

	<b>Agenda item: 12</b>
<b>Report to:</b>	<b>Local COVID Outbreak Engagement Board</b>
<b>Date:</b>	<b>1<sup>st</sup> September 2021</b>
<b>TITLE:</b>	<b>LCOEB PUBLIC QUESTIONS SUBMITTED IN ADVANCE</b>
<b>Written Question</b>	<b>Received via the BCC LCOEB Public Questions portal 5/8/2021</b>

<b>Report Type</b>	<b>Response to a written public question.</b>
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<b>1. Purpose:</b>
1.1 To consider a response to this Public Written Question (details included within section 3 of this report).

<b>2. Recommendation:</b>
2.1 The Board is asked to consider the Public Written Question and respond accordingly.

<b>3. Report Body:</b>
<p>3.0 Public Questions are themed to coordinate responses. This is themed as the ‘Vaccination’ and a Sub Theme of ‘Engagement’.</p> <p>3.1 Question: Given the everyday risks of city living, how is BCC convincing people that Covid is a real danger?</p> <p>3.2 Response: Throughout the Pandemic the Council has used multiple methods of communication and engagement to give citizens the information and awareness of the risks of Covid-19 and worked with the NHS to support messaging on vaccination as well.</p> <p>The ongoing engagement and communications approach has been reported to the Board as part of the monthly Covid update slide deck.</p> <p>Work to date has included:</p> <ul style="list-style-type: none"> <li>• Proactive social media engagement via HealthyBrum brand and Council Corporate brand on twitter, Instagram and Facebook</li> <li>• Weekly live Q&amp;A on local and regional radio with the Director of Public Health</li> <li>• Commissioned awareness raising work through local community media stations with a focus on those working in non-English languages</li> <li>• Direct targeted engagement sessions with specific communities, e.g. Chinese community, Care staff, Headteachers, Business leaders and Looked After Children</li> </ul> <p>We have also specifically commissioned 19 Community Engagement Partners who are working with 31 targeted communities to raise awareness and understanding of Covid-19.</p>

The Commissioned Providers working with and for diverse groups raise awareness through regular discussions. Providers are supported to ensure digital and non-digital engagement with their communities to avoid any barriers or inequalities in access. They have participated in creating safety awareness videos highlighting the dangers of COVID-19 on health and the importance of individual responsibility now that restrictions have been lifted. Videos are shared on our social media platforms. A weekly newsletter is provided to commissioned providers to disseminate within their networks including via WhatsApp and other social media channels. The videos provide community members with key COVID-19 guidance from familiar faces they respect.

Our partners have indicated that community members are experiencing COVID-19 fatigue. In response to this, we have created a, “Get Talking” feature within our Provider and COVID Champion newsletter. Here we share topical talking points for partners/champions to discuss with their communities each week. Last week’s newsletter included the following:

- Young people will be offered [incentives](#) to get the vaccine.
- Extensive real-world data shows vaccines are safe and highly effective in [pregnant women](#).
- COVID testing continues to decline – Encourage your communities to complete [regular testing](#) throughout step 4 of roadmap.

We also support a network of Faith groups and a dedicated Covid Community Champions network meet with public health specialists and GPs fortnightly to receive first-hand advice to help individuals, households, congregations and communities remain safe at every stage of the pandemic. Meetings with faith leaders and community champions from across the City provide an opportunity to:

- Share accurate and up-to-date Covid data, safety advice and simplify guidance including about Covid testing, vaccines and isolation.
- Offer intelligence and feedback about real issues, personal stories and queries from citizens.
- Offer clarity and facts about vaccine misinformation and myths, as well as signpost to existing locations for testing, vaccines and support for isolation and help to adhere to safety measures.
- Offer faith leaders and champions safety messages from PH as a trusted source, including a weekly dashboard and newsletter, which they can share with their communities via their communication platforms.
- Co-produce safety messages such as the vaccine toolkit and safety videos with familiar faces such as faith leaders, champions and the Director of Public Health, which can be shared with communities.

We continue to work with communities to address concerns and update citizens on the changing nature of the pandemic and address any outstanding concerns about the vaccination.

4. Risk Analysis:			
Risk			
Identified	Likelihood	Impact	Actions taken
None identified			

<b>Appendices:</b>
None

The following people have been involved in the preparation of this board paper:

Modupe Omonijo	BCC Public Health	19 <sup>th</sup> August 2021
Simon Robinson	BCC Public Health	27 <sup>th</sup> August 2021