k**, an **increase of 35%**  compared to 229.8/100k in the previous 28 days (29 April-26 May).
- In the **7 days** up to 23 June, the case rate was **123.9/100k**, an **increase of 45%**  compared to 85.2/100k in the previous 7 days (10-16 June).

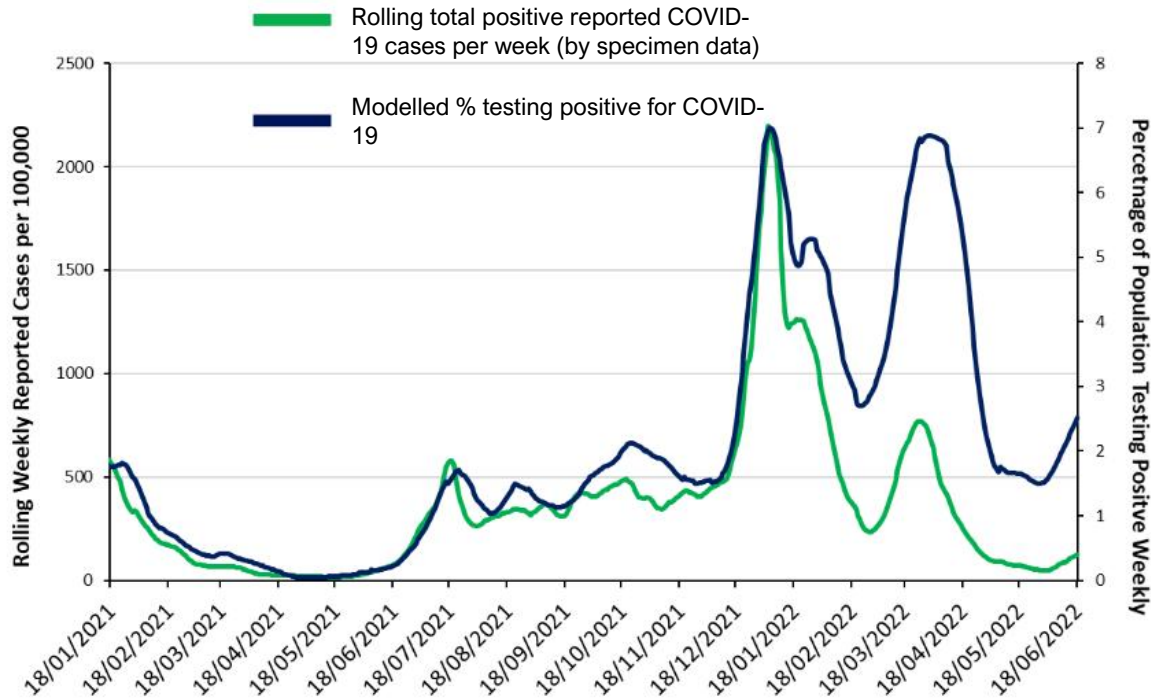
Vaccination aged 12+ (as at 27 June)

- 1st Dose: 68.5%
- 2nd Dose: 64.0%
- Booster Dose: 43.3%

Please note: NHS Test & Trace COVID-19 Testing Dashboard has ceased reporting.

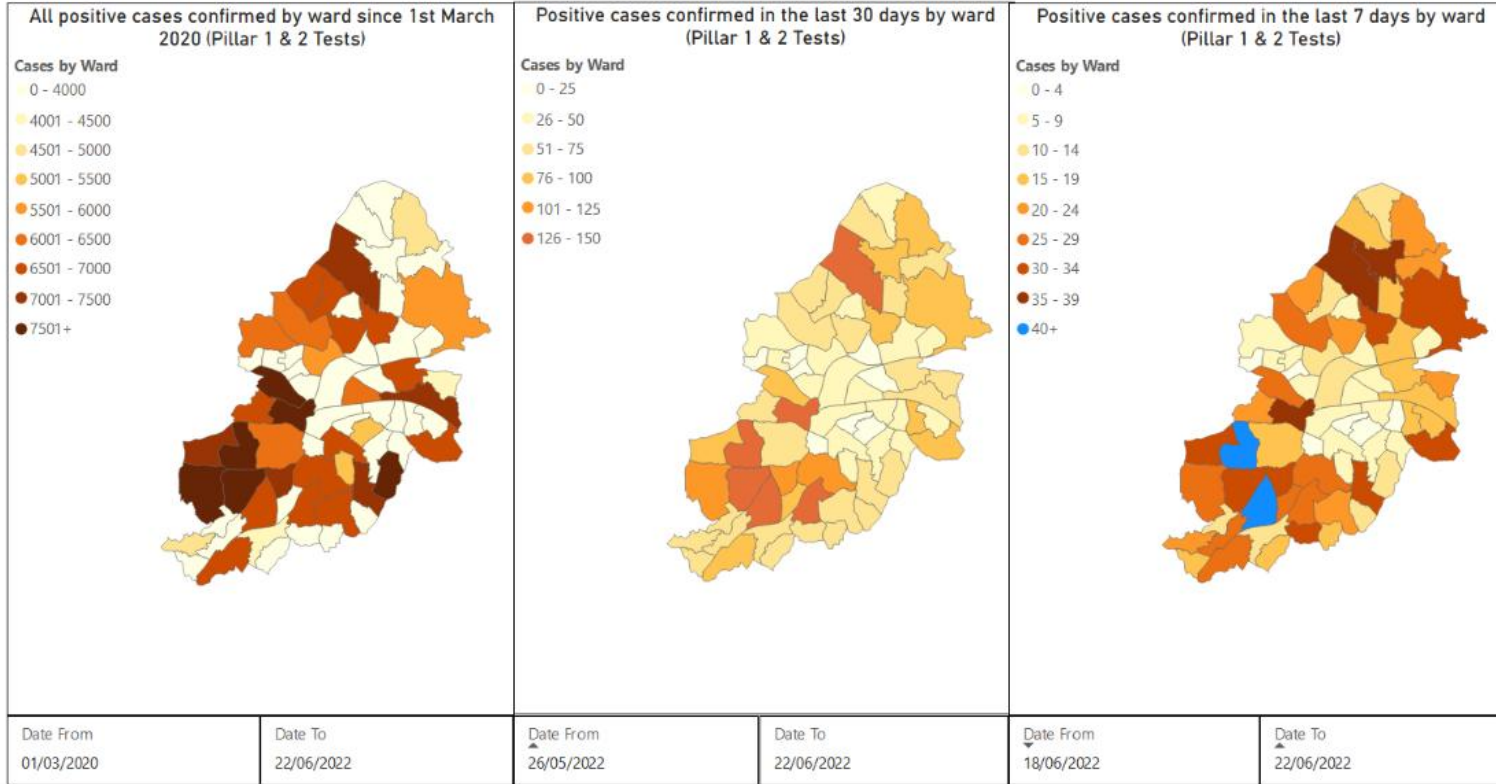
ONS COVID-19 Infection Survey 24 June 2022

West Midlands ONS Modelled Weekly Positivity Percentage and Rolling Weekly Reported Case Rate per 100,000



- The latest ONS Infection Survey published shows modelled cases in the West Midlands to be rising in the most recent weeks. This trend is reflected by a small increase in reported cases in the West Midlands.
- Up until the end of 2021, we have seen a strong correlation between ONS measured COVID-19 prevalence (*blue line*) and reported cases (*green line*). However, from mid-January 2022 this **correlation has been broken**, coinciding with a reduction in community testing and restrictions. This suggests that **COVID-19 cases could be far higher than those reported**.
- ONS estimates predict that in week ending 11 June, up to **29,654** cases could have occurred in **Birmingham**, compared to the 1,051 cases that were reported. This has increased compared to the previous weeks estimate of 23,951, and may suggest an increasing trend in cases.

Confirmed Cases by Ward for Pillar 1 and 2 Tests



Total

Last Month

Last Week

- There has been an increase of 45% in confirmed cases over the last two weeks.

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Top Ten Case Rates by Ward

Ward	Previous month, 29 April to 26 May 2022		Current month, 27 May to 23 June 2022		Change between last two months	Absolute difference (comparing this month against last month)	
	Cases	Rate	Cases	Rate	%	Absolute difference	
Bournville & Cotteridge	73	461.9	131	730.8	58%	268.9	↑
Stirchley	38	444.3	68	679.7	53%	235.4	↑
Sutton Trinity	42	419.8	62	668.6	59%	248.8	↑
Northfield	43	367.0	67	661.8	80%	294.8	↑
Yardley East	39	420.6	62	605.1	44%	184.5	↑
Sutton Wylde Green	41	418.1	50	584.7	40%	166.6	↑
Brandwood & King's Heath	86	346.6	105	567.6	64%	221.0	↑
Sutton Reddicap	70	316.6	52	525.5	66%	208.9	↑
Sutton Roughley	35	341.4	60	520.3	52%	178.9	↑
Highter's Heath	27	263.5	55	502.5	91%	239.0	↑

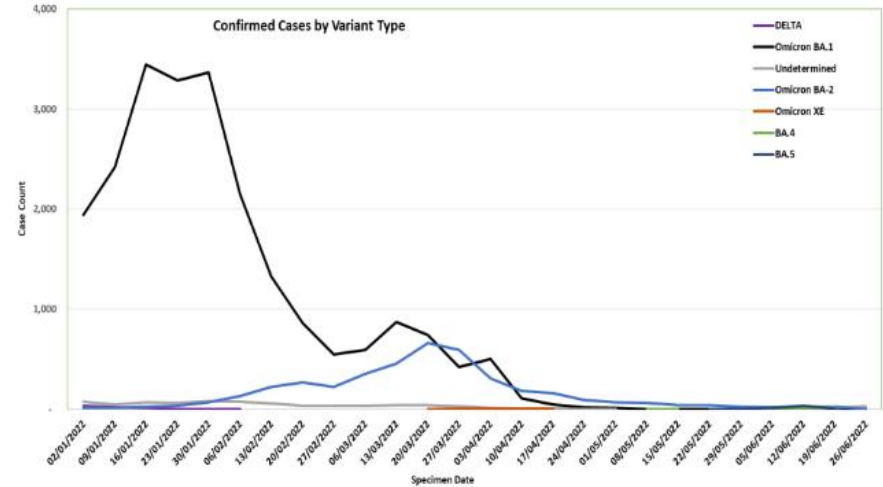
Variants of Concern



Variants of concern

- Recent trends show a sharp decline in Omicron BA.1 (VOC-21NOV-01). This may be due to the ending of mass testing.
- With community testing reduced, the SIREN study will become increasingly important in monitoring infection trends and emerging variants to inform National COVID-19 response.
- Since the beginning of January 2022 (up to 24 June 2022), 27,692 cases of COVID-19 in Birmingham have been sequenced to identify variants.
- Around 82% (22,659 / 27,692) of these cases are of the Omicron BA.1 variant.
- Of these, 9,053 are confirmed and 13,610 are probable cases. 12% of these cases are re-infections.

Distribution* of COVID-19 cases (by variant type) in Birmingham ~ Jan 2022– June 2022



* UKHSA Situational Awareness Explorer

Variants of concern (2) **

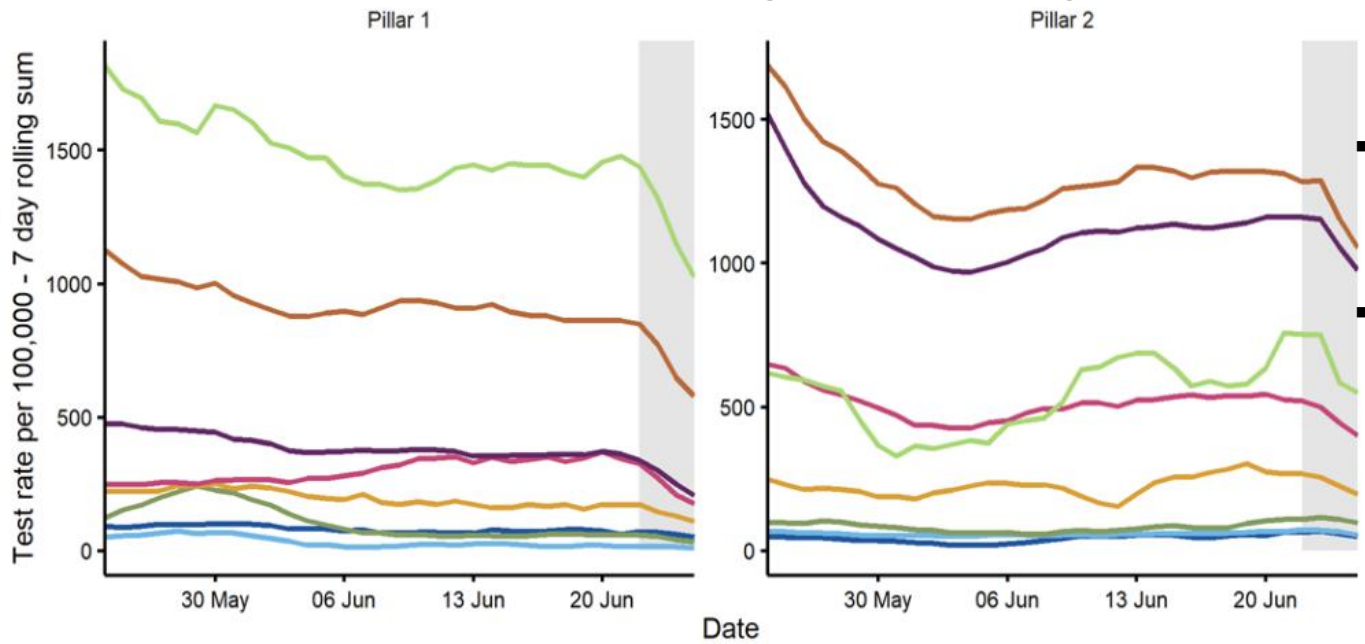
- There are currently 478,692 BA.2 variant (Omicron sub lineage - VOC-22JAN-01) cases in the UK, of which 71% (340,635 /478,692) are in England.
- A variant known as Omicron XE (a recombinant of Omicron BA.1 and BA.2 was identified in England on 19 January. As of 17 June, 2,072 cases have been recorded.
- In May 2022, VOC-22APR-03 (Omicron sub-lineage BA.4) and VOC-22APR-04 (Omicron sub-lineage BA.5) were designated variants of concern (VOCs) in the UK.
- Omicron BA.4 currently has 1,187 cases confirmed, and Omicron BA.5 has 1,688 confirmed cases in the UK. Omicron BA.4 and BA.5 are becoming dominant in the UK and are driving the recent increase in infections. The impact of these variants is still uncertain. However, the rise in cases is not translating to a rise in severe illness and deaths.
- Evidence is still being gathered to establish transmissibility, severity and the effectiveness of existing vaccines.

** Variants: distribution of case data, 17 June 2022 - GOV.UK (www.gov.uk)

Testing



Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 24 May to 26 June 2022



— 0-4 — 5-10 — 11-16 — 17-18 — 19-24 — 25-59 — 60-79 — 80+

Excluding 117 tests with missing age data.

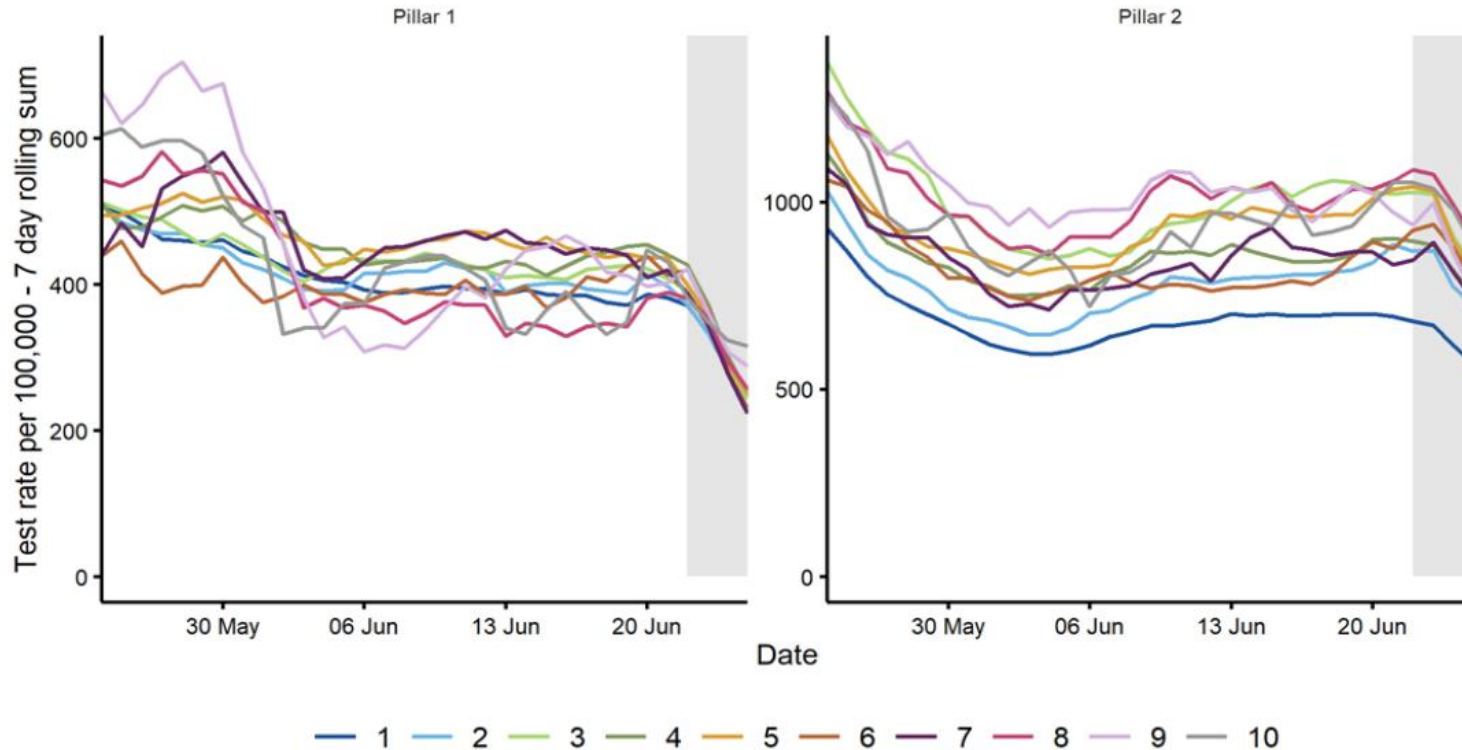
- Testing rates have been fairly stable since the peak in January.
- For both Pillar 1 and Pillar 2 testing, the highest test rates are in the same 3 older age groups, 60-79yrs, 80+yrs and the 25-59yrs.

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

Source: UKHSA COVID-19 Local Authorities Report Store



Index of Multiple Deprivation-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents: 24 May to 26 June 2022



- Discounting the last 4 provisional days, testing rates remain low but stable in all IMD bands.

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

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.

Source: UKHSA COVID-19 Local Authorities Report Store

Case Demographics



Cases by Week & Age Group

- In the 7 days up to 23 June, cases increased in all age groups.
- The largest increase was 61%, in the 40-59 age group, followed by increases of 42% in 0-19 age group, and 41% in 20-39 age group.
- The 40-59 age group accounted for 37% of all cases, followed by ages 20-39 (32%) and 60-79 (19%).
- ONS modelled estimates (slide 8) suggest that there is under-reporting in all age groups.



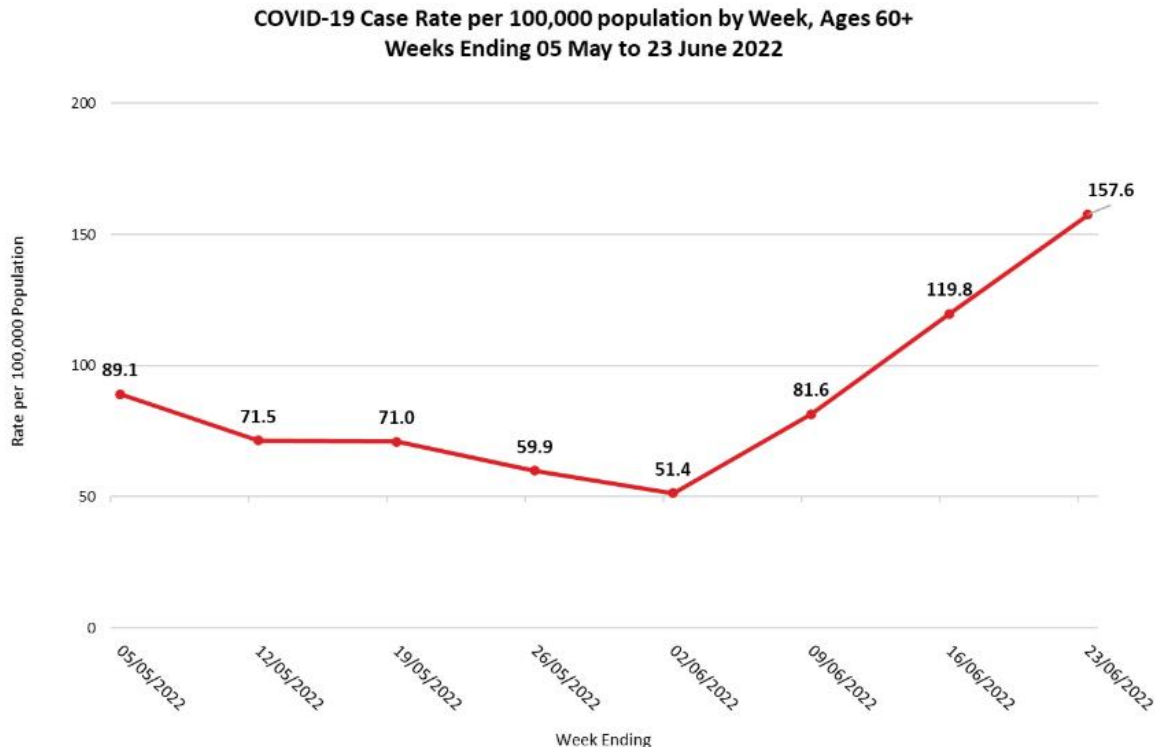
Cases are grouped by week ending Thursday

Case data is less reliable due to decreased testing (following the end of universal testing) and the discontinuation of waste water analysis in April. Cases reported here are those positively identified in the city via a PCR or LFD test.

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Case Rate in Population aged 60+ years

- Case rates in the 60+ age group have been rising over the last three weeks.
- In the 14 days up to 23 June, the case rate increased by 93%, from 81.6/100k on 9 June to 157.6/100k on 23 June.



Case data is less reliable due to decreased testing (following the end of universal testing) and the discontinuation of waste water analysis in April. Cases reported here are those positively identified in the city via a PCR of LFD test.

Cases are grouped by week ending Thursday

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Case Rates by Ethnicity

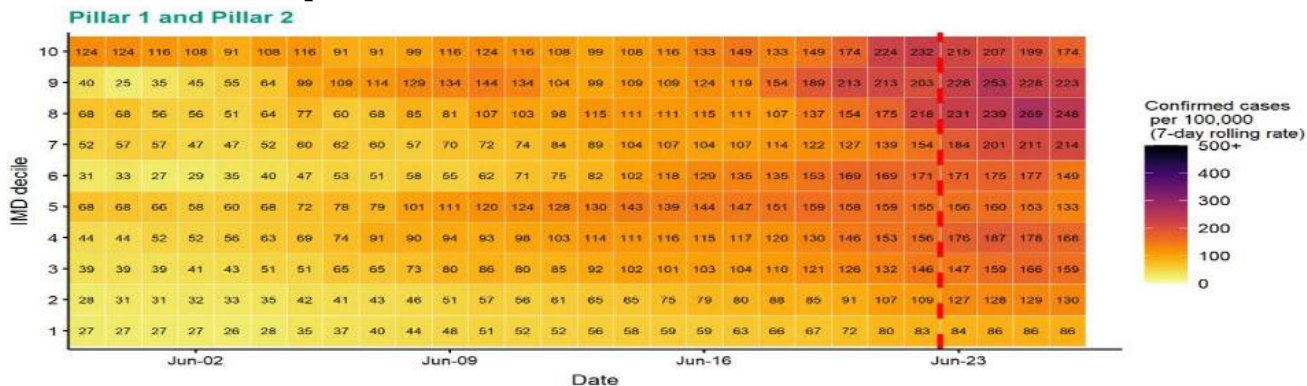
Case Rates by Ethnicity (per 100k) Weeks Ending 5 May to 23 June 2022									
Ethnicity	05/05/2022	12/05/2022	19/05/2022	26/05/2022	02/06/2022	09/06/2022	16/06/2022	23/06/2022	7 day change
Any Other White ethnicity	89.7	79.3	62.1	41.4	37.9	72.4	100.0	155.2	55%
Any Other Mixed/Multiple ethnicity	35.4	35.4	35.4	70.8	11.8	59.0	129.8	153.4	18%
British	75.9	67.2	59.6	44.5	39.6	76.1	98.9	145.7	47%
African	56.7	50.0	16.7	43.3	40.0	53.3	83.4	113.4	36%
White & Black African	31.0	93.1	0.0	0.0	31.0	62.1	62.1	93.1	50%
Any Other Black/African/Caribbean	26.7	53.4	26.7	16.0	37.4	16.0	37.4	74.8	100%
Indian	63.4	46.4	44.9	29.4	34.0	26.3	61.9	71.2	15%
Any Other ethnicity	22.9	41.3	22.9	4.6	4.6	13.8	55.0	68.8	25%
Any Other Asian ethnicity	67.4	57.8	41.7	25.7	16.1	25.7	44.9	67.4	50%
White & Black Caribbean	32.4	28.3	36.4	32.4	16.2	28.3	32.4	64.7	100%
Chinese	86.5	47.2	23.6	7.9	15.7	23.6	31.5	62.9	100%
Caribbean	69.3	65.1	44.1	27.3	23.1	35.7	56.7	58.8	4%
Pakistani	31.1	36.6	27.7	14.5	12.4	29.7	31.1	46.3	49%
Irish	35.7	17.8	31.2	4.5	22.3	26.8	44.6	31.2	-30%
Bangladeshi	27.7	64.6	9.2	12.3	12.3	15.4	9.2	27.7	200%
White & Asian	8.9	17.9	35.8	8.9	35.8	8.9	17.9	26.8	50%

Cases are grouped by week ending Thursday; excludes ethnicity data classified as unknown/not available.

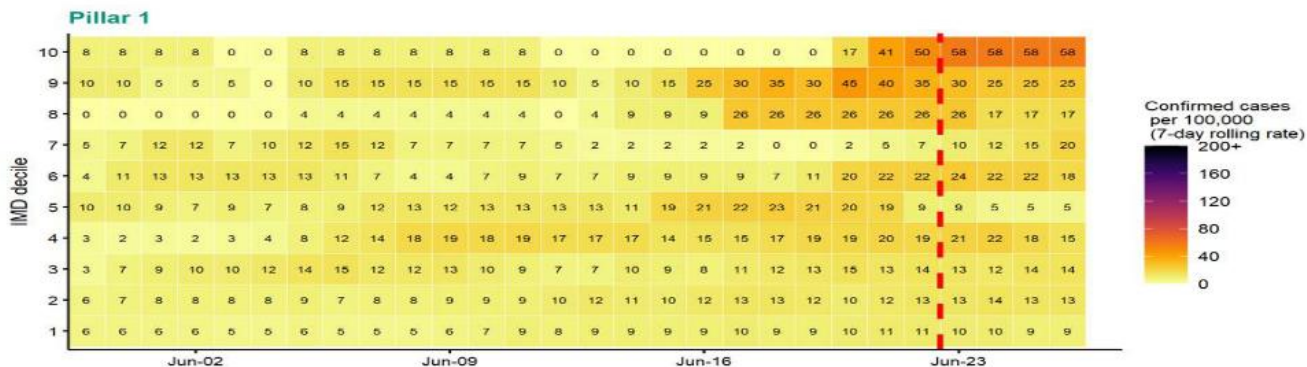
Case data is less reliable due to decreased testing (following the end of universal testing) and the discontinuation of waste water analysis in April. Cases reported here are those positively identified in the city via a PCR of LFD test.

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 30 May to 26 June 2022



Case rates tend to be highest in the upper- (least deprived) range IMD bands, and lowest in the most deprived LSOAs.



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

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.

Source: UKHSA COVID-19 Local Authorities Report Store



NHS Situations



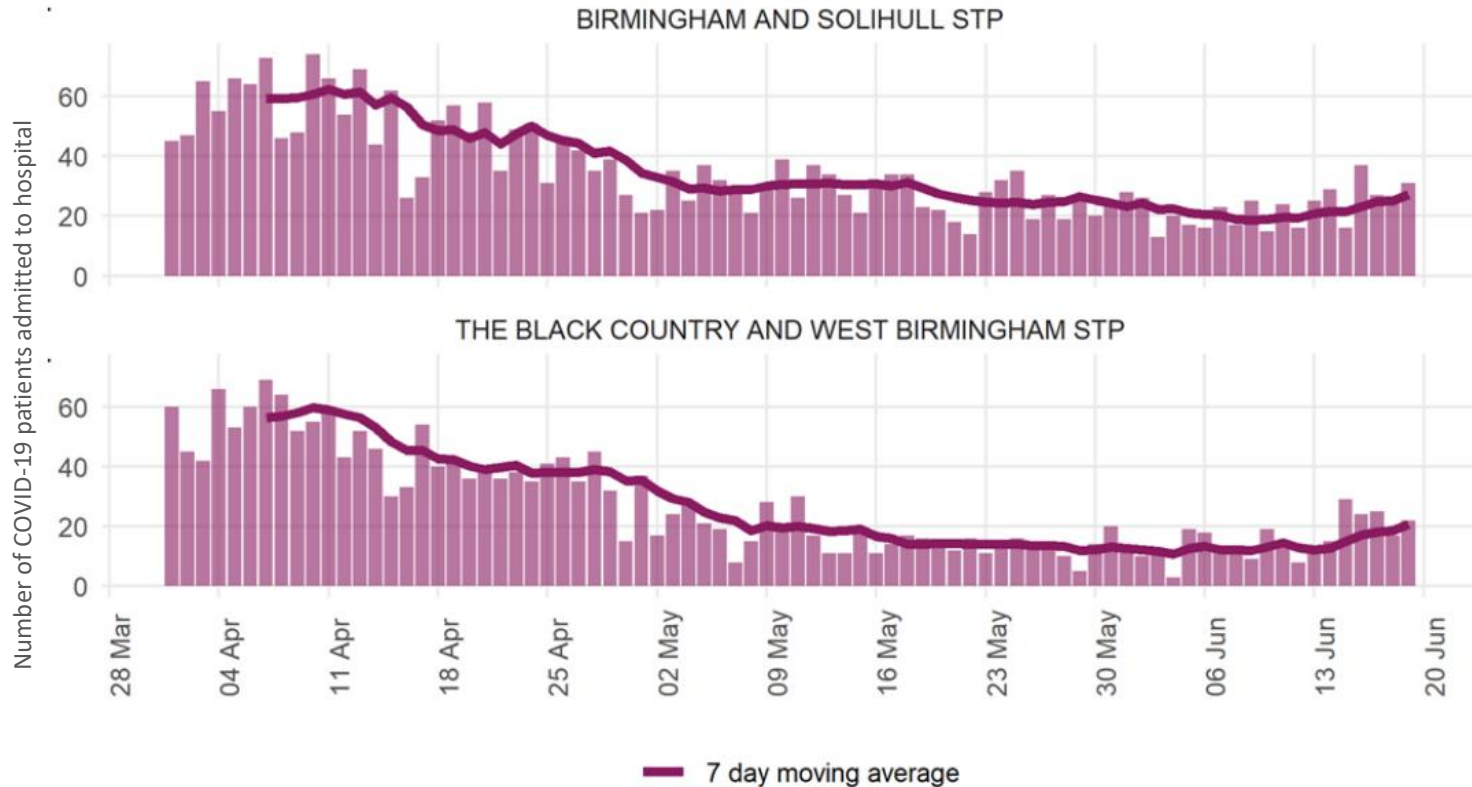
COVID-19 Hospital Metrics Data

Hospital Trust	*Total COVID-19 Hospital Admissions in the last 28 days, 23 May to 19 June 2022	COVID-19 Hospital In-Patients on 21 June 2022 (average daily inpatients in previous 28 days)	COVID-19 Patients on Mechanical Ventilation on 21 June 2022 (average daily ventilation beds in previous 28 days)
University Hospitals Birmingham NHS Foundation Trust	547	148 (135)	1 (1.5)
Sandwell & West Birmingham Hospitals NHS Trust	119	40 (41)	0 (2)
Birmingham Community Healthcare NHS Foundation Trust	82	2 (3)	0 (0)
Birmingham Women's & Children's NHS Foundation Trust	14	23 (21)	0 (0)
Birmingham & Solihull Mental Health NHS Foundation Trust	6	6 (2)	0 (0)

* Includes people admitted to hospital who tested positive for COVID-19 in the 14 days before their admission, or during their stay in hospital. Inpatients diagnosed with COVID-19 after admission are reported as being admitted on the day before their diagnosis.

Source: GOV.UK Coronavirus (COVID-19) in the UK

Daily COVID-19 hospital admissions in Birmingham Sustainability & Transformation Partnerships (STPs) 28 March to 19 June 2022



Source: UKHSA COVID-19 Local Authorities Report Store

Deaths

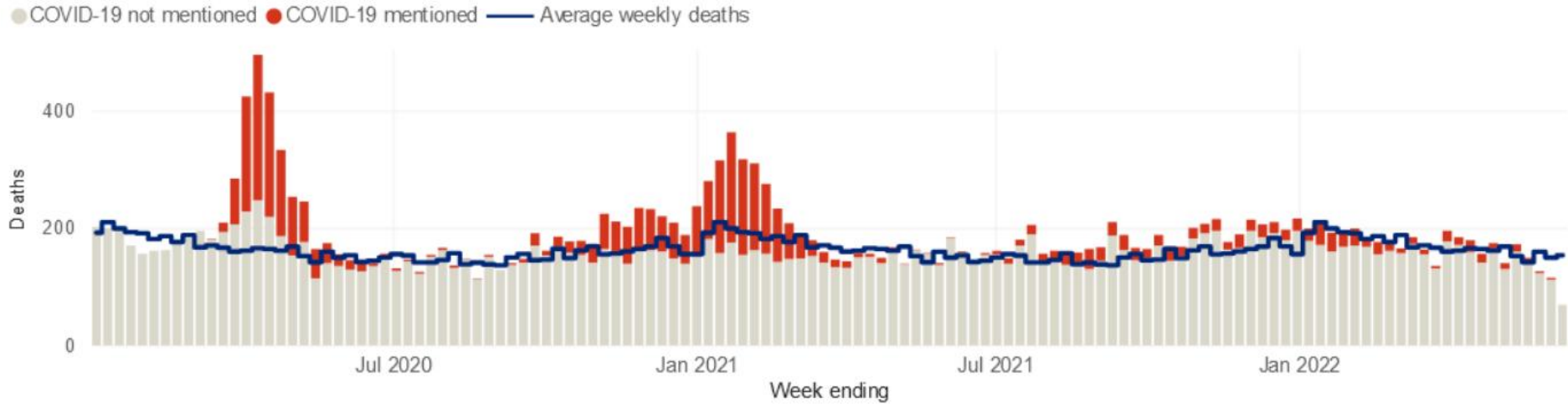


Death Data

- In the 28 days up to 25 June, **17 deaths** occurred within 28 days of a positive COVID-19 test, equivalent to a death rate of **1.5/100k** population. In the previous 28 days (1-28 May), 37 deaths occurred, equivalent to a death rate of 3.2/100k.
- In the 7 days up to 25 June, **2 deaths** occurred, compared to 4 in the previous week (12-18 June).
- More accurate data, based on COVID-19 being mentioned on the death certificate, is historical, and in the most recently reported 28 days (14 May -10 June), **31 deaths** were registered in Birmingham. Of these, 27 occurred in hospital, 3 at home, and 1 in a care home.

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Excess Death: All Deaths up to 10 June 2022

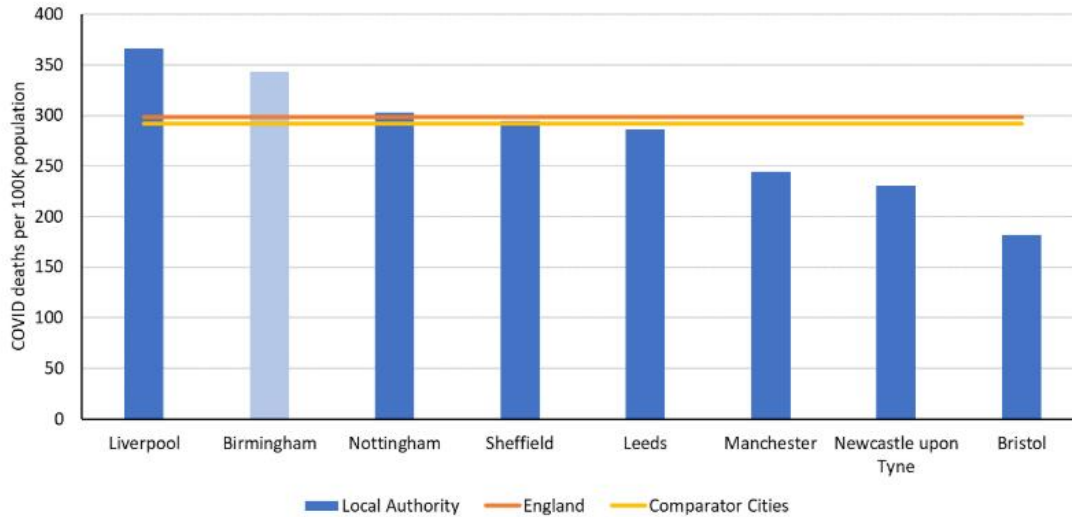


For most of the pandemic, deaths have been above the 5 year average, with significant numbers of COVID-related deaths, particularly early in the pandemic and in January 2021. However, excess deaths have been below the 5-year average in 5 out of the last 8 weeks, with non-COVID deaths significantly contributing to causes of deaths.

*Average counts by week use 2015-2019 data

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

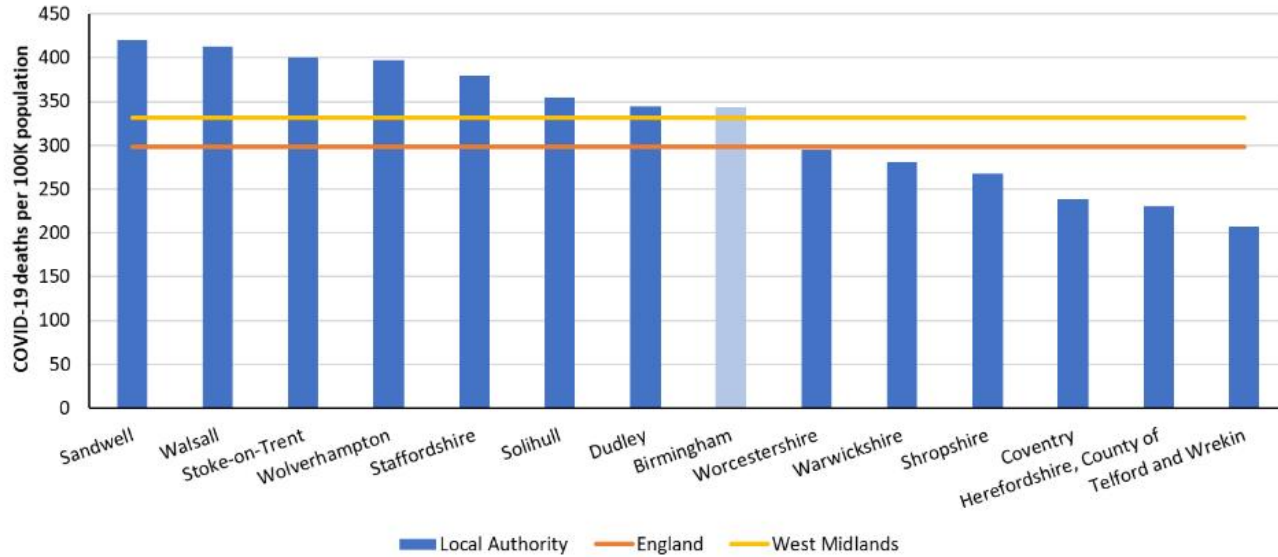
All COVID-19 Deaths up to 17 June 2022: Birmingham, Core Cities, and England



- Since the beginning of the pandemic, 168,855 COVID-19 deaths have occurred in England, equivalent to a death rate of 298.6 per 100,000 population.
- Across Birmingham and similar cities, 13,704 COVID-19 related deaths occurred. Although the highest number of deaths occurred in Birmingham (3,912) and Leeds (2,290), Liverpool has the highest death rate (366.1/100k), followed by Birmingham, with a rate of 343.0/100k.
- Both Liverpool and Birmingham have higher death rates than the average across the Core Cities (291.9/100k), and England (298.6/100k).
- This can be explained by the interplay of a number of factors which include: higher population density, higher deprivation score and comparatively lower vaccine uptake compared to the other Core Cities.

Source: ONS Covid-19 weekly deaths

COVID-19 Deaths up to 17 June 2022: Birmingham, West Midlands Local Authorities, West Midlands and England



- Across Birmingham and other local authorities in West Midlands, 19,796 COVID-19 related deaths occurred (equivalent to 332.0/100k population) since the start of the pandemic. Although the highest number of deaths occurred in Birmingham (3,912), Sandwell has the highest death rate per 100,000 population (420.3/100k), followed by Walsall (412.6/100k). Birmingham is ranked 8th (of 14 LAs in the region), with a death rate of 343.0/100k.
- Birmingham has higher death rate than West Midlands (332.0/100k), and England (298.6/100k)

Source: ONS Covid-19 weekly deaths

Contact Tracing



Contact Tracing Local Authority Partnership

Service Update

- Free Pillar testing has ended. Results from private testing (Tesco, Boots or other non-NHS tests) is no longer being received by the BCC Contact Tracing team. Test results for those who have used their remaining NHS test kits, PCR tests and Pillar 1 tests (which consists mainly of care home testing) are still forwarded to BCC Contact Tracing team.
- Team focus is also on welfare, and citizens are contacted to see how they can be assisted with their stay at home. With their consent, vital information is obtained to help us identify possible sources of outbreaks.
- Information is passed to the Health Protection Response Team in real time along with real time dashboards showing the current trends.
- The Case Tracing Team has presented the BCC case tracing solution to UKHSA. It is anticipated that the Contact Tracing Team will also handle other non-COVID infectious diseases during the Commonwealth Games.
- The BCC Tracing App has been adapted to accommodate any requirements for any other future infections including Monkeypox and also to accommodate different isolation and trace periods should this be required.
- The team are documenting a contingency plan in the probability that there may be another COVID surge. This includes adding much needed features such as self service, with the aim that anyone in BCC, using the created web link would have all they need to offer a high volume case tracing service.

Progress Update

- Over the past 7 days, the Contact Tracing Team handled 1,842 cases with a completion rate of 36%.
- Following the end of free testing, case numbers had started to decrease while tests stored within homes were still being used up. However case numbers are now increasing rapidly.
- Our access to Power BI data source will be terminated on 1 July. We will be expected to submit a new access request to continue tracing and reporting.

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 including residents, in education settings, businesses, champions, faith and BAME groups.

Channels

- Web, social, community digital channels, community engagement, internal communications including:
- COVID-19 Champions (825 Birmingham champions)
- Commissioned partners (21 Commissioned partners with far reaching audiences across Birmingham)

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/>
- 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-year-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! @LivingGreen 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/advice/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



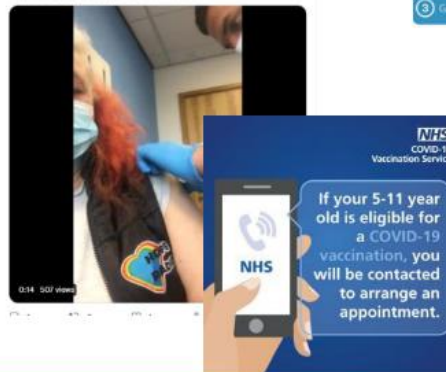
Vaccination



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

Yes, it's this simple!

If you are 75 or over book yours when invited.



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 this #BankHoliday

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 the Quit with Bella App and increase the number of app users
- Raise awareness around risks of smoking affecting 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



Quit with Bella app logo



Survey Promotional Image



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:

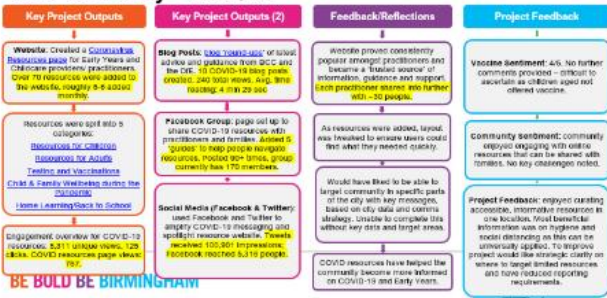
- The overall outputs from the engagement activities
- Project feedback
- Community sentiment

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, 34 Youth and 20 Business Champions

Key themes discussed:

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

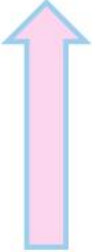
May update: The champions programme was paused in April as the urgency of the pandemic as reduced and public health is working together to transition programme to business as usual

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 '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 i.e 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 do not 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 creative 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 to 28 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 to 20 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

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 May 2022



Pop up event at Aston University on 26 May 2022



Flyers and Banners



Other Recruitment Activities

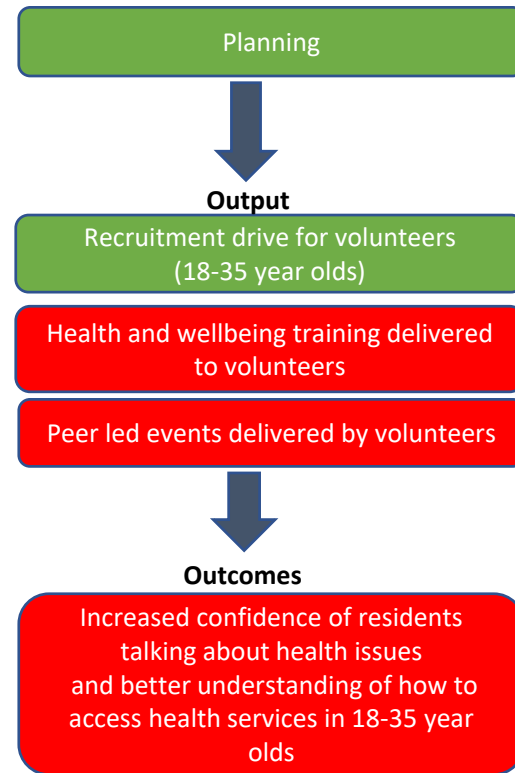
- Pop-up event at care leavers conference organised by Birmingham Children's Trust (at Light House) on 31 May 2022
- Sharing social media posts on HealthyBrum Facebook, Twitter and Instagram channels
- Sharing project information with organisations working with 18-35 year olds

Project Delivery

May 2022



September 2022



Planning

Output

Recruitment drive for volunteers
(18-35 year olds)

Health and wellbeing training delivered to volunteers

Peer led events delivered by volunteers

Outcomes

Increased confidence of residents talking about health issues and better understanding of how to access health services in 18-35 year olds

Further Work in Development



Representation

- Continue to work in 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.





For more information please visit
www.birmingham.gov.uk/commonwealth2022

