

Birmingham Local Outbreak Engagement Board COVID-19 Overview

Birmingham Public
Health Division
26/01/2022



Overview



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Policy Update

- The advice to work from home no longer applies in England.
- Face coverings are no longer compulsory in classrooms in schools and colleges.

From **Thursday 27th January:**

- COVID passports will no longer be required to gain entry to venues and events.
- Mandatory face covering will no longer be required in public spaces, indoor venues – but advised to wear one in crowded and enclosed spaces to help stop spread of COVID-19.
- Restrictions on visits to care homes will be eased further.

Policy Update (2)

From **Thursday 3rd February:**

- Children aged 12-15 in England travelling to other countries will now be able to prove their vaccination status or proof of previous infection via a digital NHS COVID Pass

From **Friday 11th February:**

- Travellers will no longer need to take Day 2 lateral flow tests within 48 hours of arriving in England, if they have been double vaccinated
- They will now be required to fill out the [passenger locator form](#) (PLF) confirming their vaccination status, travel history and contact details a day before travelling.
- Those not recognised as fully vaccinated will only be required to take a pre-departure test and a PCR test on or before day 2 after they arrive in the UK.

- **UKHSA Key message:**

"The pandemic is not over yet, and we need to remain cautious to reduce the spread of COVID-19 in our communities. Everyone is encouraged to get the vaccine as soon as they can, to continue testing regularly with LFDs- particularly before periods of high risk and before seeing anyone who is vulnerable- and to take PCR test if they have symptoms."

Vaccine Roll Out

- The Council continues to support the NHS in delivering the large-scale vaccination programme which to date, has been very successful. **The list of eligible people can be found here:** <https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/who-can-get-the-vaccine/>
- Booster jabs will continue to be offered to all adults (aged 16 and over).
- Children aged 12 to 15 can now get their second vaccine dose from 12 weeks after their first vaccine dose. They can get the vaccines either:
 - at school
 - book online for appointments at vaccination centres or pharmacies
 - through walk in sites, which are available at [locations across Birmingham](#).
- From April 2022, Covid-19 vaccination will be mandatory for all patient-facing health and social care workers in England including nurses.
- Figures from the [GOV.UK](#) website indicate that 90.8% of the English population aged 12 years and over have had their 1st vaccine dose, 83.5% their 2nd dose, and 63.8% their booster dose. This compares to 67.7%, 60.5% and 39.4% in Birmingham.

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

Coronavirus in Birmingham

Total deaths

(Data up to 24 Jan)

3,220

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 Jan)

272,910

Latest daily figure

1353

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 24 Jan)

27,702

Latest daily figure

62

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation
Operational Dashboard

Over 60's cases

(Data up to 23 Jan)

30,222

Latest daily figure

83

60+ new cases

60-day trend

(based on seven-day averages).



Source: PHE



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7 Day Cases, Testing & Vaccination Summary

7 Day Rolling Case Rate at 21st January

(Pillar 1 & 2): **1,001.1/100k**



- Rate on 14th January: 1,087.2/100k
- Ranked 13th (of 14 LAs), with Telford & Wrekin ranked 1st (1,582.3/100k)

Vaccination aged 12+ (as at 24th January)

- 1st Dose: 67.1%
- 2nd Dose 60.6%
- Booster Dose 40.1%

7 Day Pillar 2 PCR testing rate at 21st January: 2,359/100k

- Rate of testing on 14th January: 4,124/100k
- Ranked 12th in the region



7 Day LFD testing rate at 21st January: 8,464/100k

- Rate of testing on 14th January: 8,384/100k
- Ranked 14th in the region



% of Pillar 2 positive PCR tests at 21st January: 29.9%

- Rate on 14th January: 37.2%



% of positive LFD tests at 21st January: 8.9%

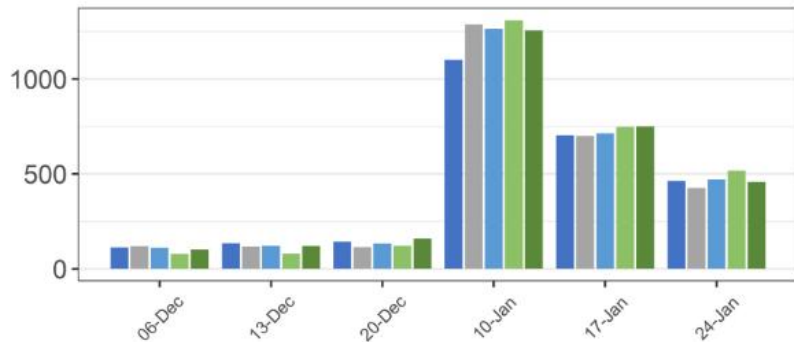
- Rate on 14th January: 7.4%



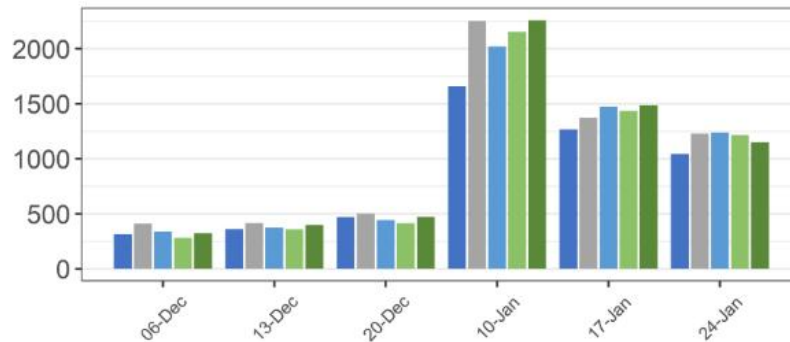
Sources: UK Health Security Agency COVID-19 Situational Awareness Explorer; NHS National Immunisation Management System NHS Test & Trace COVID-19 Testing Dashboard; GOV.UK

Birmingham and the Black Country Direction of Travel

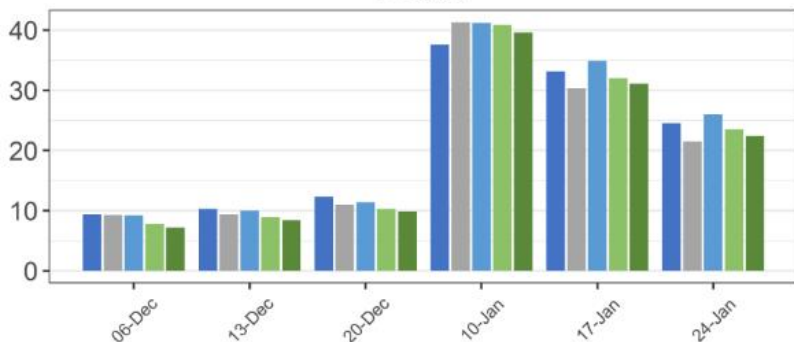
Case rate - 60+



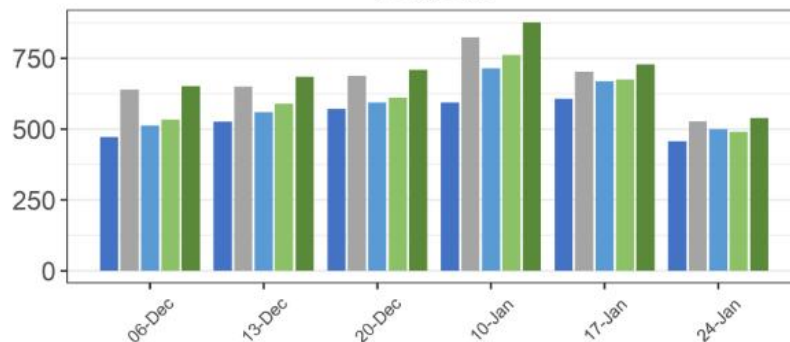
Case rate - all ages



Positivity



Testing rates

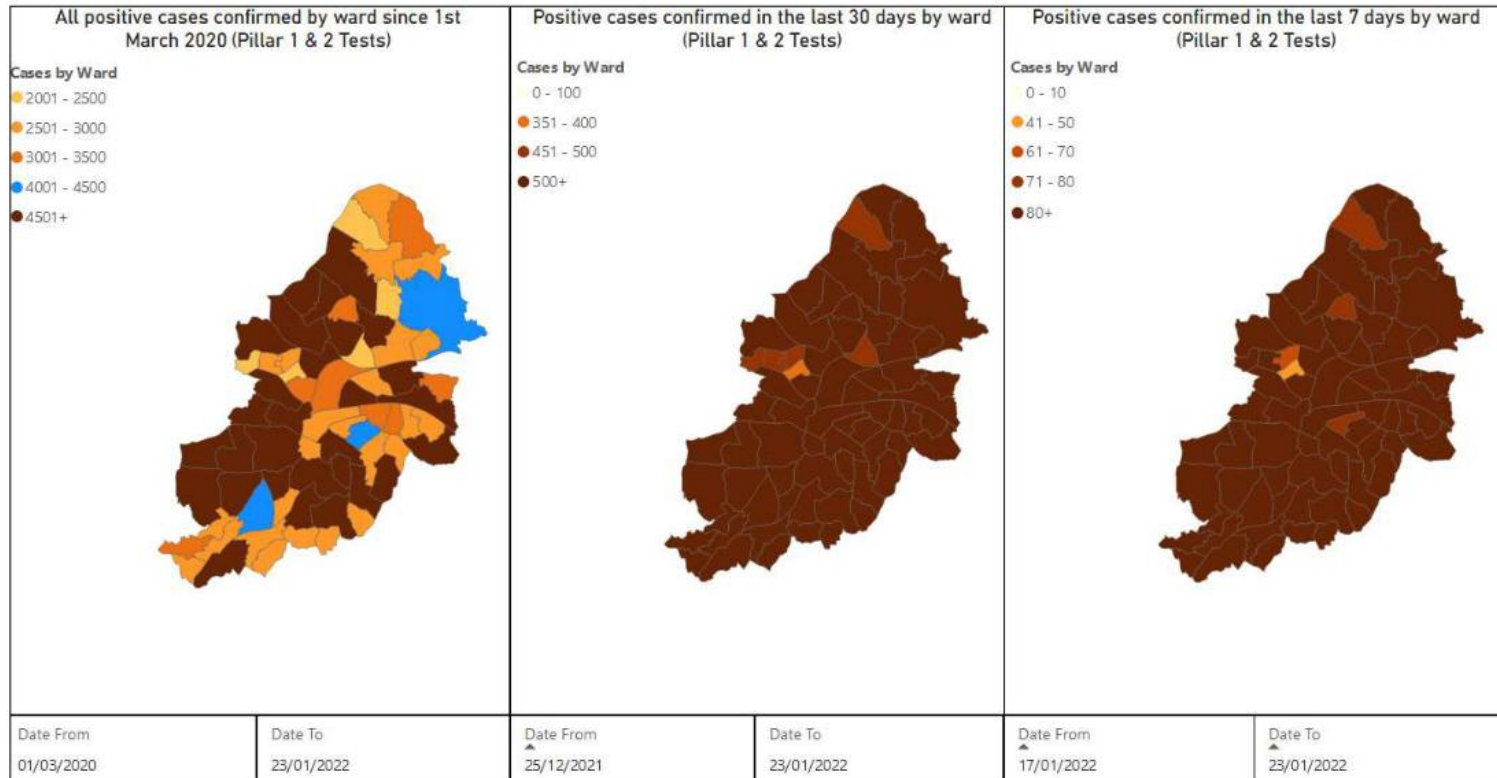


■ Birmingham
■ Dudley
■ Sandwell
■ Walsall
■ Wolverhampton

Note: Data was not produced on Monday 25th Dec 2021 or Monday 3rd Jan 2022

Source: UKHSA Direction of Travel Birmingham and Black Country

Confirmed Cases by Ward for Pillar 1 and 2 Tests



Total

Last Month

Last Week

Source: Birmingham City Council Test & Trace Reporting

Top Ten Case Rates by Ward

Ward	Previous week, 8th - 14th January 2022		Current week, 15th - 21st January 2022		Change between last two weeks	Absolute difference (comparing this week against last week)	
	Cases	Rate	Cases	Rate	%	Absolute difference	
Bournville & Cotteridge	224	1,249.7	287	1,601.1	28%	351.4	↑
Billesley	254	1,276.9	315	1,583.6	24%	306.7	↑
King's Norton South	132	1,181.9	159	1,423.7	20%	241.8	↑
Brandwood & King's Heath	254	1,373.0	262	1,416.2	3%	43.2	↑
Allens Cross	141	1,347.2	139	1,328.1	-1%	- 19.1	↓
Stirchley	106	1,059.6	129	1,289.5	22%	229.9	↑
Highter's Heath	133	1,215.1	139	1,269.9	5%	54.8	↑
Longbridge & West Heath	229	1,143.9	254	1,268.8	11%	124.9	↑
Pype Hayes	143	1,343.4	131	1,230.6	-8%	- 112.8	↓
Hall Green North	312	1,348.5	283	1,223.2	-9%	- 125.3	↓

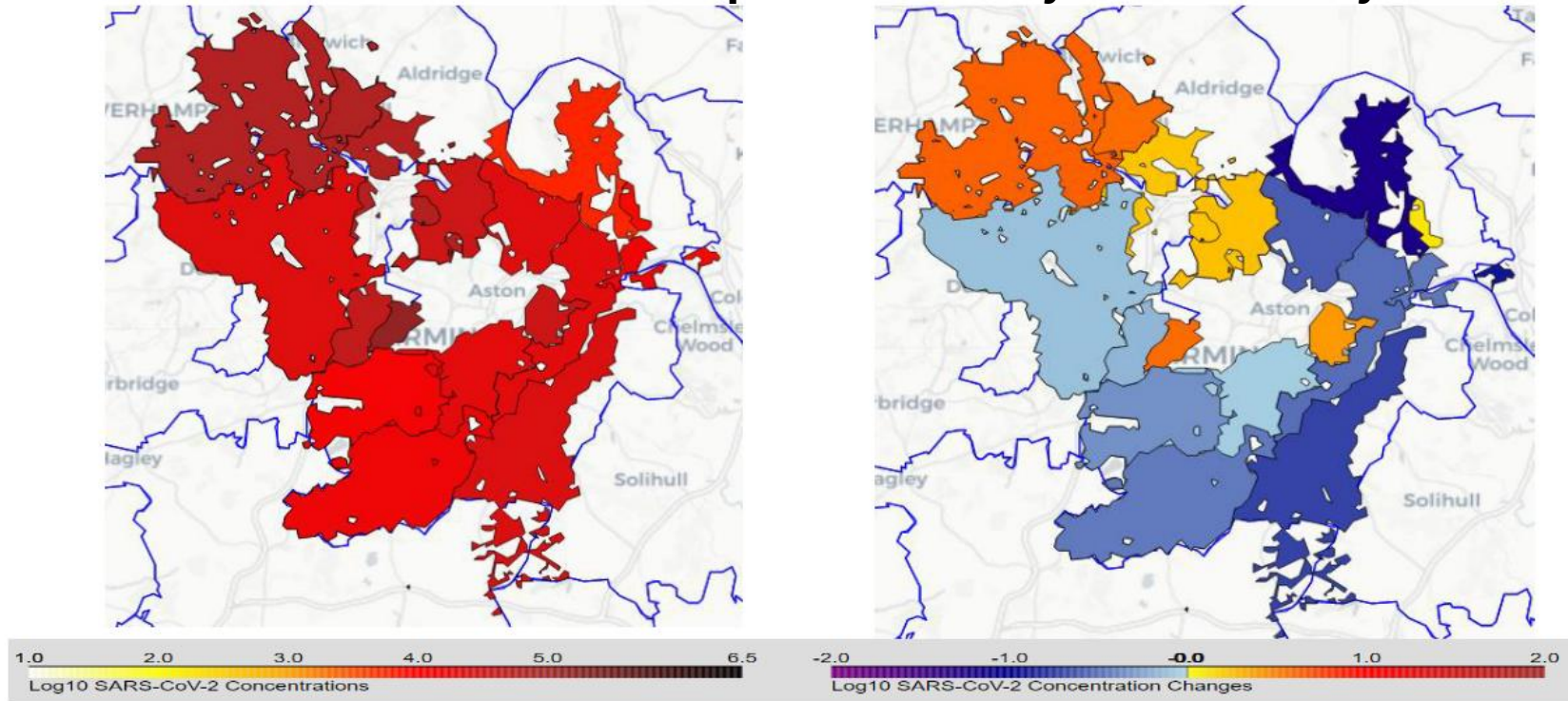
Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

ONS COVID-19 Infection Survey, released 21st January 2022

- In the West Midlands, in the 7 days up to 15th January, the estimated percentage testing positive was **5.9%**, a decrease compared to the previous week's estimate of 7.0%. In England, the estimated percentage was 5.5%, equivalent to **1 in 20** people.
- In England, in the 7 days up to 15th January, the percentage of people testing positive for COVID-19 decreased in all age groups except those aged 2 years to school Year 6. The estimated percentage of people testing positive was highest in this age group (8%).
- In the same week, the percentage of people testing positive remained lowest for those aged 70+ years (3.1%).
- Sub-regional analysis was not available this week.

Source: ONS COVID-19 Infection Survey

NHS WASTEWATER SARS-COV-2 Report 16th January to 22nd January 2022



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.

Source: NHS Test & Trace: WASTEWATER SARS-COV-2REPORT

Variants of Concern



Variant of Concern

- The Omicron variant (VOV-21NOV-01) is the dominant variant of Covid-19 in the UK
- The variant is highly transmissible, five times more likely to re-infect than the Delta variant. However, recent trends show falling cases across the country.
- As of 21st January, 762,615 cases were confirmed in the UK, with 650,253 cases of these reported across England. Of the 31,481 Omicron cases in Birmingham, 4,072 are confirmed, 20,428 probable, and 6,951 are possible cases.
- The UKHSA has designated the Omicron variant sub-lineage known as BA.2 discovered in the UK, on the 10th January as a Variant Under Investigation (VUI-22JAN-01). The number of cases is currently low (426 cases).

Testing



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Test Locations

PCR: There are currently 2 active drive-in mobile testing unit sites:

- Fox Hollies Leisure Centre, B27 7NS
- Kingstanding Wellbeing Centre, B44 0EW

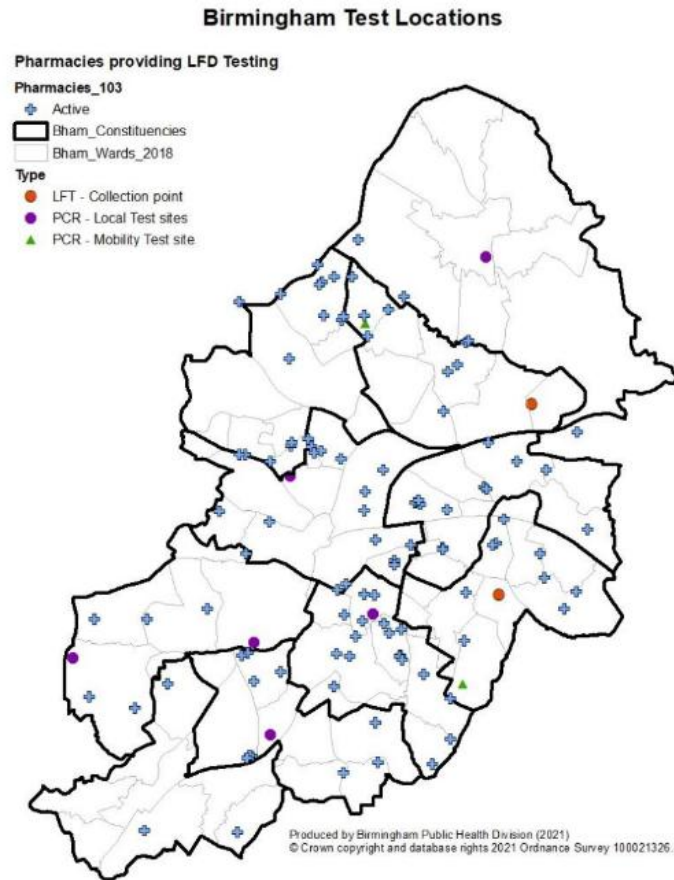
There are currently 6 active walk-in local testing sites (LTS):

- 60 Villa Street, B19 2XS
- Lifford House Car Park, Stirchley, B30 3BN
- South Parade Car Park, Sutton Coldfield, B72 1ST
- Birmingham University South Gate Car Park, B15 2TU
- Woodgate Valley Park, B32 3QT
- Alfred Road Car Park – B11 4PB

LFT: There are currently 2 LFT Collection sites:

- Swan Centre, Yardley, B26 1AD
- Sainsburys Castle Vale, B35 6HB

Pharmacies: There are a total of 103 pharmacy collection points

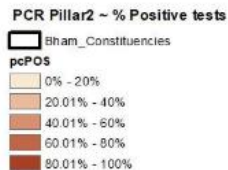


PCR Testing (Pillar 2) by LSOA: 7 days up to 20th January 2022

**PCR Tests
per 100k
(rate)**



**PCR
positivity
(%)**



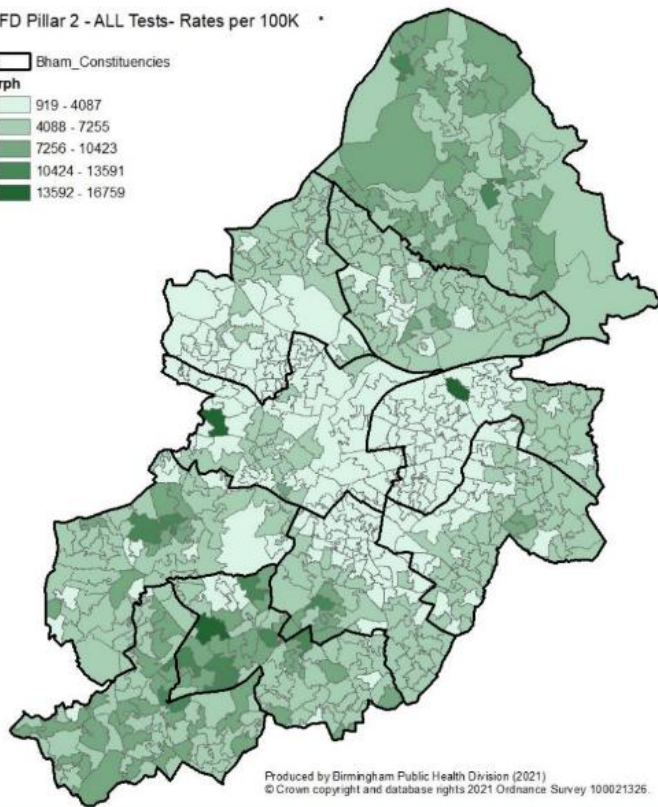
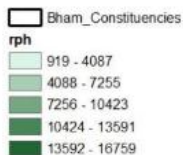
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LFD Testing (Pillar 2) by LSOA: 7 days up to 20th January 2022

LFD Tests per 100k (rate)

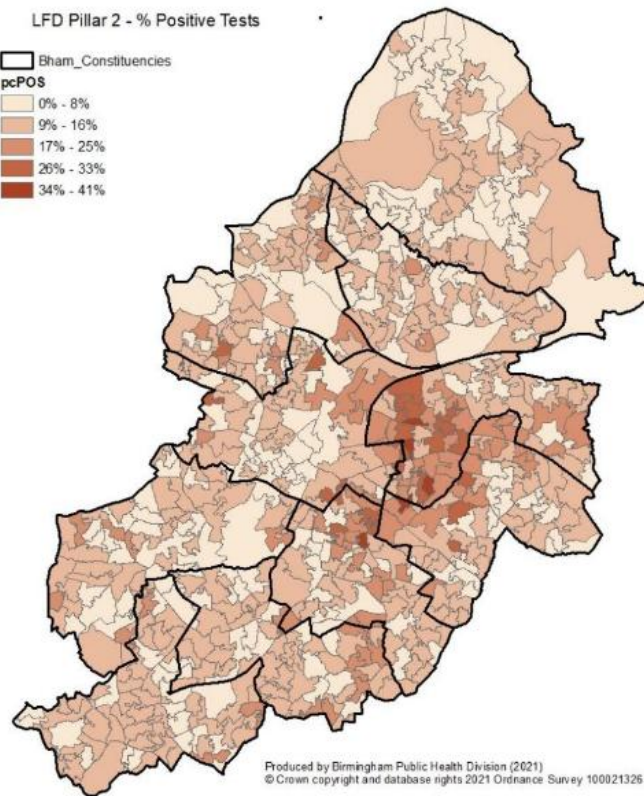
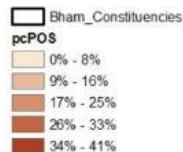
LFD Pillar 2 - ALL Tests- Rates per 100K *



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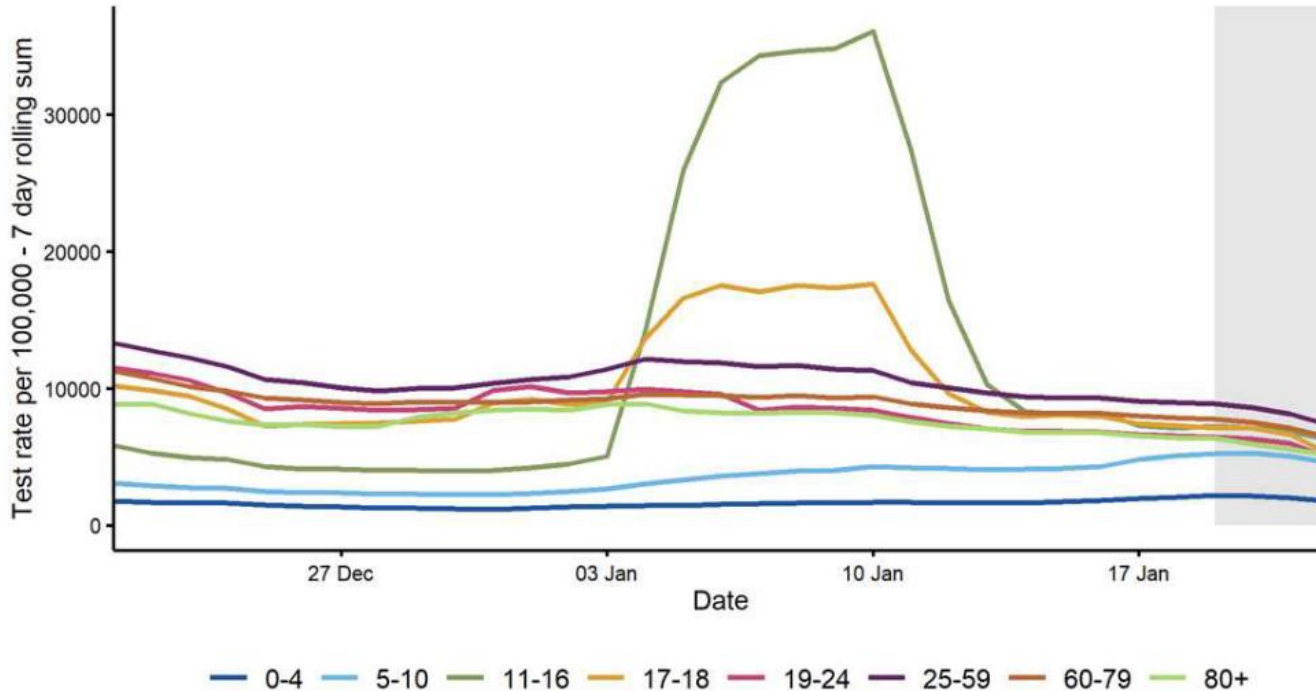
LFD positivity (%)

LFD Pillar 2 - % Positive Tests *



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Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 21st December 2021 to 23rd January 2022



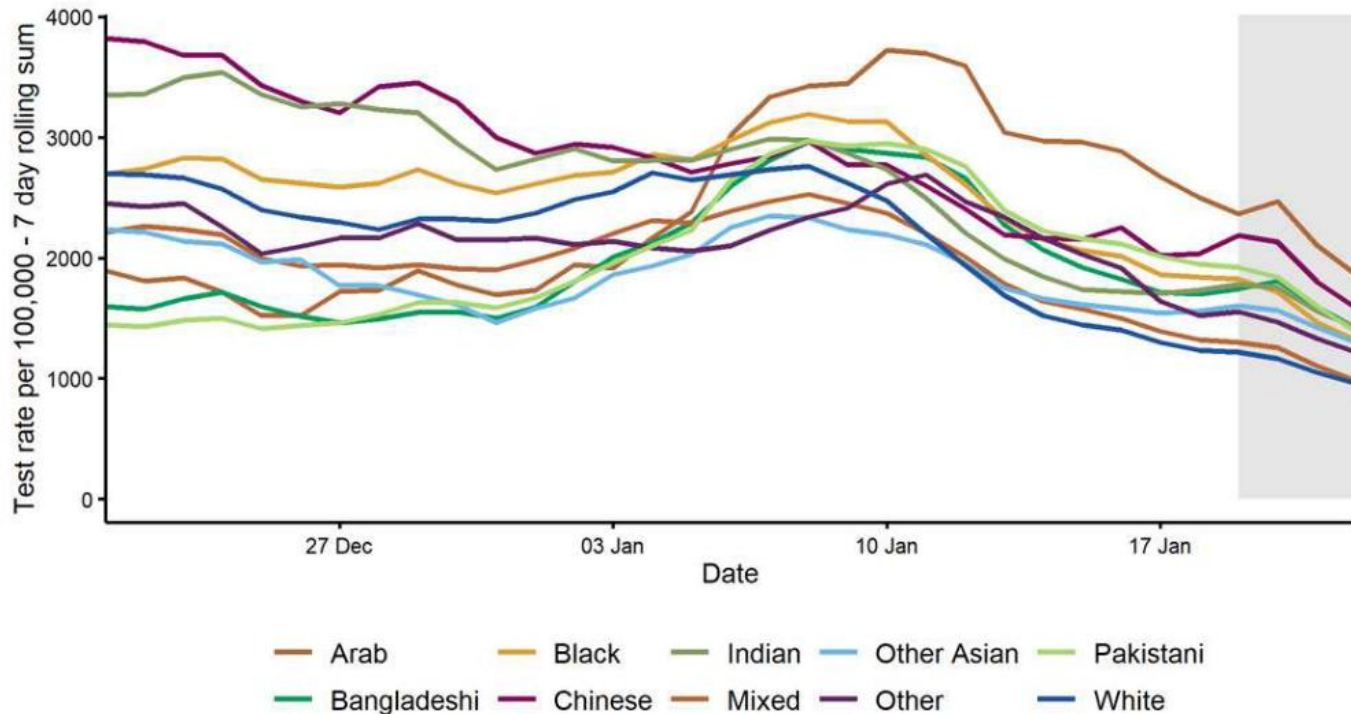
Excluding 993 tests with missing age data.

- Following a significant increase when schools returned, testing rates in older school age groups (11-16 and 17-18 years) has fallen to levels similar to the rest of the population.

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

Source: UKHSA COVID-19 Local Authorities Report Store

Ethnicity-Specific 7-Day Rolling Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents: 21st December 2021 to 23rd January 2022

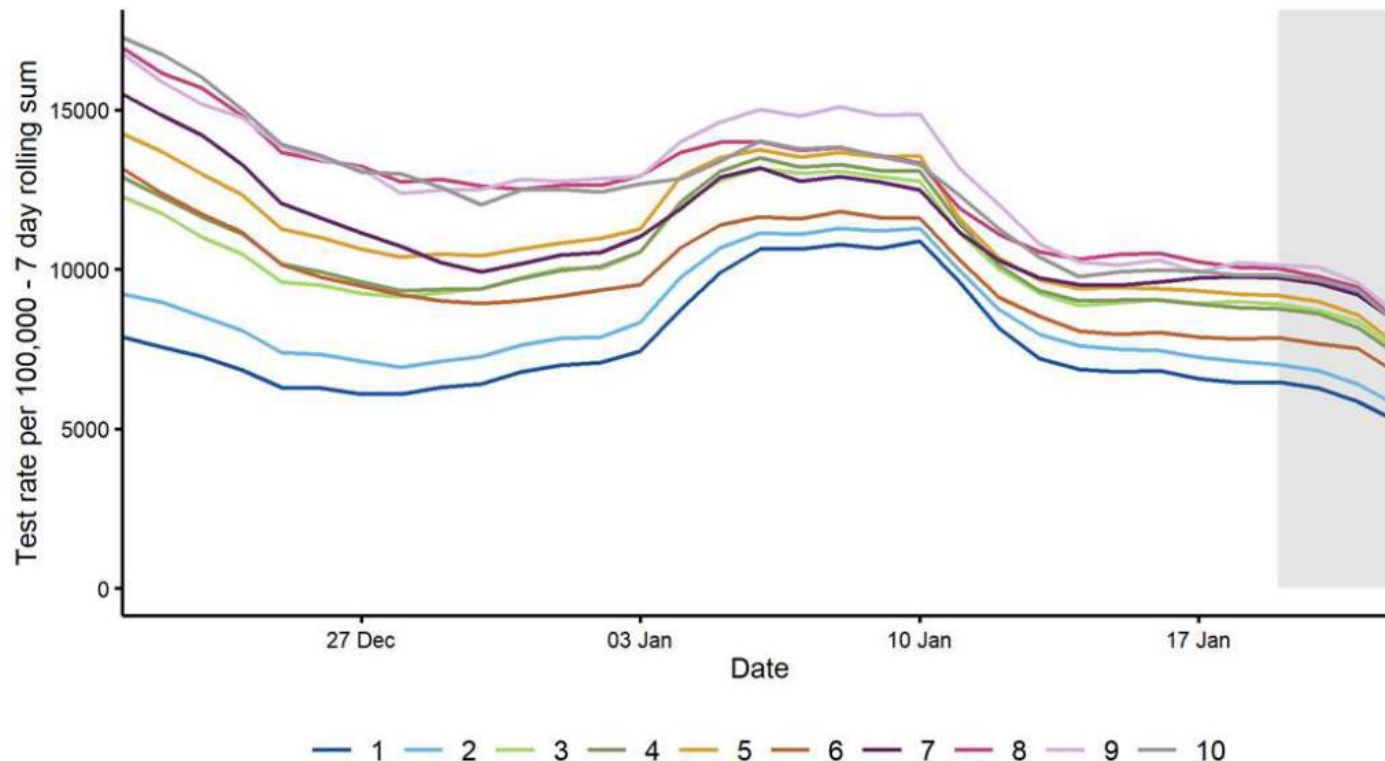


4 most recent days are provisional - indicated by a grey background

Excluding 320386 pillar 2 tests with missing ethnicity data.

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: 21st Dec 2021 to 23rd Jan 2022



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

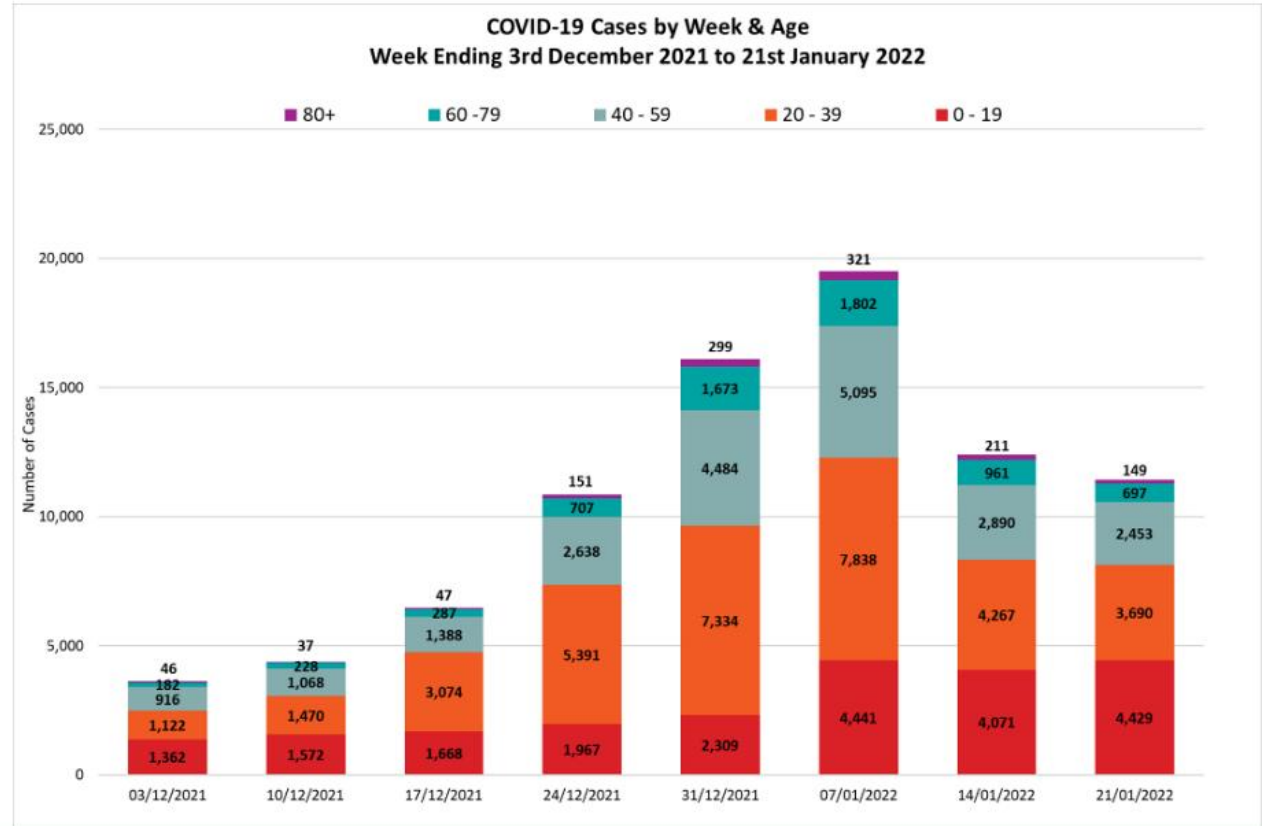
Source: UKHSA COVID-19 Local Authorities Report Store

Case Demographics



Cases by Week & Age Group

- The 0-19 age group accounted for 39% of all cases.
- In the 7 days up to 21st January, cases decreased in all age groups, except the 0-19 age group, which increased by 9%.
- The largest decrease was seen in the 80+ age group (29%), followed by the 60-79 age group (28%).

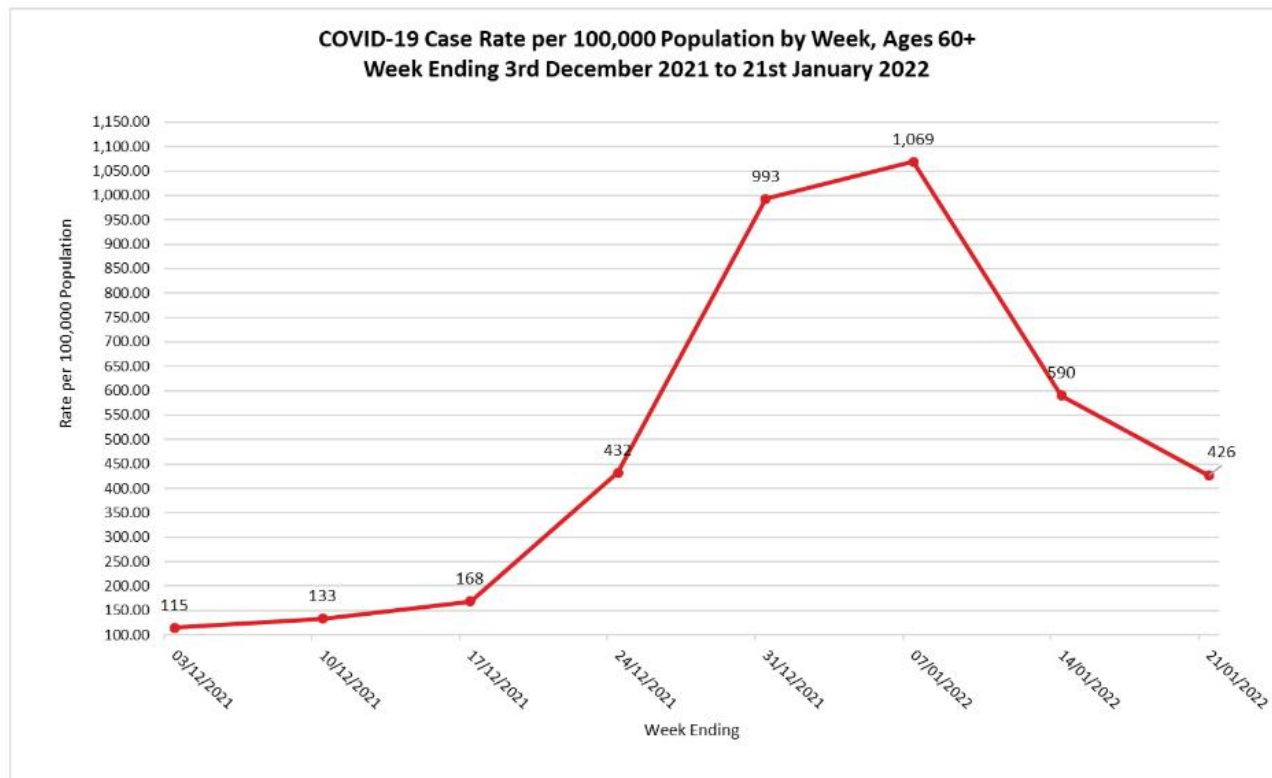


Cases are grouped by week ending Friday

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

Case Rate in Population aged 60+ years

- Following a peak in early January, case rates in the 60+ age group has fallen sharply over the past 2 weeks.
- Compared to previous week, the case rate has decreased by 28%, from 590/100k, to the current rate of 426/100k.

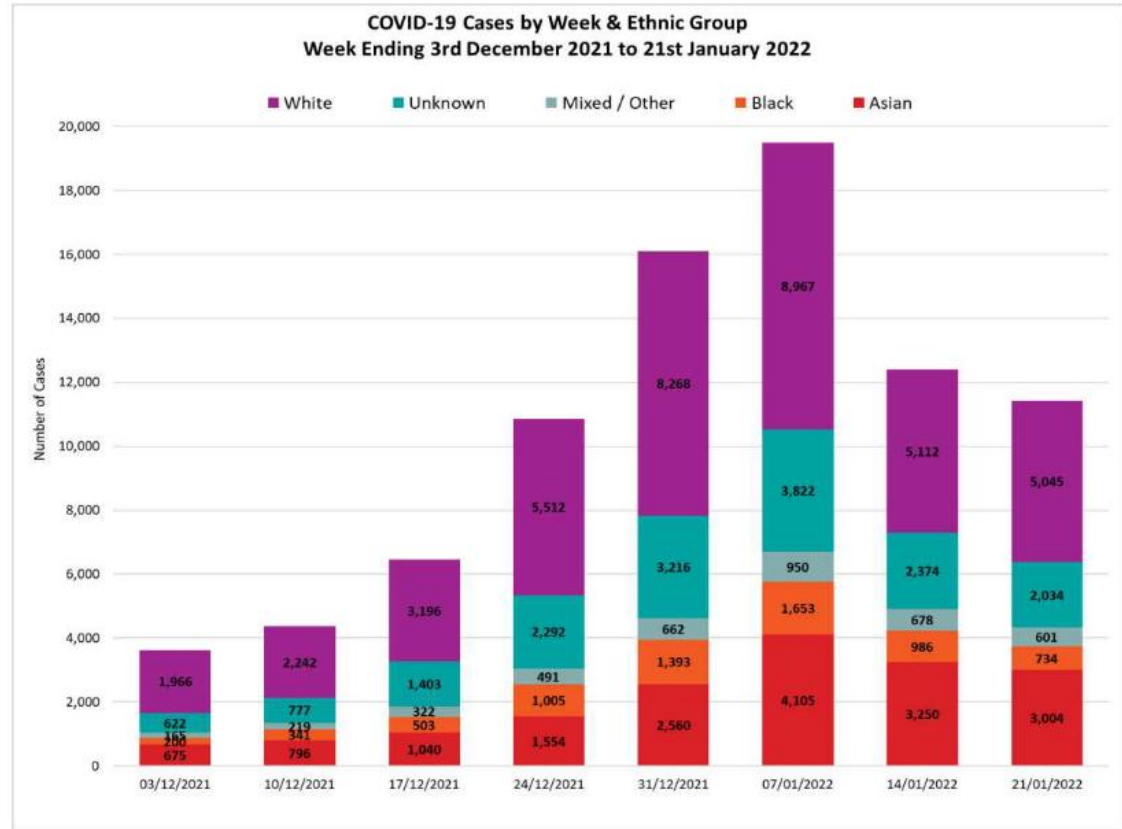


Cases are grouped by week ending Friday

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

Cases by Week & Ethnic Group

- Cases decreased in all ethnic groups in the 7 days up to 21st January.
- The White ethnic group had the highest number of cases (5,045), a decrease of 1.3% compared to the previous 7 days.
- The Black ethnic group reported 734 cases, a decrease of 26% compared to the previous 7 days.



Cases are grouped by week ending Friday

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

Case Rates by Ethnicity

- In the 7 days up to 21st January, case rates decreased in most ethnicities, with increases in just 5 out of 17 ethnicities. Chinese ethnicity showed the largest increase (27%), followed by Any Other White background (12%), White & Asian (10%), Irish (8%), and Indian (7%).
- The ethnicities with the highest case rates were:
 - Any Other ethnic group (1,964.4/100k)
 - Any Other Mixed/Multiple ethnicity (1,533.7/100k)
 - Any Other White background (1,510.9/100k)
- Compared to the previous week, the largest decreases were in White & Black African (36%), Caribbean (31%), and African (24%) ethnicities.

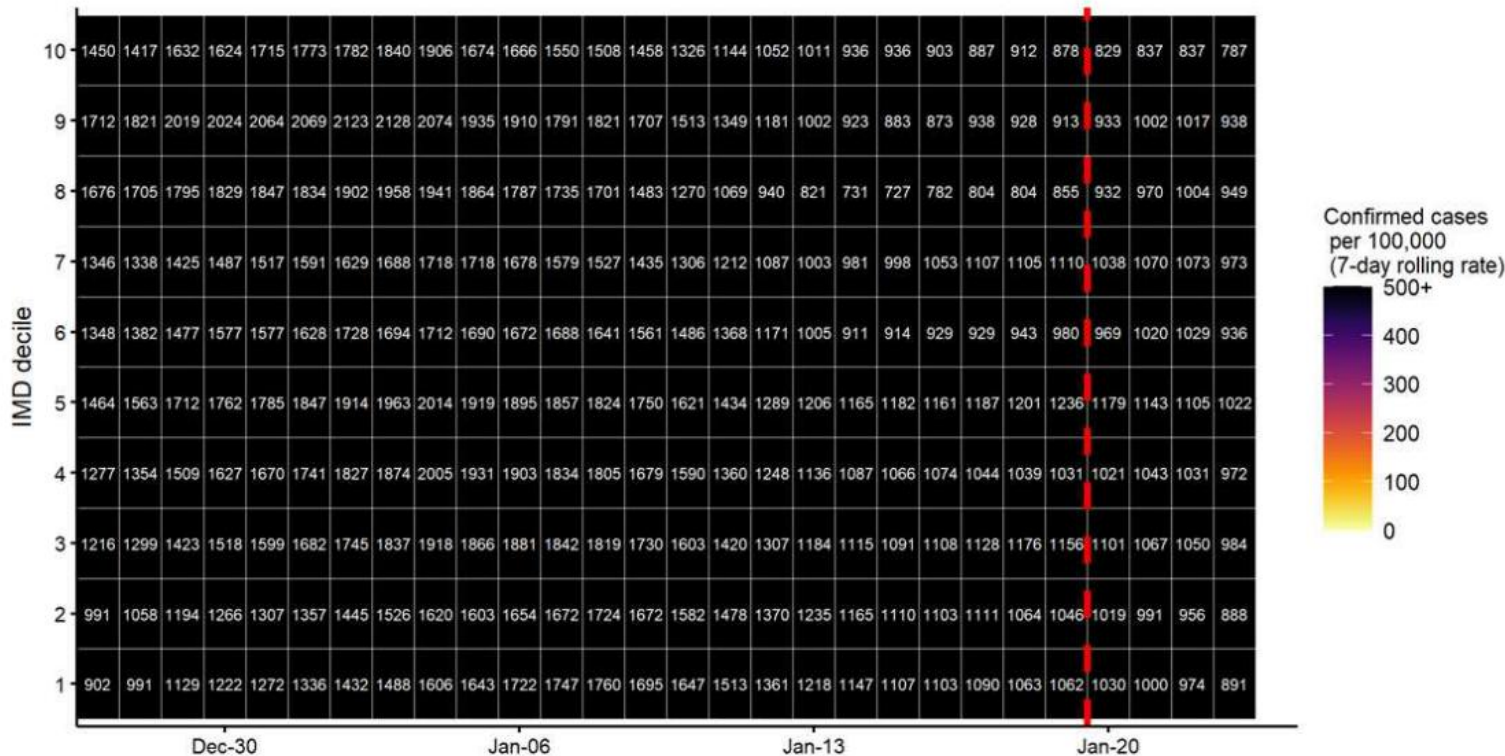
Case Rates by Ethnicity (per 100k) Week Ending 3rd December 2021 to 21st January 2022								
Ethnicity	03/12/2021	10/12/2021	17/12/2021	24/12/2021	31/12/2021	07/01/2022	14/01/2022	21/01/2022
Any Other ethnic group	468.1	569.1	973.0	1,505.4	1,679.8	3,203.6	2,349.9	1,964.4
Any Other Mixed/Multiple ethnicity	530.9	601.7	755.1	1,191.6	1,439.4	2,088.2	1,746.1	1,533.7
Any Other White background	479.5	496.7	834.8	1,086.6	1,607.5	1,993.8	1,348.7	1,510.9
African	333.4	476.8	693.5	1,327.1	1,910.6	2,490.7	1,660.5	1,270.4
Pakistani	224.7	255.8	305.6	448.0	871.2	1,692.6	1,396.0	1,196.9
Any Other Asian background	256.8	330.7	436.6	648.5	1,030.6	1,563.5	1,117.2	1,094.8
Indian	261.5	340.4	547.8	831.0	1,118.8	1,168.4	821.7	879.0
Bangladeshi	230.5	215.2	221.3	353.5	556.4	1,023.6	866.8	845.3
British	318.3	366.0	515.1	902.6	1,354.9	1,457.3	821.3	800.7
White and Black African	155.1	403.4	837.7	930.8	1,985.7	1,768.5	1,210.1	775.7
White and Asian	205.6	196.7	375.5	375.5	518.5	777.8	697.3	768.8
Chinese	204.5	259.6	283.2	409.1	590.0	645.1	550.7	700.1
White and Black Caribbean	165.9	287.2	335.8	623.0	950.6	1,132.7	635.1	590.6
Any Other Black/African/Caribbean	149.5	283.0	395.1	779.6	1,019.9	1,051.9	678.1	555.3
Caribbean	151.1	304.4	463.9	967.7	1,320.3	1,488.2	757.8	522.7
Irish	54.5	50.0	77.2	227.1	345.1	358.7	172.6	186.2

Cases are grouped by week ending Friday

Excluding ethnicity data classified as unknown/not available

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: 27th December 2021 to 23rd January 2022



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

Source: UKHSA COVID-19 Local Authorities Report Store

NHS Situations

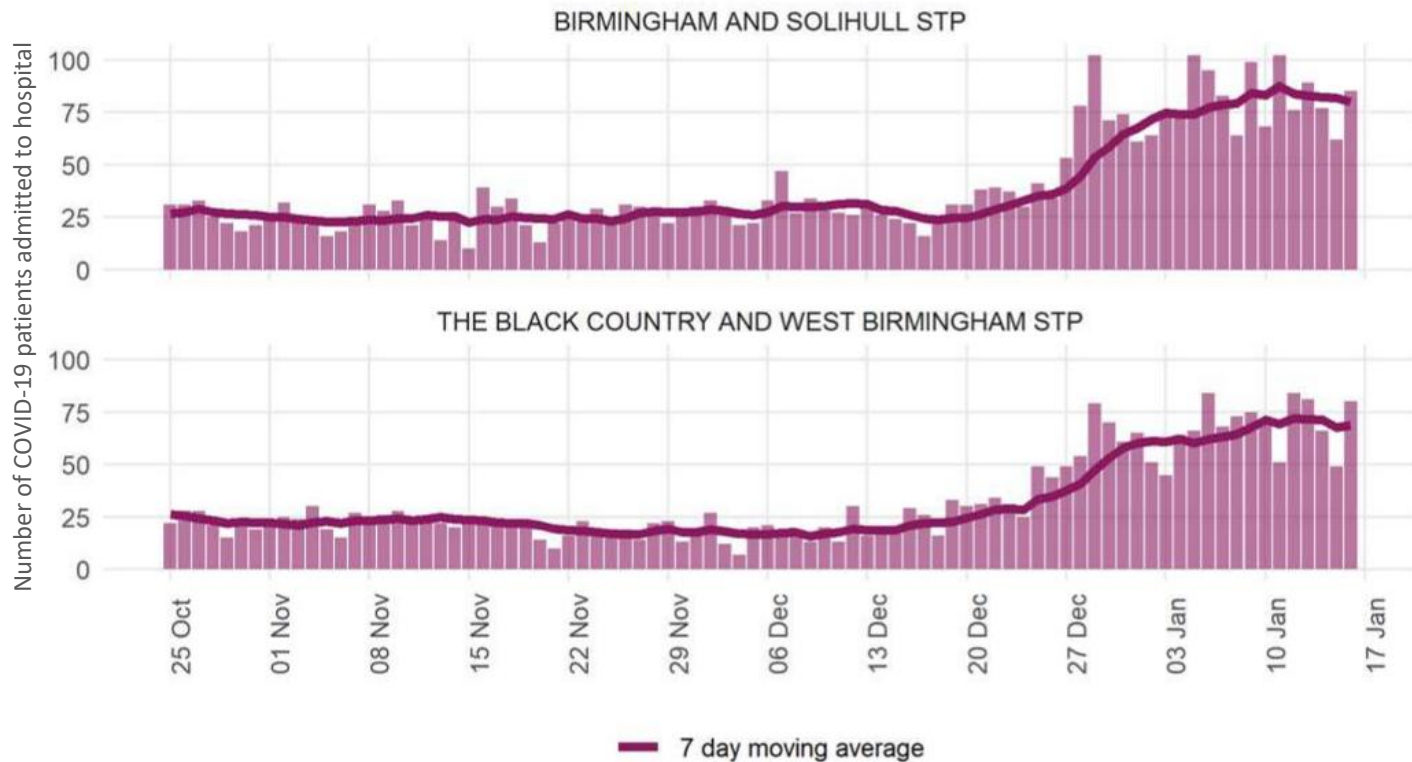


Covid-19 Hospital Metrics Data

Hospital Trust	Daily admissions, 7 day average, 13 th Jan 2022	Hospital in-patients 18 th January	Patients on Mechanical Ventilation 18 th January
University Hospitals Birmingham NHS Foundation Trust	64.9	437	20
Sandwell & West Birmingham Hospitals NHS Trust	19.9	180	8
Birmingham Community Healthcare NHS Foundation Trust	4	14	0
Birmingham Women's & Children's NHS Foundation Trust	7.6	29	2
Birmingham & Solihull Mental Health NHS Foundation Trust	3.4	56	0

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

Daily number of COVID-19 hospital admissions in Birmingham Sustainability & Transformation Partnerships (STPs), 25th October 2021 to 16th January 2022



Source: UKHSA COVID-19 Local Authorities Report Store

Deaths



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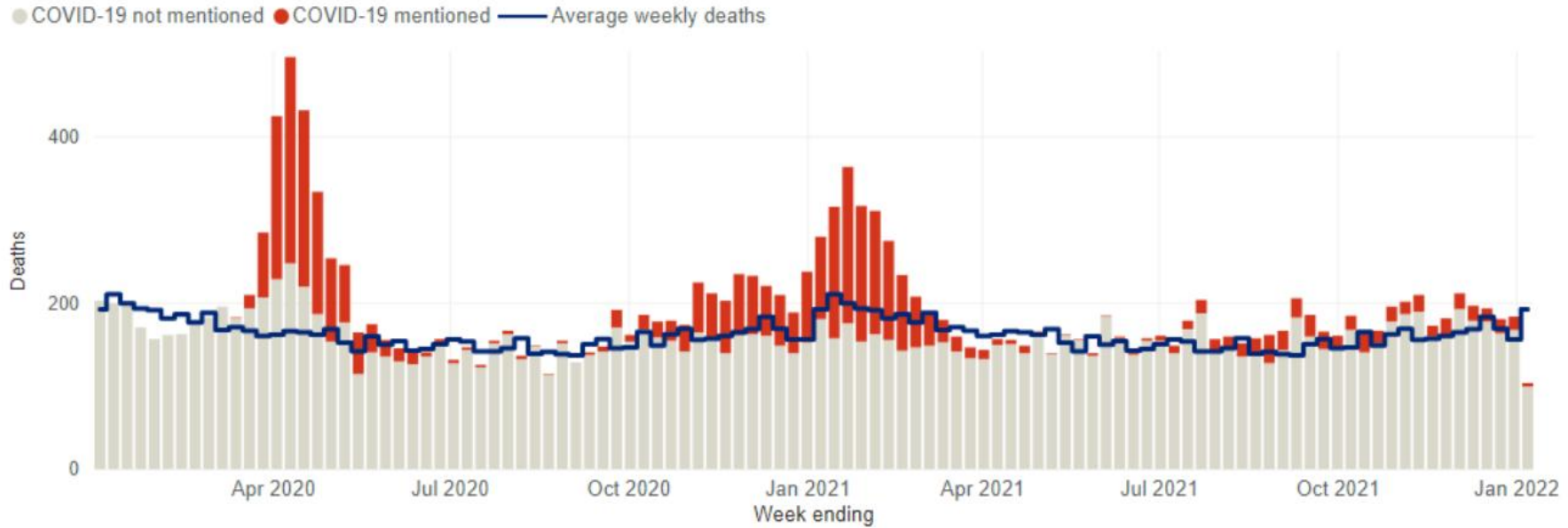
Death Data

The most recent death data, where death occurred within 28 days of a positive COVID-19 test, is for the week ending 23rd January reported **16 deaths**, equivalent to a death rate of **1.4/100k** 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 7th January which reported **9 deaths** registered in Birmingham. Of these, 8 occurred in hospital and 1 at home.

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

Excess Death: All Deaths up to 7th January 2022



With the exception of the most recently reported 2 weeks, excess deaths have been consistently above the 5 year average for several months. However, compared to earlier in the pandemic, most of these have been contributed by non-COVID deaths.

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

Situations

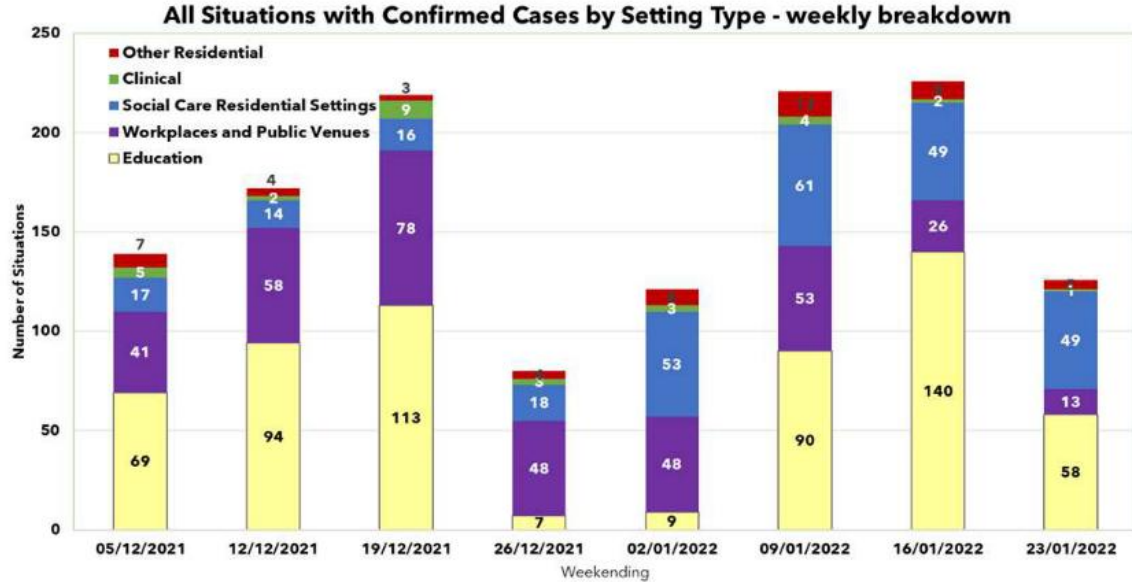


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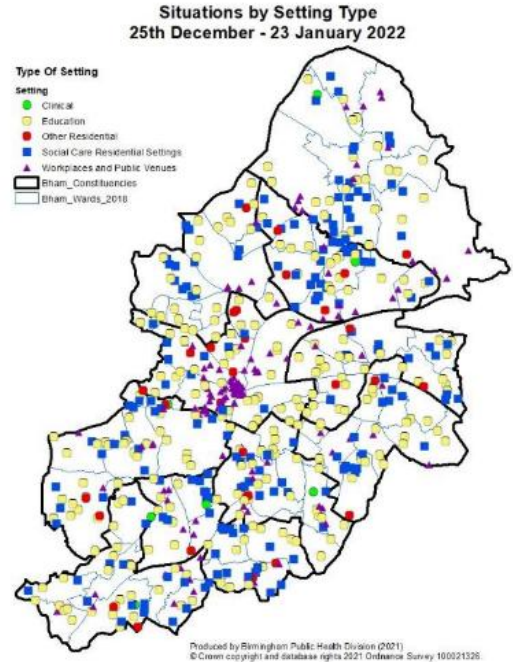


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Confirmed Situations in Birmingham: Last Month & Last 7 days

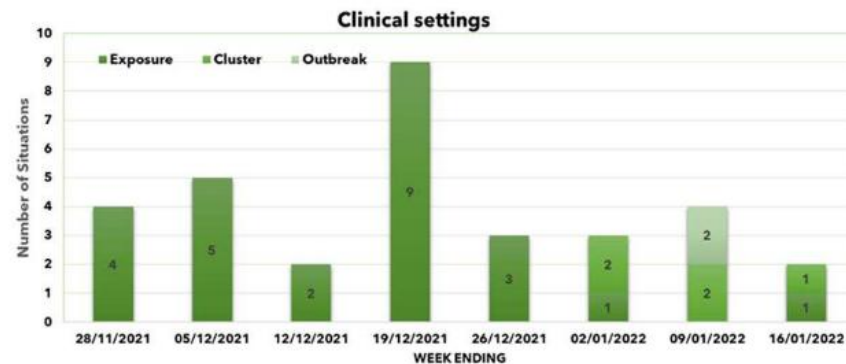
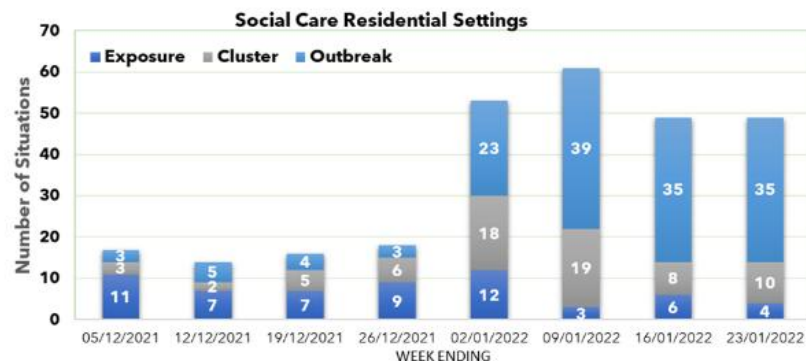
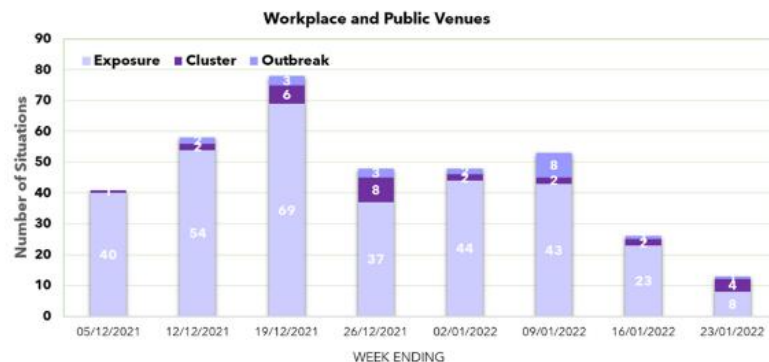
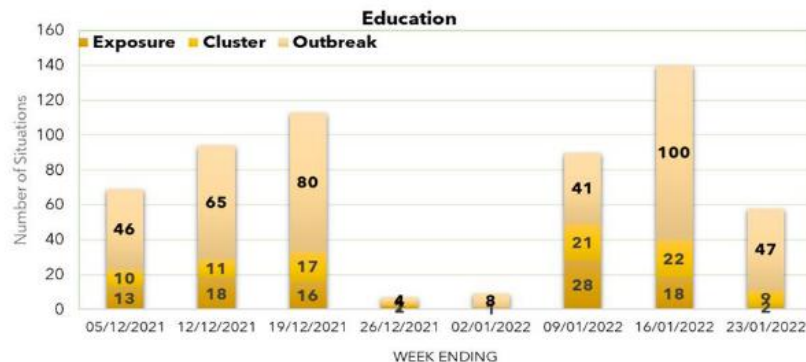


- Situations in Education settings decreased during the Christmas holidays, and have increased since schools reopened.
- Social Care and Residential settings showed an increase over the holiday period.



This map shows Postcode location of COVID Situations by type of setting active in the last month

Situations by Type of Setting, 8 weeks: 28th November – 23rd January 2022



Situations data is gathered by the Test & Trace Health Protection Response Team, using information sent in by Managers (Headteachers, Care Home Managers Retail and Workplace Managers) across Birmingham, via the Contract Tracing email: contacttracing@birmingham.gov.uk

Common Exposure Events Reported by Cases Resident in Birmingham

Number & percentage of weekly exposures by setting: 14th Nov 2021 to 22nd Jan 2022

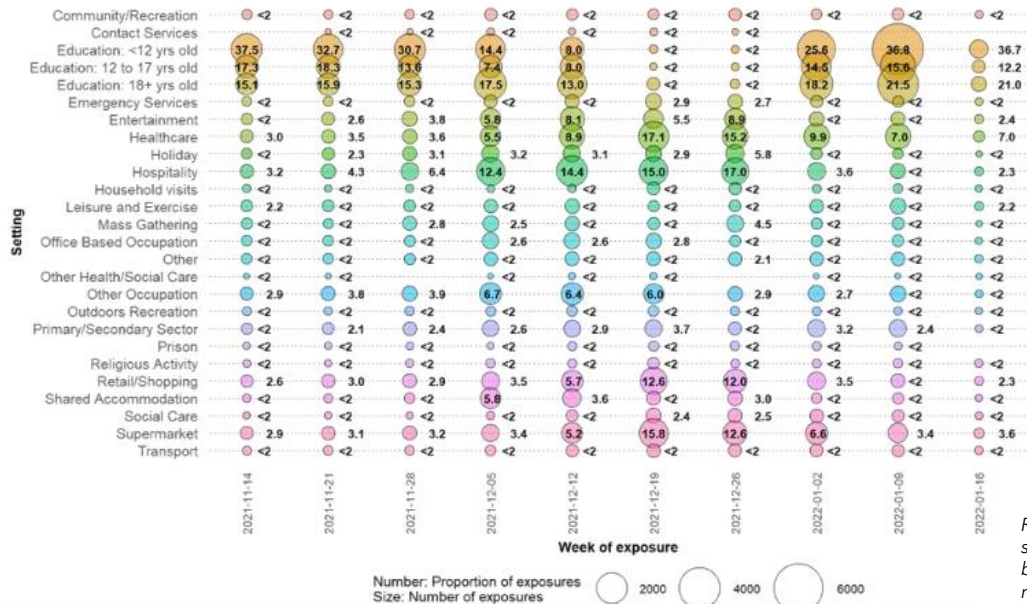
Number and proportion of cases reporting backwards events that have common exposures by week of symptom onset

Produced 2022-01-23 with data up to prior day.

Number of cases reporting common exposures* (Proportion out of cases reporting backwards events)**	1731 (73.3)	1602 (72.8)	1748 (73.5)	2167 (74.4)	3452 (76.4)	4215 (72.2)	4647 (67.2)	3910 (65.3)	5374 (77.7)	4272 (77.5)
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Number (size of circle) and proportion (number) of common exposure events by setting and by week of event

Produced 2022-01-23 with data up to prior day.



Exposures were highest in **Education** settings, particularly in <12 years (36.7), 18+ years (21.0) and 12-17 years (12.2).

- Common Exposures were also high in the following settings:
 - Healthcare** (7.0)
 - Supermarket** (3.6)
 - Entertainment** (2.4)
 - Hospitality & Retail/Shopping** (2.3)
 - Leisure & Exercise** (2.2)
- 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.

Source: UKHSA COVID-19 Local Authorities Report Store

Contact Tracing



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Contact Tracing Local Authority Partnership

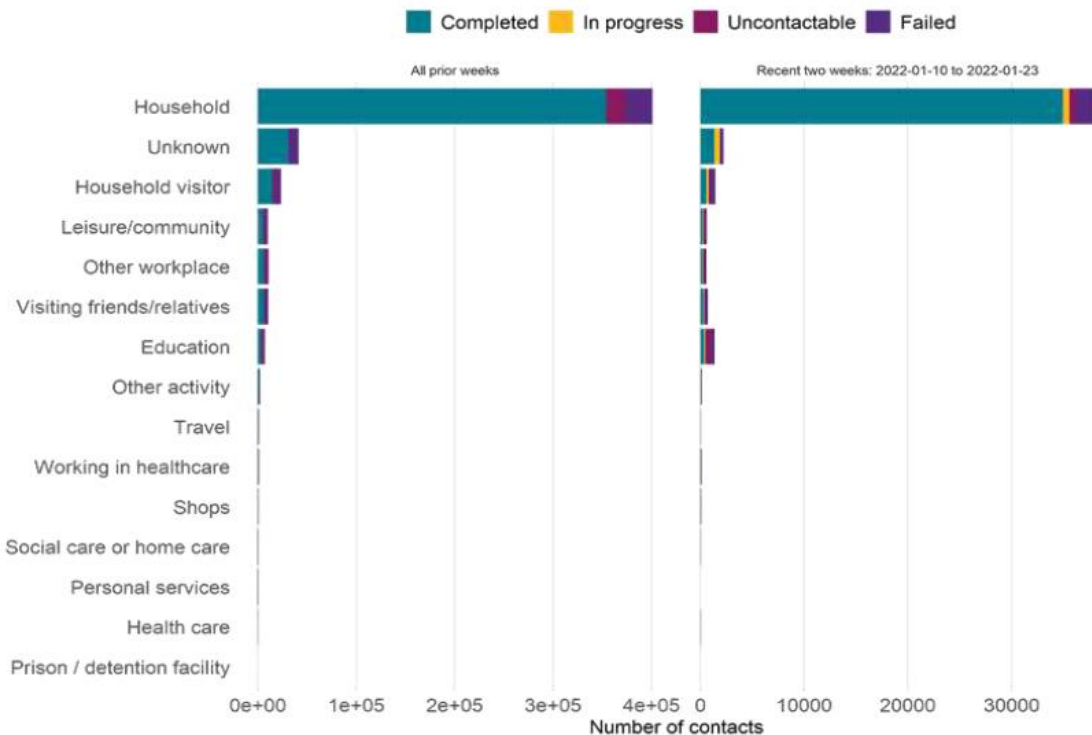
Service Highlights

- Contact Tracing Service now **covers the top 39 wards per 100,000 in LTP model having dropped from all wards.**
- A team **providing face-to-face visits** is in place for positive cases that:
 - **cannot be reached by telephone** (2 attempts, including voicemail and texts). These are referred to Environmental Health for follow-up (approx. 6-12 cases/day at present)
 - **refuse to self-isolate.** These are referred to Environmental Health for follow-up visits (approx. 5 cases/day) and if necessary escalated to the Police however the police are currently only dealing with the most severe of isolation breaches.
- The service also **provides support and welfare services to those who require food, financial or general support** during their isolation

Latest Updates

- **Case Tracing:** For the **previous 7 days we handled 787 cases** vs 1,526 in the previous week. Of those, 433 were complete giving us a completion rate of 55%. Cases are down due to an issue with our data upload process. Wards covered increased once the issue was resolved.
- **Welfare Support:** For the **previous 7 days we handled 1,250 support cases** vs 1,993 in the previous week. The reduction is due to a decrease in the number of positive cases in Birmingham.
- **Removal of PCR confirmation for LFD:** Data confirms that this has lead to an increase in the number of cases flowing into contact tracing. 51% of all cases are now as a result of LFD tests. 29% from Pillar 1 PCR and 20% Pillar 2 PCR.
- **Automated Support SMS:** This week we introduced a process to automate the sending of the Welfare/Support SMS using gov.uk Notify. This process has saved time which can now be re-distributed to make the follow up calls required.

Test & Trace Contacts by Exposure/Activity Setting & Current Outcome: 28th May 2020 to 23rd January 2022



- Over the past 2 weeks, the most common exposure/activity setting has been the **Household**, followed by setting **Unknown** (where data on exposure/activity setting was not provided).
- Compared to the previous 2 weeks, there has been an increase in exposures in **Household** settings.
- In the past two weeks, around 38,000 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.

Source: UKHSA COVID-19 Local Authorities Report Store

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: December 2021



Communication Channels

Content

Plan B. Festive Messaging. **Vaccination** for 12-15, 16–17-year-olds, all adults, boosters, myth-busting, and details of walk-in centres across Birmingham (**grab a jab**). **Testing**; LFD test pick-up locations Birmingham. **Safe behaviour**; changes due to Plan B, face covering, COVID-19 App, travel especially around events and celebrations, Omicron variant update as it develops.

Audiences

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

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

- 4th December - Education webinar, Keeping school settings safe
- 14th December - interview update on COVID-19 and vaccination uptake– BBC RADIO WM

Emails & Newsletters

- Birmingham City Council internal communications weekly (12k staff)
- Update for high streets and businesses (12 BIDs which represent 4,447 businesses and other business groups approx. 500 businesses).

Verbal

- Updating key partners, groups and community champions on Plan B and its implications (list of meetings held this month?). Listening to these audiences to collect FAQs from our communities to produce “Questions from our Bham community” content shared on social media.



Communications Update - Digital Engagement: December 2021



Social Media – Healthy Brum

March 1st – 31st December



Social Media – Healthy Brum Instagram

Reach – 46.7k

Impressions – 7.1k

Facebook

Post reach – 17k

Engagement – 1.2k

Twitter

Post engagements – 355

Post traffic (clicks) – 3.6k

Key take-outs: best performing posts were Birmingham centric rather than gov or bsol content.

Website Updates:

Over 500,000 visits to COVID-19 pages

- Reviewed and updated COVID-19 content to ensure up-to-date
- Creating the "Resources Asset Hub" - a central location to share COVID-19 assets with all stakeholders – due live early 2022.

Partner Website Updates

- Latest vaccination walk-ins: <https://www.birminghamandsolihullcov.idvaccine.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

- Plan B guidance
- Omicron updates
- Questions from our Bham communities
- Festive season safe behaviours:
 - Vaccine – ever green offer, boosters, eligible cohorts
 - Testing: LFD, PCR
 - Stay safe - ventilation, masks, hand washing, JV message
- Pregnancy - vaccination
- Fraud – testing, passes, vaccinations
- Schools – testing and vaccinations
- Business support
- Myth-busting
- NHS COVID-19 App

Wider Public Health Topics

National grief awareness week, cold weather, creating a bolder healthier city, winter ready, flu vaccine.

Communications Update - Digital Engagement: December 2021



Best Performing Social Content

1.

Dr Justin Varney, director of public health at Birmingham City Council, offers advice about how to help keep loved ones safe this Christmas. Please watch and share. Have a great festive holiday and remember these small steps every day can make a huge difference.



2.



Answering some of your most frequently asked COVID-19 Questions

1/7 COVID-19 Testing

Find out more at ow.ly/s7PE5OHINi6



3.



4.



The £500 Test and Trace Support Payment for people on low incomes who have to self-isolate due to:

- ♦ Testing positive for COVID
- ♦ Being notified as a contact of someone who has tested positive for COVID, and are not exempt from self-isolation

Visit



gov.uk
Claiming financial support under the Test and Trace Support Payment scheme

12:00 PM · Dec 26, 2021 · Hootsuite Inc.

Communication Updates - Digital Engagement: December 2021



A selection of the content we have published

Plan B

MOVING TO COVID-19 PLAN B

LATEST RULES TO KEEP YOU SAFE

Friday 10 December
Face coverings required by law in most indoor spaces and on public transport, unless you're exempt or risk-assessing

Monday 13 December
Work from home if you can. If you need to continue going into work, take LfT regularly to reduce risk

Wednesday 15 December
Introduction of mandatory MHS COVID Pass for entry into nightclubs and large venues

Arabic language connects you wish to have these sent to you, please DM us.

الخطة B: أوقات الأزمات

أغطية الوجه

مطلوب ارتداؤها في جميع دور العبادة، إلا إذا كنت معزلاً

Festive Messages

Taking your new bae home for Christmas dinner?

HO HO NO

DON'T MISS OUT ON SECONDS

Don't miss out on the things you love this Christmas...

Whichever COVID-19 job you're eligible for: 1st, 2nd or booster, get it now!

Search: "COVID vaccination Birmingham and Solihull" to find out where to get yours.

Healthy Brum @healthybrum · Dec 26, 2021

Happy Christmas! 🎄

- Stay safe this Christmas when visiting loved ones, please:
- Take a LfT
- Open your windows
- Use the NHS COVID-19 app
- Wash your hands regularly

Vaccination

GET BOOSTED NOW

BIRMINGHAM

📍 GRAND CENTRAL (NEW STREET)

NHS.UK/C

GET A COVID-19 VACCINATION THIS WEEKEND

Offering first, second and booster doses

DISPHARMA CHEMIST

Afsar Store, 183 Alum Rock Rd, Alum Rock, Birmingham B8 1NJ

Sat 18 December – 10am to 5pm
Sun 19 December – 10am to 4pm

No appointment necessary

A BOLDER HEALTHIER BIRMINGHAM



Communication Updates - Digital Engagement: December 2021



A selection of the content we have published

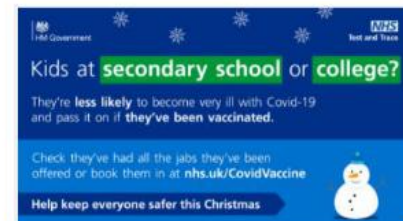
Safe Behaviours + Testing



Pregnancy



Education Settings



Community and Partnership engagement

BVSC Takeover Workshop

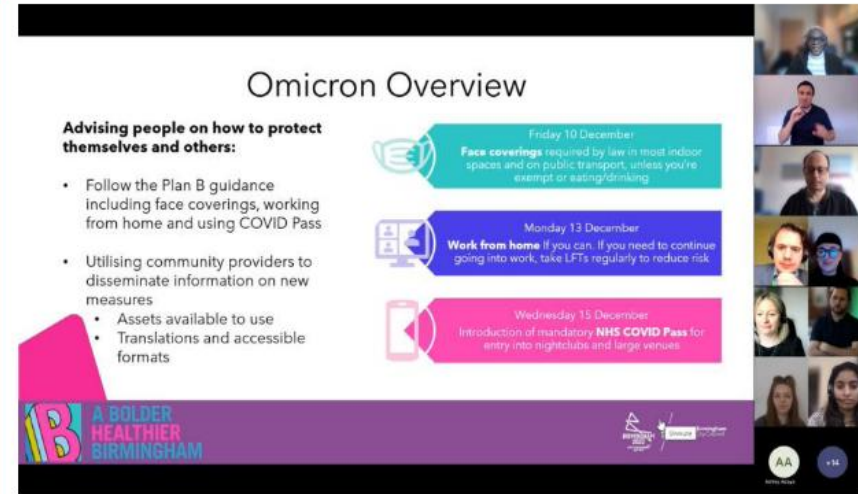
BCC Co-hosted a **non-digital engagement peer learning event** with BVSC on 14th December 2021.

Session conducted by BVSC to encourage community providers to share previous engagement activities and any issues they have previously encountered.

This session aimed to provide advice and future additional support on non-digital engagement as many communities do not have access to digital initiatives.

Main outcomes of the session:

- Community providers were inspired by work conducted by other providers
- Providers discussed potential opportunities for collaborative working with other providers.



Omicron Overview

Advising people on how to protect themselves and others:

- Follow the Plan B guidance including face coverings, working from home and using COVID Pass
- Utilising community providers to disseminate information on new measures
 - Assets available to use
 - Translations and accessible formats

Friday 10 December
Face coverings required by law in most indoor spaces and on public transport, unless you're exempt or eating/drinking

Monday 13 December
Work from home if you can. If you need to continue going into work, take LFTs regularly to reduce risk

Wednesday 15 December
Introduction of mandatory NHS COVID Pass for entry into nightclubs and large venues

A BOLDER HEALTHIER BIRMINGHAM

Proud Host City Birmingham City Council



Community and Partnership engagement

Celebrating our Youth COVID Champions!

We're celebrating the recruitment of **94 Youth COVID Champions**- a brilliant milestone!

- Since the launch of the programme earlier this year, the Council's Youth Service have been working tirelessly to support young people around the city.
- Our Youth COVID Champions have been empowered to act as young leaders within their local communities to champion COVID causes.
- We're incredibly proud of their work as they continue to deliver important messages to those who need them most. Keep up the great work!

Public Health Team works with the Council's Youth Service Team to continue to engage Young people to join the Youth COVID Champions across the city. Please contact [Juliet.c.faulkner@birmingham.gov.uk](mailto:Juliet.C.Faulkner@birmingham.gov.uk)



BIRMINGHAM'S YOUTH COVID CHAMPIONS

WE NEED YOU!

- If you are between 11 and 18 years old and live/work in Birmingham, join our Youth COVID Champions Programme.
- You'll be invited to exclusive Public Health webinars and Q&As
- Receive the latest COVID advice and guidance directly from Birmingham City Council Public Health
- Be empowered to share this reliable information with people in your network - family, friends and community to keep our city safe

Want to become a Youth COVID Champion? Simply email:
✉ Juliet.C.Faulkner@birmingham.gov.uk



**A BOLDER
HEALTHIER
BIRMINGHAM**



Community and Partnership engagement

Plan B

In response to the announcement of Plan B on the 8th December assets have been produced by both central government and Birmingham City Council to help providers to inform their communities of the changes to COVID-19 guidance and rules.

The Birmingham City Council assets had a **focus on localising content**, alongside producing assets in **accessible formats/community languages**. Government assets did not contain. BCC worked with CommPlus to produce an asset summarising all of the new measures with BSL additions.

BSL version shared via CommPlus: **12 shares and 275 views amongst BSL community.**

Plan B Assets Created



Community and Partnership engagement

Content Shared

Key Messages

Content shared has had a focus on the following messages:

- Staying safe at Christmas
- Omicron updated COVID-19 measures
- Expansion of the vaccination/booster programme

Messages almost always reiterate the key message of practicing COVID-19 safe behaviours such as face coverings, regular testing and ventilation.



Go to nhs.uk/GetTested or call 119

LET'S
CELEBRATE
SAFER



Download the NHS COVID-19 app now!

LET'S
CELEBRATE
SAFER





COVID Champions Programme

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

Coverage of champions across all 69 wards

821 Community, 94 Youth and 20 Business Champions

Key themes discussed:
Omicron, Testing guidance and booking for the booster

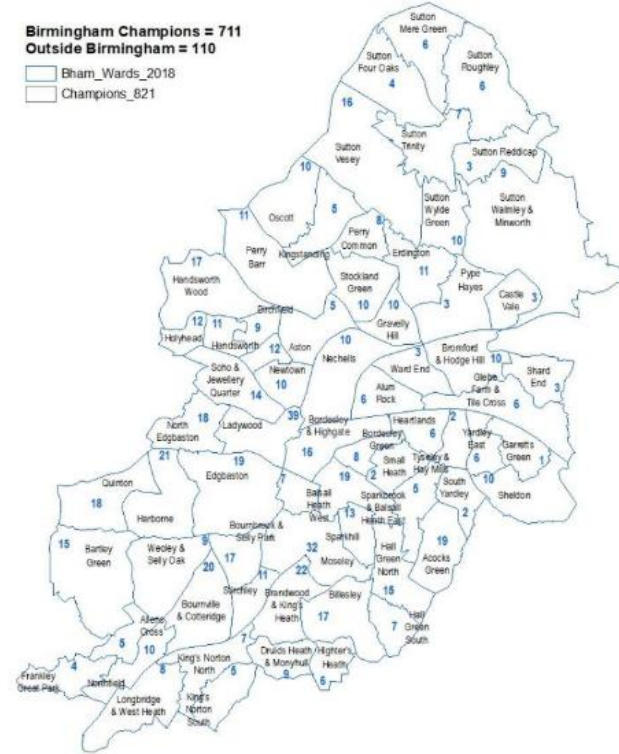
Want to become a COVID champion?
Find out more [here](#)

- Engagement via fortnightly webinars and newsletters
- Collaboration with champions to obtain feedback about communities via email, webinars & social media
- Co-producing information/videos to share with communities
- Thematic analysis of engagement to improve understanding of what's happening
- Myth busting FAQs created for communities
- Vaccination Toolkit co-created to support champions and their communities
- Making contact with new parts of the community (Eastern Orthodox Community for example)
- Independent review of champions programme complete (led by Birmingham University)
- Good representation of people from different faiths and backgrounds

Birmingham Champions ~ January 2022

**Birmingham Champions = 711
Outside Birmingham = 110**

□ Bham_Wards_2018
□ Champions_821



Produced by Birmingham Public Health Division (2021)
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New and upcoming engagement

Christmas messages - With the rise in Omicron cases, faith leaders stepped up to support the effort to share key public health messages over the Christmas period, especially for those who will be attending church. These included the importance of wearing face coverings, social distancing, testing and taking up a vaccination



A Christmas Message - From Pastor Tim Turner (Beacon Evangelical)



A Christmas message - from Pastor Bryan Scott (CSMB)

Improving Vaccine Uptake - Birmingham City Council has been awarded money by The Department for Levelling Up, Housing & Communities to deliver a Community Vaccination Programme. This will focus on improving vaccination in low uptake communities through targeted community engagement

Vaccine engagement

Alum Rock vaccination drive: 18th & 19th Dec:

- Pilot project with NHS and BCC Housing Dept – Overpool estate, Alum Rock
- Design, printing and distribution of bespoke leaflets, posters, Q&As in multiple languages
- Engagement briefings for housing officers, who went door-to-door to directly engage with 80 residents, and delivered leaflets to 300 properties
- Coordinated additional vaccination provision at Dispharma chemist. 117 vaccinations administered (9xD1, 9xD2, 99 boosters)

Cabinet Office Street Teams

Close coordination with Cabinet Office over deployment of multi-lingual street engagement teams to promote vaccine uptake and raise awareness of Covid safety. 24.5 K interactions during six visits to the city.

- 12 Dec – Bordesley & Highgate, Nechells
- 18 Dec – Newtown, Soho & Jewellery Quarter, Birchfield, Holyhead (joined by Cllr Hamilton)
- 19 Dec – Sutton Walmley & Minworth
- 21-23 Dec – New Street Station and Bull Ring
- 24 Dec – Bordesley Highgate, Nechells, Newtown, Holyhead, Soho & JQ, Birchfield

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.





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

