

Birmingham Local Outbreak Engagement Board Covid-19 Overview

Birmingham Public Health Division
01/09/2021



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 30 Aug)

2,815

Latest daily figure

2

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 30 Aug)

145,692

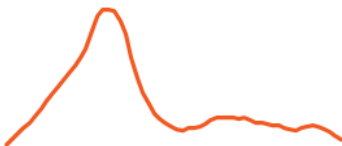
Latest daily figure

460

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 27 Aug)

21,036

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 27 Aug)

18,263

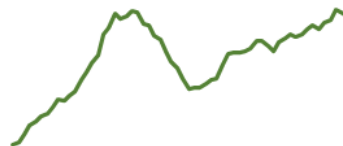
Latest daily figure

41

60+ new cases

60-day trend

(based on seven-day averages).

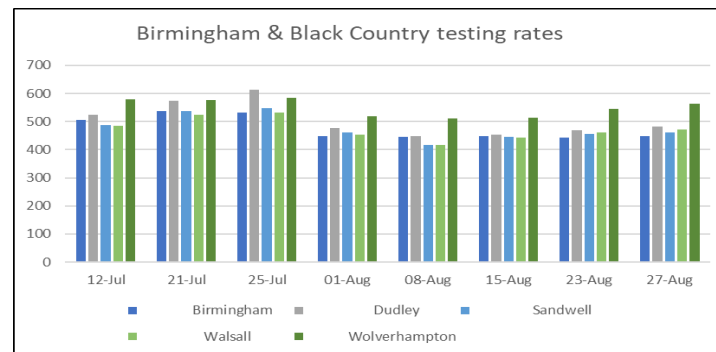
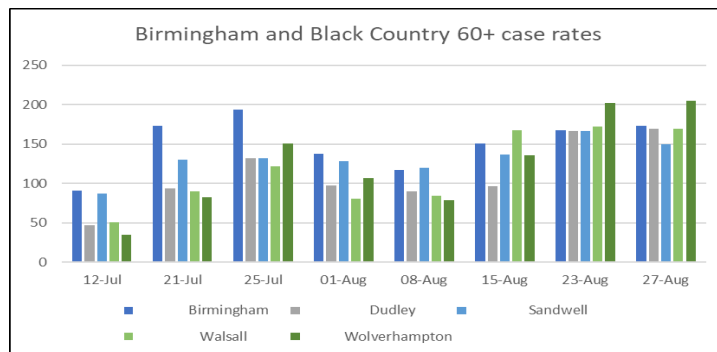
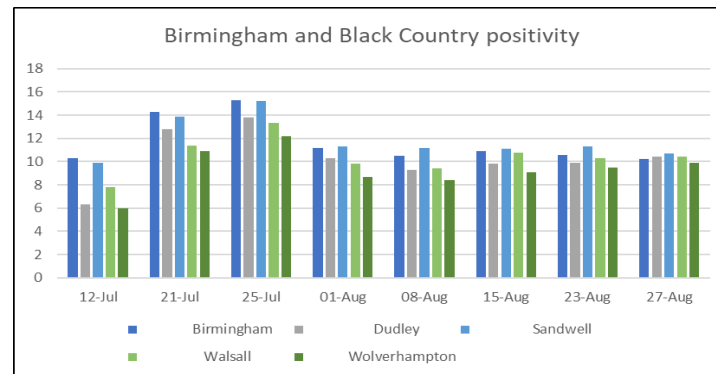
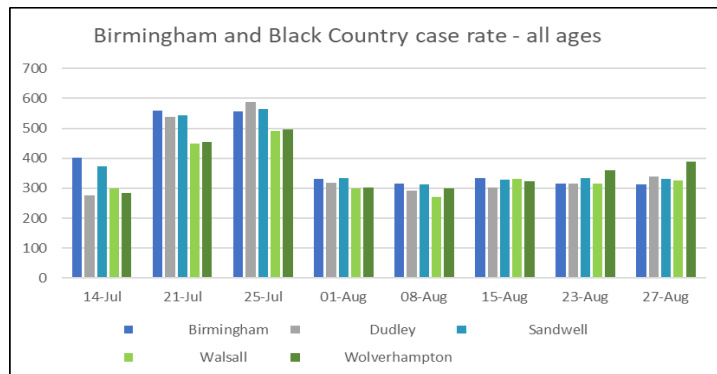


Source: PHE

Testing & Cases Summary: 7 Days up to 28th August 2021

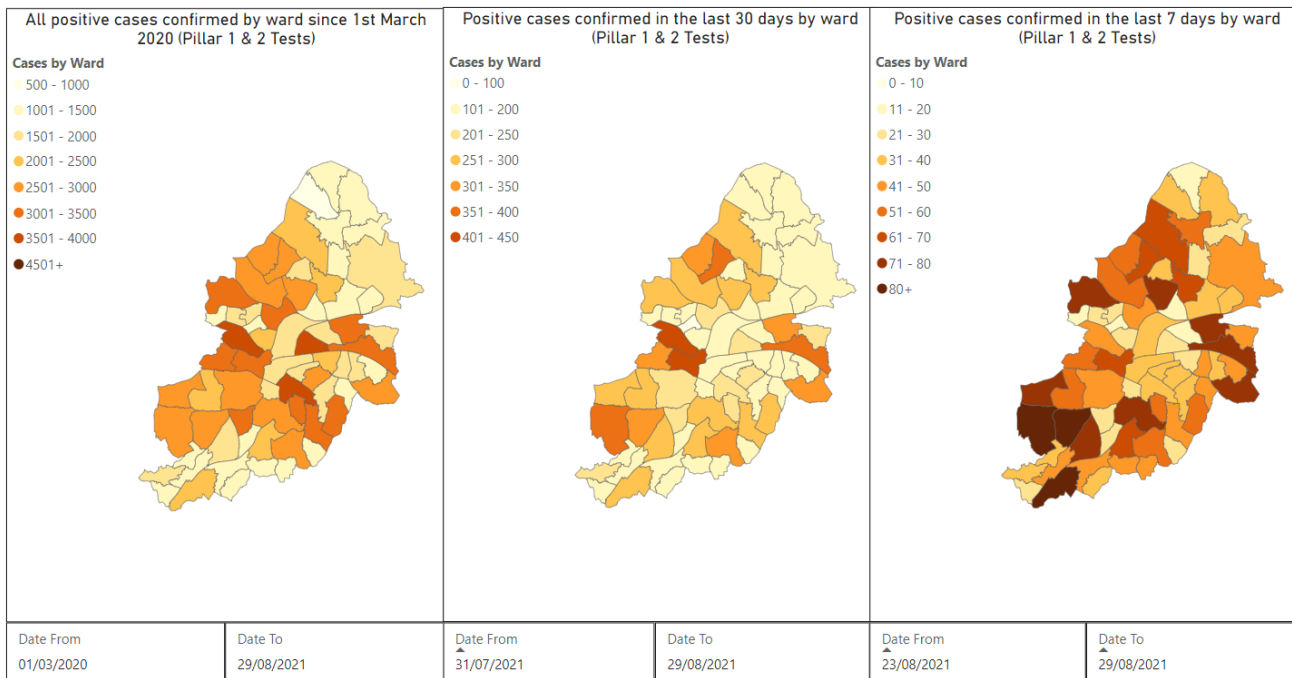
- 7 Day Rolling Case Rate to 28th August (Pillar 1 & 2)
 - Rate on 21st August 284.6/100K
 - Ranked 13th (out of 14 local authorities) in the West Midlands region, with 1 being the highest (Wolverhampton, 379.7/100K) 311.2/100K
- 7 Day Pillar 2 PCR testing rate at 29th August
 - Rate of testing on 22nd August 1,870/100K
 - Ranked 14th (out of the 14 local authorities) in the region, with 1 being the highest.. 1,870/100K
- 7 Day LFD testing rate at 29th August
 - Rate of testing on 22nd August 3,791/100K
 - Ranked 13th (out of the 14 local authorities) in the region 3,533/100K
- % of Pillar 2 positive PCR tests at 29th August
 - Rate on 22nd August 14.3%
- % of positive LFD tests at 29th August 15.0%
- % of positive LFD tests at 29th August 1.5%

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

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Top Ten Case Rates by Ward

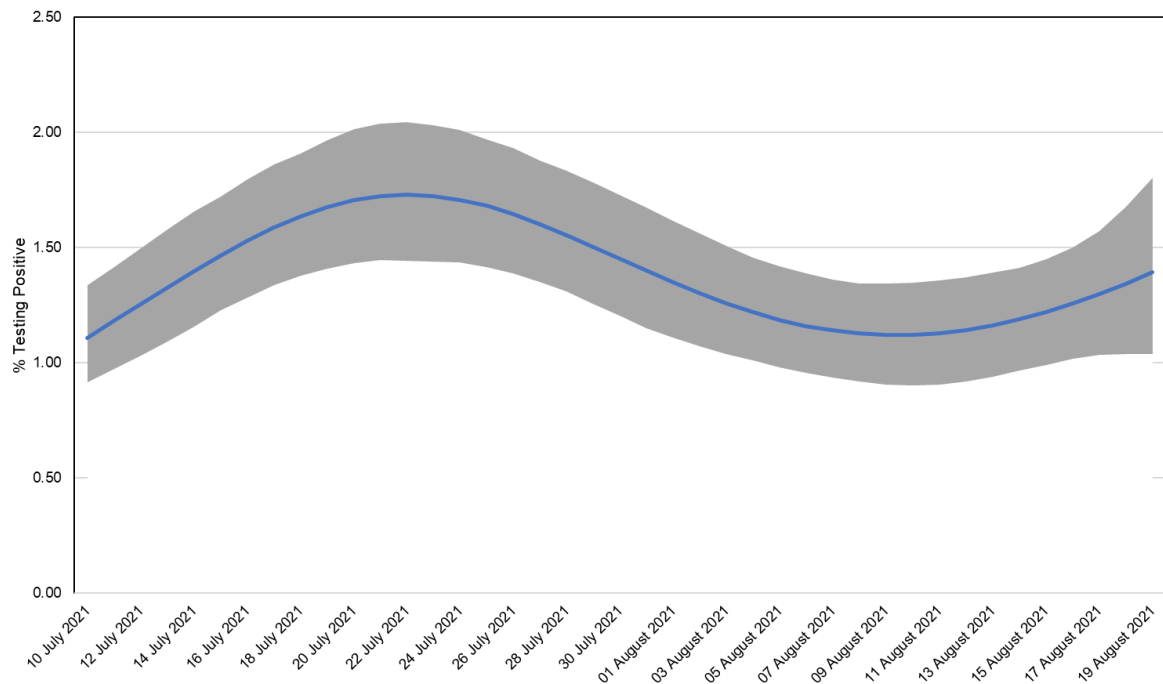
Ward	Prior week (2021-08-12 to 2021-08-18)		Most recent week (2021-08-19 to 2021-08-25)		Change between last two weeks		
	Cases	Rate	Cases	Rate	%	Absolute difference*	
Kingstanding	96	457.5	102	486.1	6	28.6	→
Frankley Great Park	52	439.4	57	481.7	9	42.3	→
Highters Heath	31	280.4	52	470.3	67	189.9	↑
King's Norton South	43	381.4	52	461.2	20	79.8	→
Brandwood & King's Heath	66	349.5	87	460.7	31	111.2	→
Northfield	30	291.3	47	456.4	56	165.1	→
Bartley Green	87	381.3	104	455.8	19	74.5	→
Shard End	64	526.1	54	443.9	-15	-82.2	→
Perry Common	45	381.6	51	432.5	13	50.9	→
Garretts Green	42	391.6	46	428.9	9	37.3	→

2 wards have seen a statistically significant increase in case rates, 3 wards have seen a significant decrease, the majority have seen no change.

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

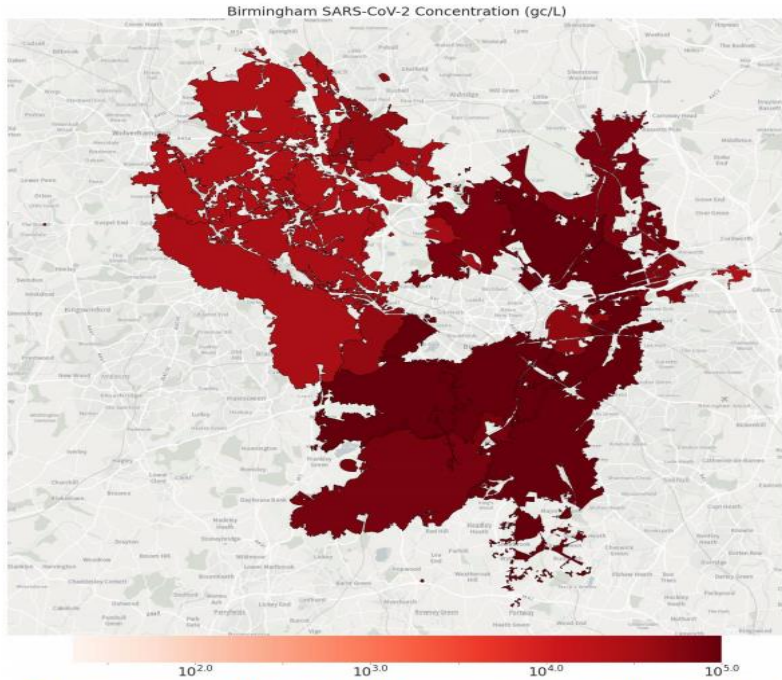
ONS Coronavirus (COVID-19) Infection Survey, up to 20th August 2021

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

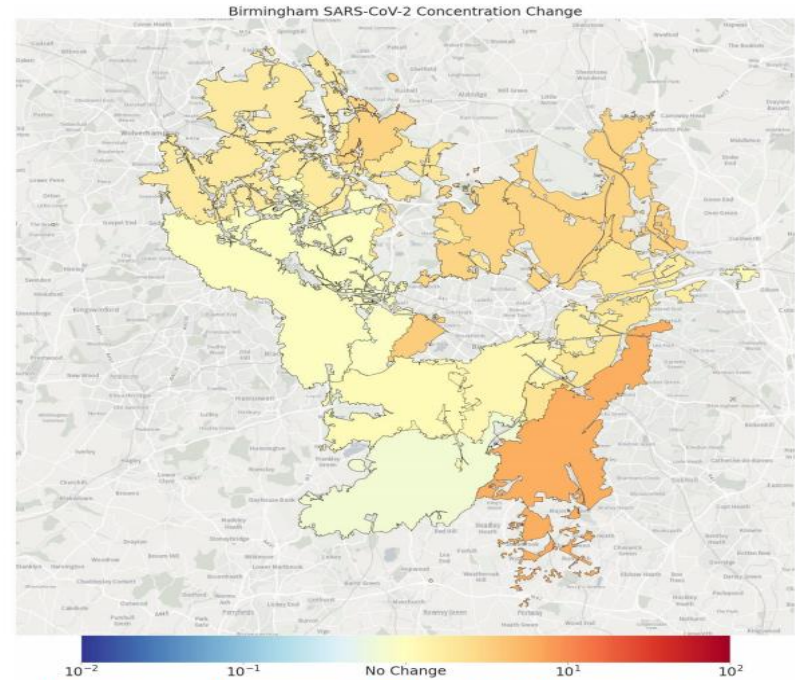


- The ONS infection survey estimates the % of the West Midlands adult population who were COVID positive on 20th August, this increased to 1.45%, compared to the previous week's estimate of 0.67%.
- The estimated percentage testing positive has begun to rise in August, following a decline in late-July/early August.
- In the 7 days up to 20th August, the percentage of people testing positive has increased for those in school Year 12 to aged 24 years, and those aged 50 to 69 years. The percentage of people testing positive decreased in those aged 2 years to school Year 6, and those aged 25 to 34 years. The trend is uncertain for other age groups.
- ONS are not currently calculating sub regional estimates due to reduced estimate accuracy from low prevalence.

NHS WASTEWATER SARS-COV-2 Report 14th to 20th – August 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)
 - few cases seen initially in the UK.
 - thought to be more infectious than previous variants.
 - no more cases identified so far.
- More recently the VUI-21JUL-01 lineage B.1.621 is under investigation.
 - None identified in the West Midlands.

Testing



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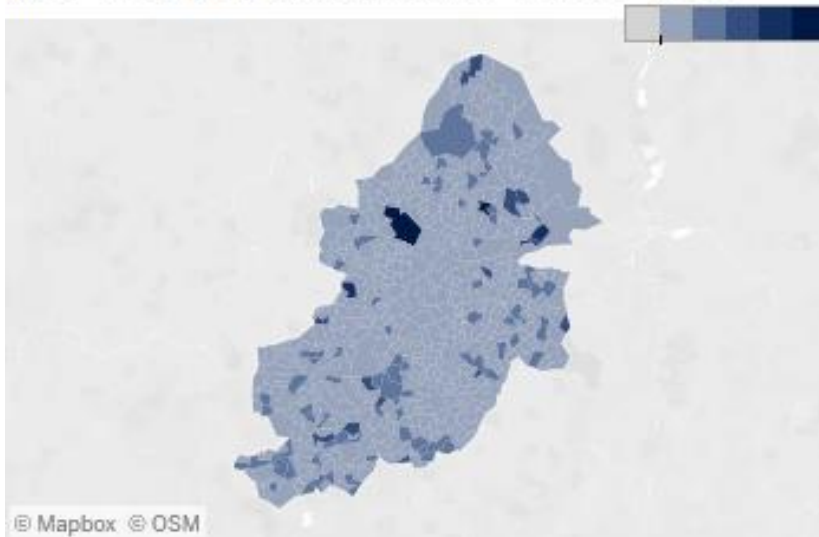


Lateral Flow Test Locations

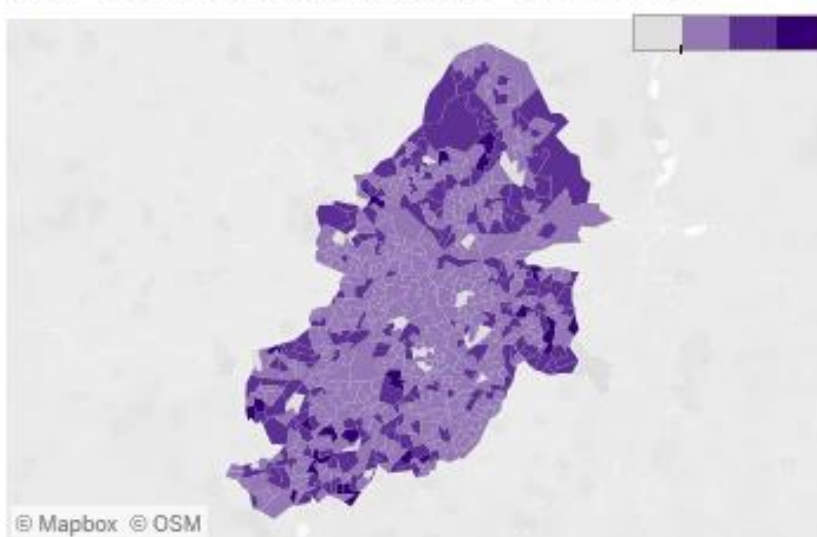
- **Lateral flow testing and collection sites have now closed** in line with the national move to home testing.
 - Home testing kits can be ordered from gov't's website.
 - <https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests>
- **Testing available at a network of community pharmacies**
 - 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 29th August 2021

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.5K to 12.8K

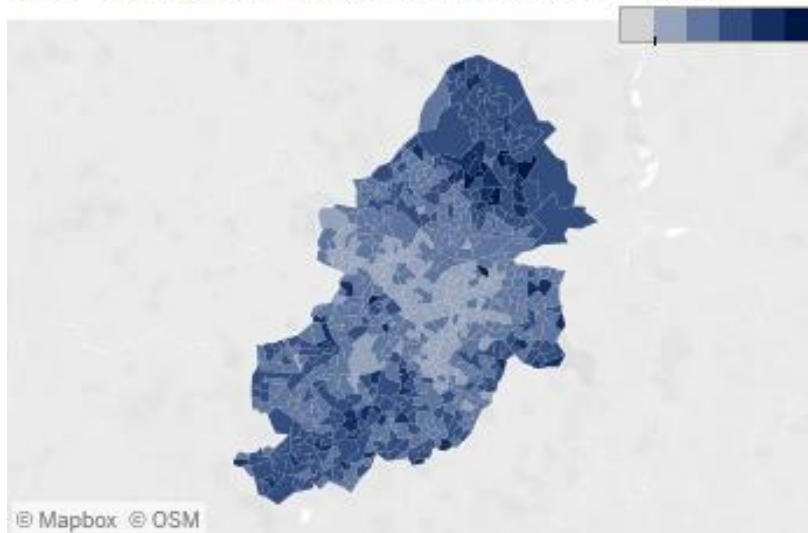


7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 990.1

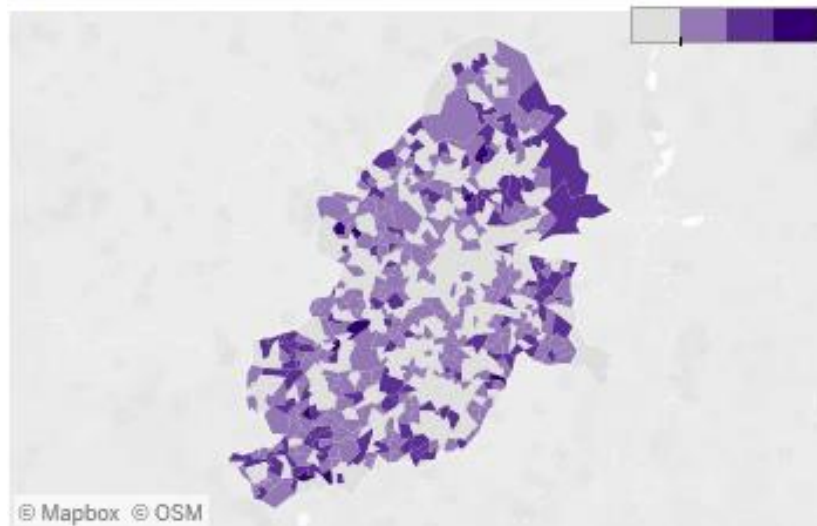


LFD Testing (Pillar 2) by LSOA: 7 Days up to 29th August 2021

7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.8K to 10.9K

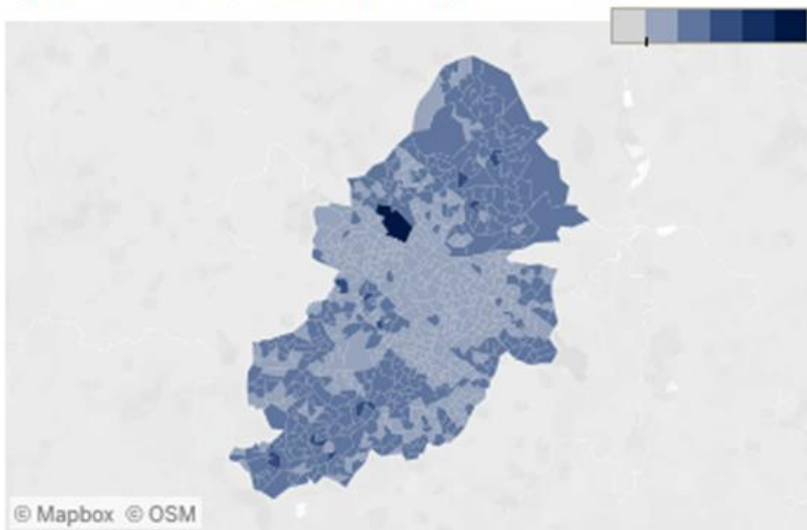


7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 367.9

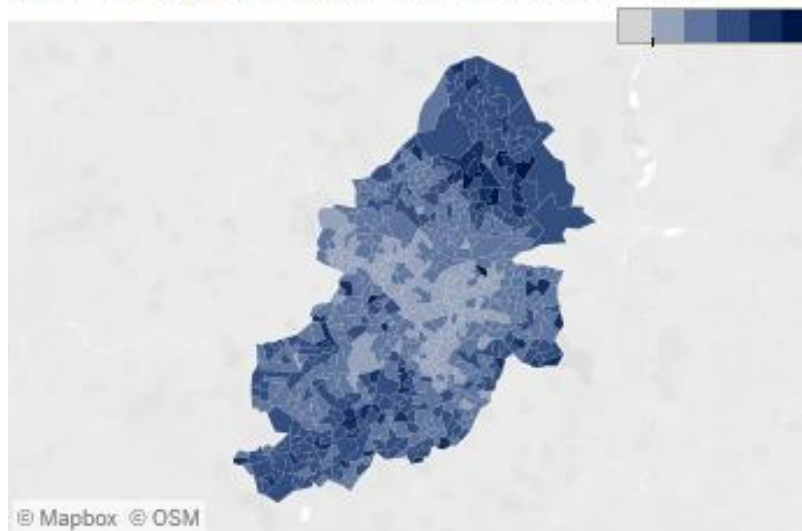


LFD Testing Progress: 1st to 29th August 2021

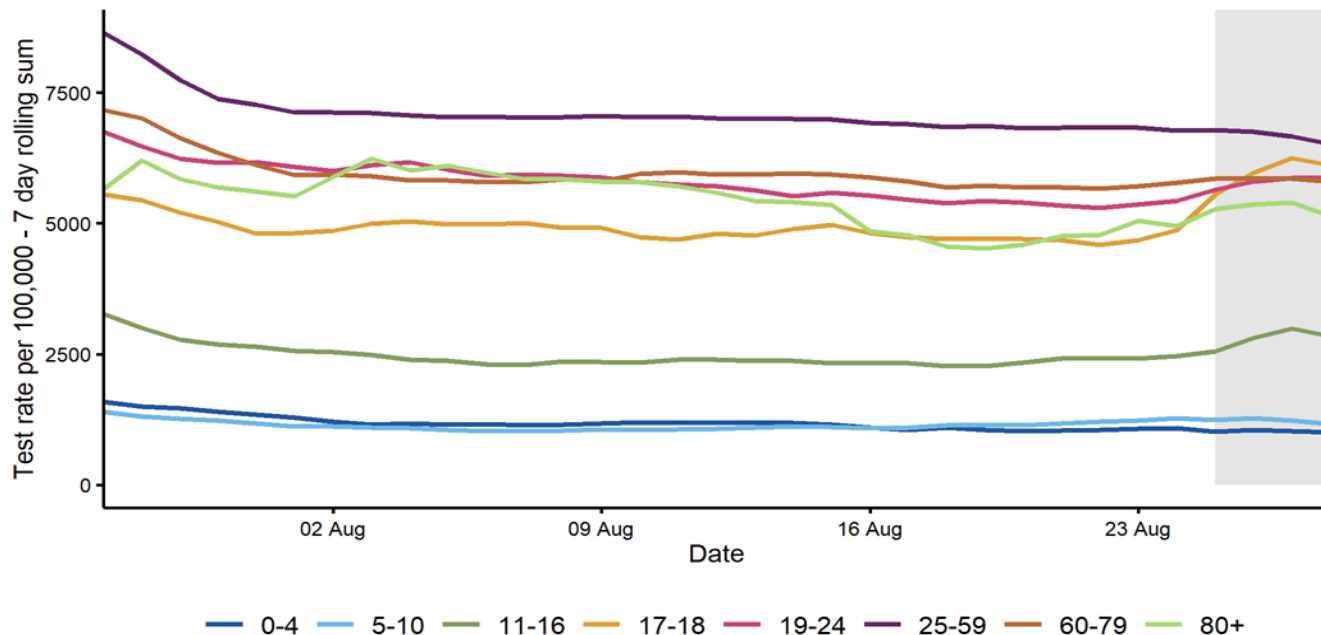
7-day rate of total Pillar 2 tests LSOA 1st Aug
(per 100K population) Range 0.8K to 20.8K



7-day rate of total Pillar 2 tests LSOA 29th Aug
(per 100K population) Range 0.8K to 10.9K



7-day rolling average Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham (by key age groups): 27th July to 29th August 2021



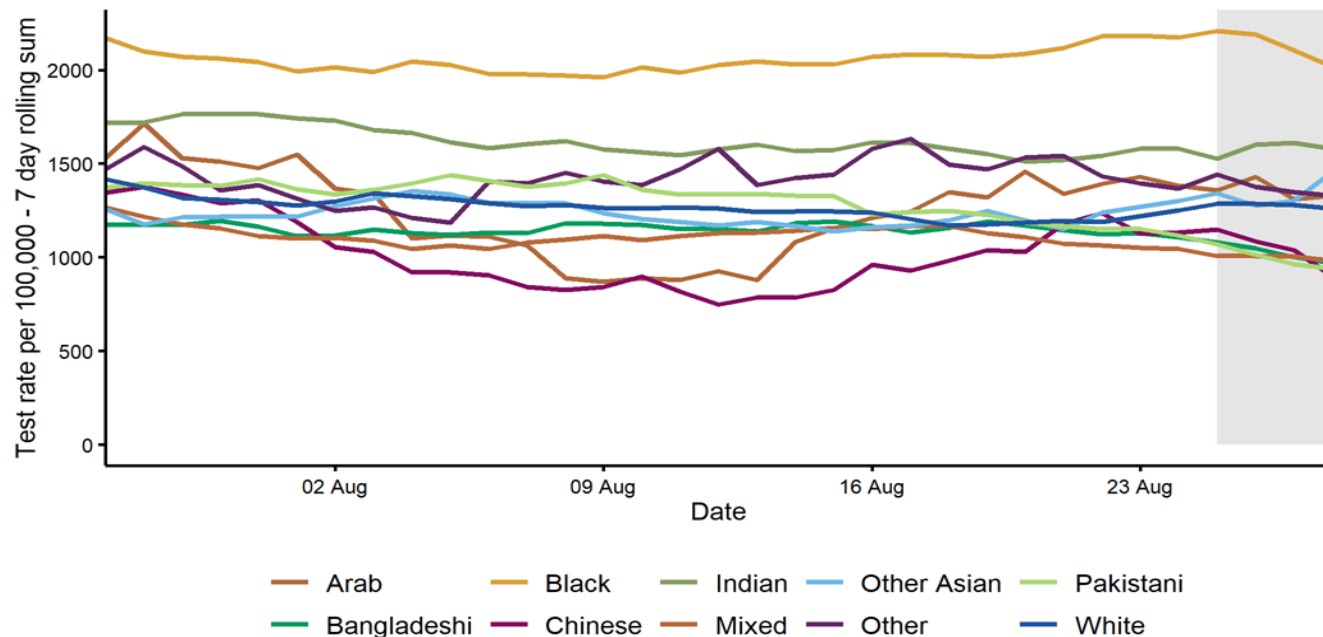
Excluding 1110 tests with missing age data.

4 most recent days excluded due to reporting delays

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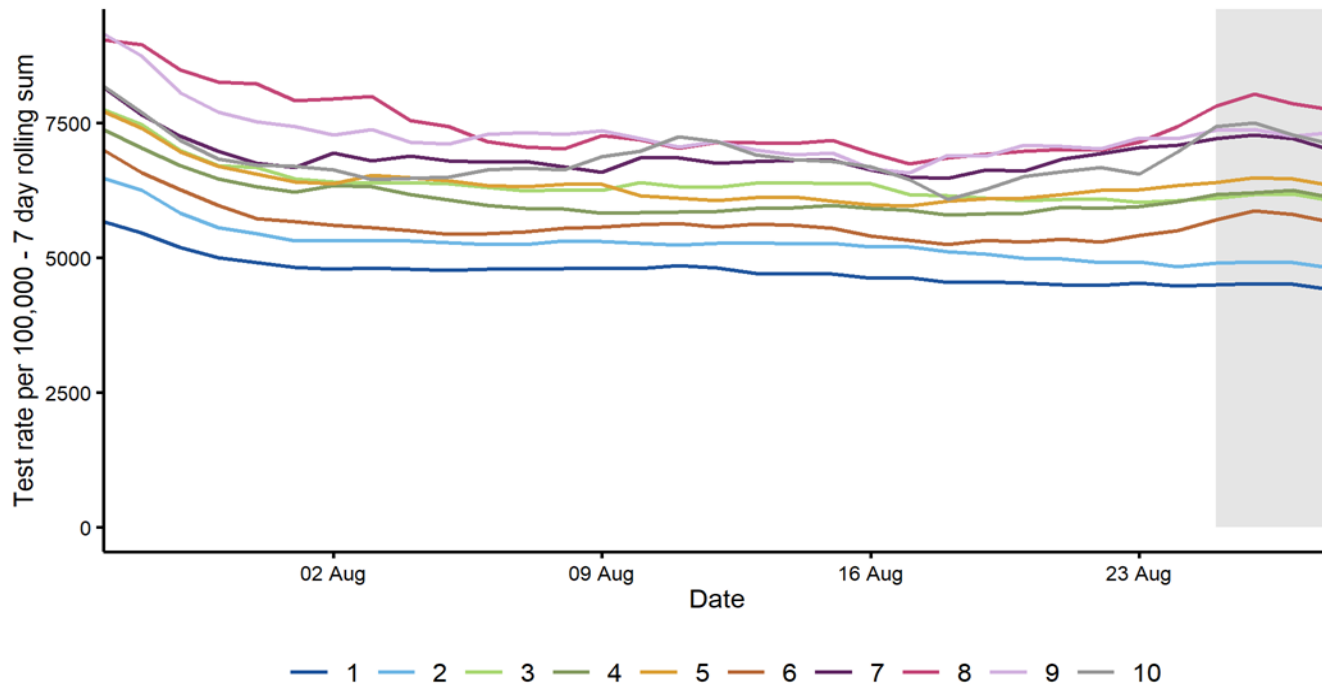
7-Day Rolling Average Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents (by ethnicity): 27th July to 29th August 2021



Excluding 171808 pillar 2 tests with missing ethnicity data.

4 most recent days excluded due to reporting delays

7-Day Rolling Average Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents (by deprivation deciles): 27th July to 29th August 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.

4 most recent days excluded due to reporting delays

Case Demographics

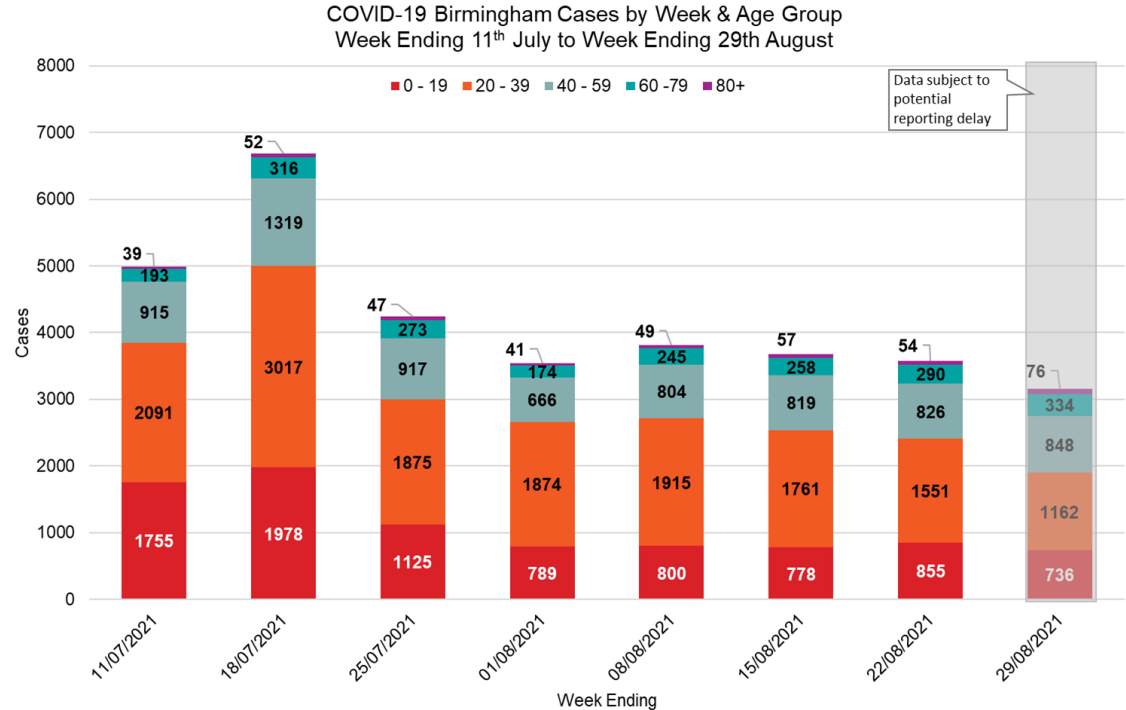


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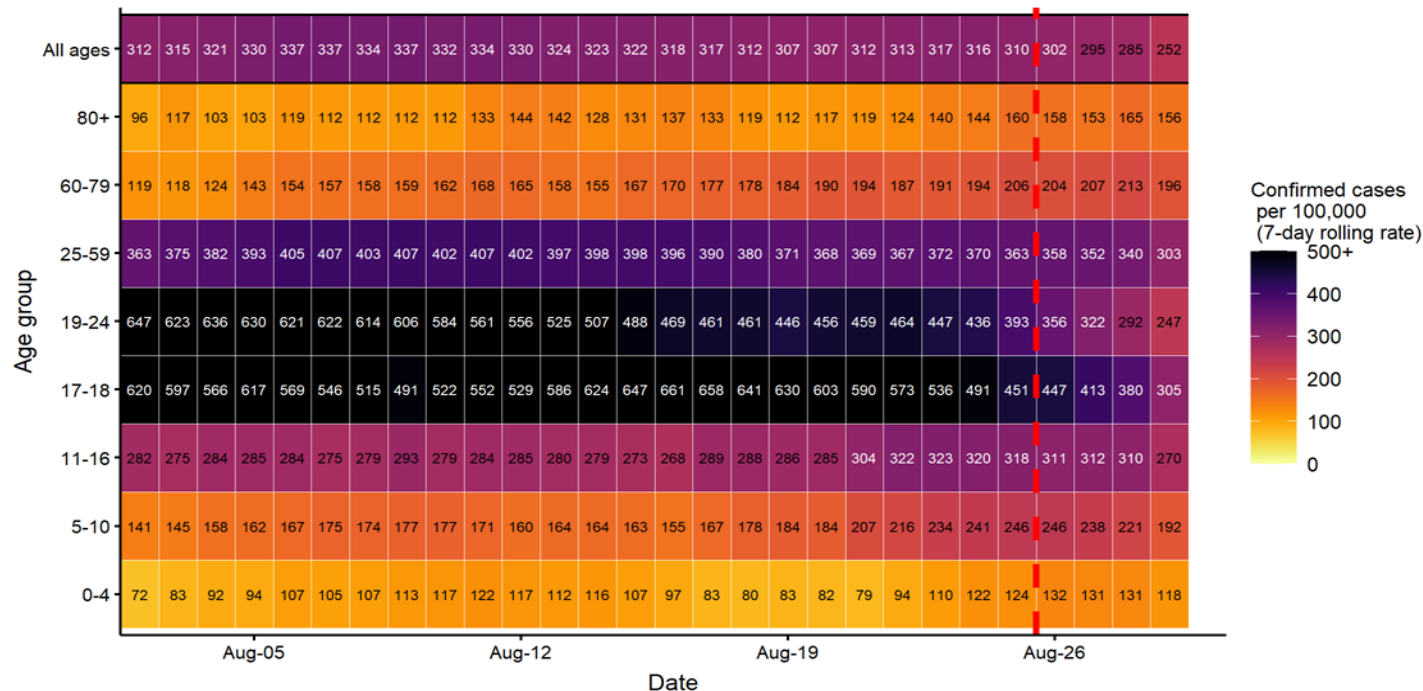
Cases by Week & Age Group

- The overall number of cases has fallen from 3576 to 3156 in the last week.
- Age group with most cases are in the 20-39 year olds, and they also accounted for the largest decline in cases.
- This is also reflected in the rates. The largest decrease was in the 20-39 age group, a drop to 321 per 100K, from 428 per 100K in the previous week.



Cases for week ending 29th Aug 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: 2nd August to 29th August 2021



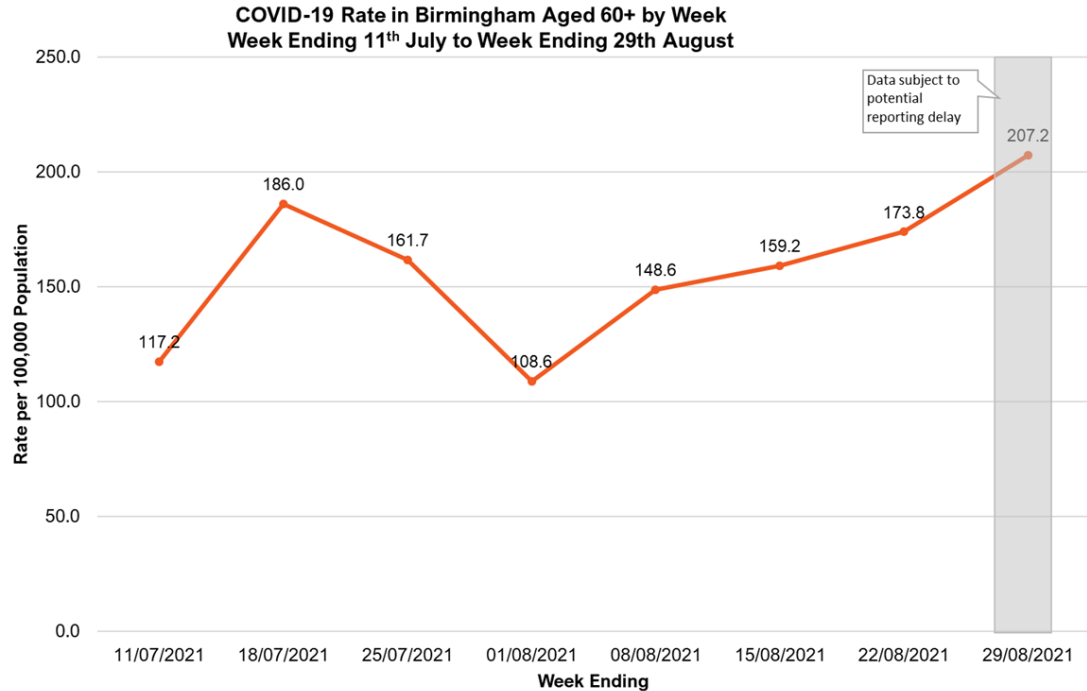
The red dashed line denotes the 4 most recent days that are subject to reporting delays.

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Case Rate in Population aged 60+ years

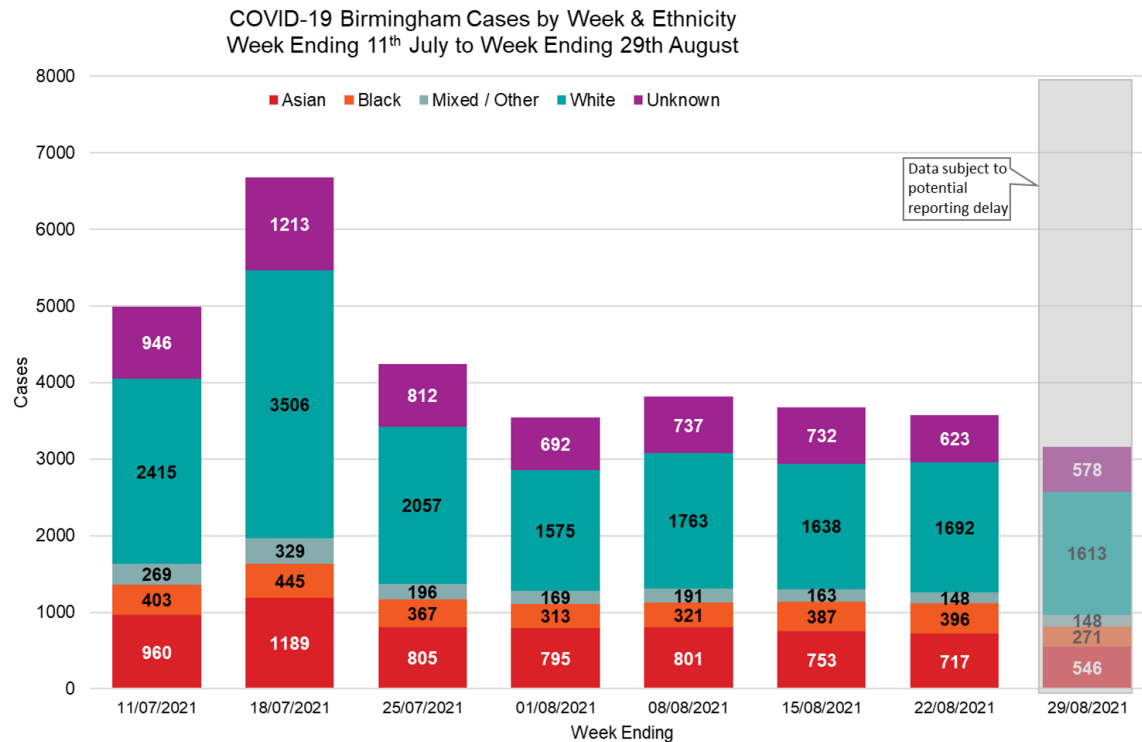
- The last 4 weeks has seen a steady increase in rates in the over - 60s.
- Over the past 7 days, case rates in this age group have risen from 173.8/100K to 207.2/100K.
- This is an increase of 19%, when compared to the week ending 22nd August 2021.
- The largest increase is in the over 80s age group with an increase of 29% to 172 per 100K compared to 122 per 100K in previous week.



Cases for week ending 29th Aug 2021 are likely to be under-estimated due to time lags in reporting.

Cases by Week & Ethnicity

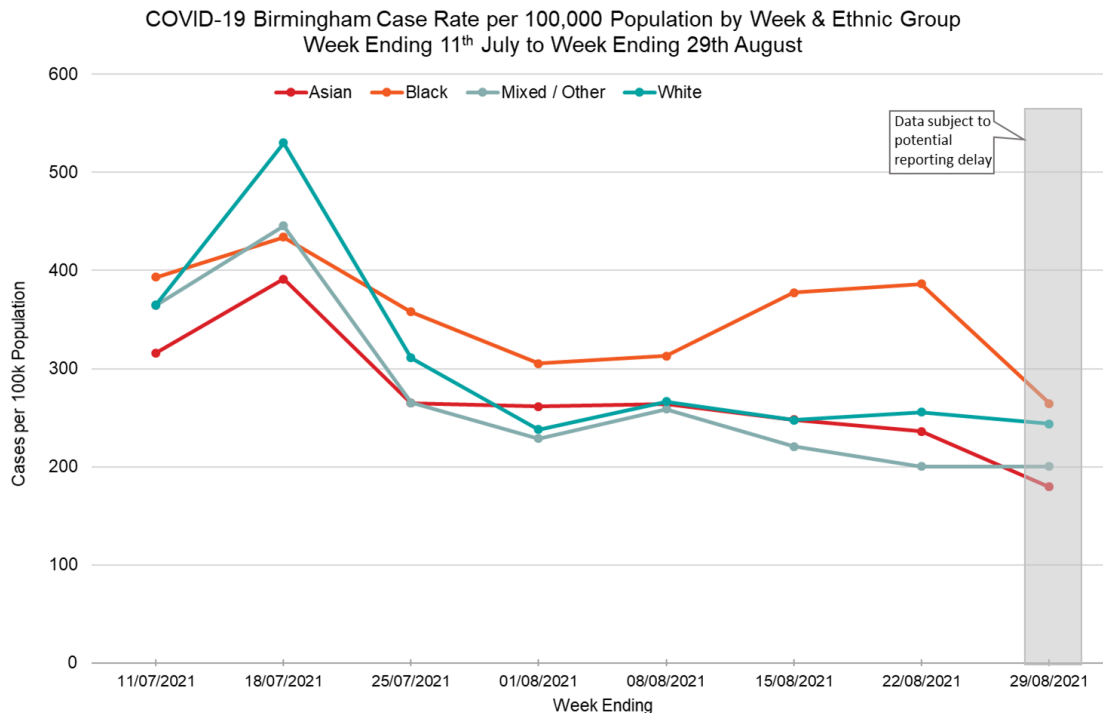
- The number of cases continue to fall across each ethnic group.
- The largest decline has been in the Asian ethnic group with a 24% decrease in overall numbers.
- The highest ethnic group is the White group which is showing a 5% decline in actual case rates



Cases for week ending 29th Aug 2021 are likely to be under-estimated due to time lags in reporting.

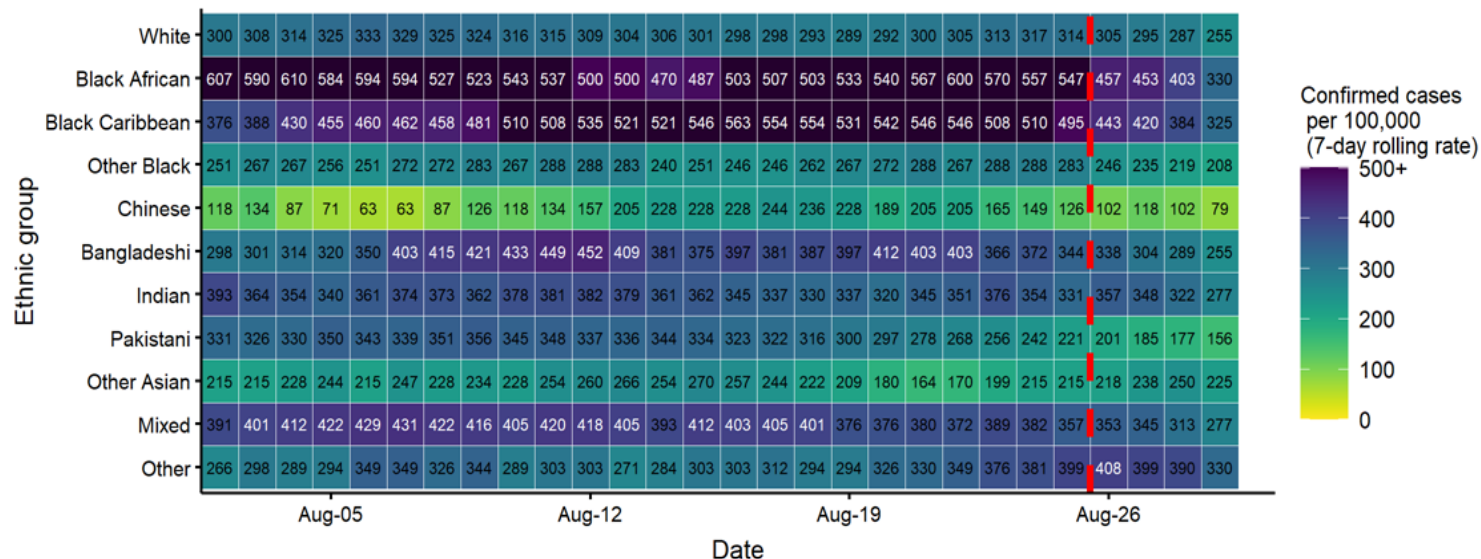
Case Rate by Ethnicity

- The 8-week trend shows that the Asian ethnic groups have the lowest positive case rates at 180/100,000 population
- Currently, the highest positive case rates per 100K are in the Black ethnic group (264)
- This week, case rates in the Asian ethnic groups (180/100K) has fallen below the Trigger Target level of 200/100K for the first time, whilst the Mixed/Dual ethnic groups are at 200.4/100K.



Cases for week ending 29th Aug 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: 2nd August to 29th August 2021



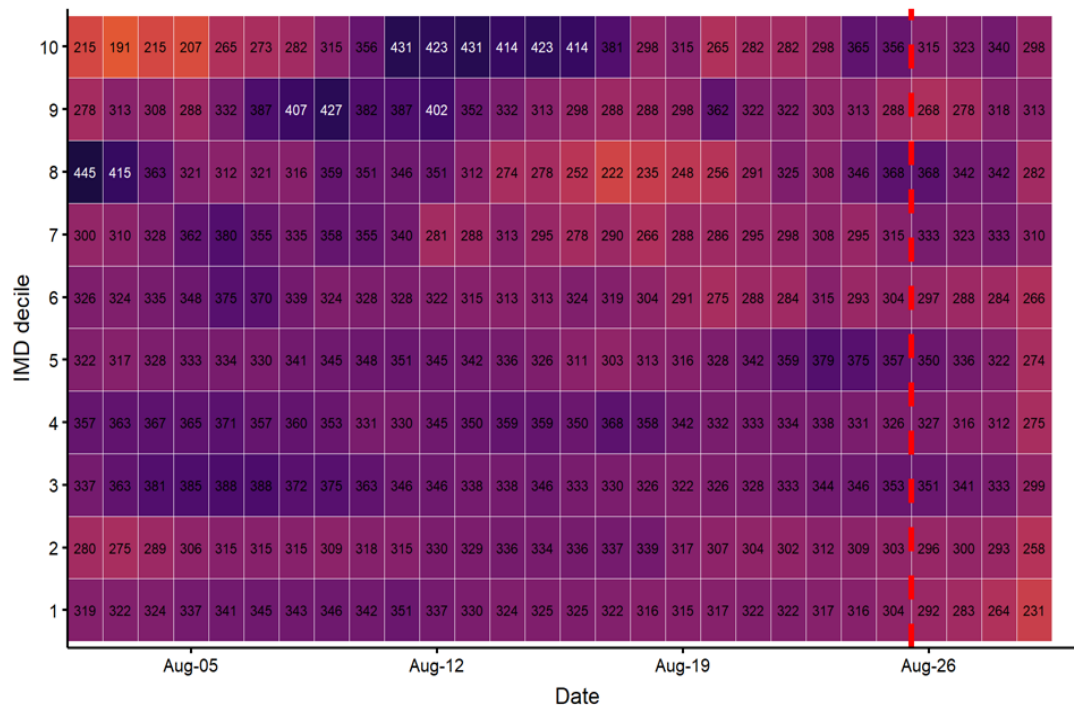
Excluding 4.3% ethnicity data classified as Na or Unknown.
Where text is red rates should be interpreted with caution as underlying case numbers are <5.

As of 26/05/2021 an issue with denominators for the categories Black African and Other Black has been corrected.

The red dashed line denotes the 4 most recent days that are subject to reporting delays.

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Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 2nd August to 29th August 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 red dashed line denotes the 4 most recent days that are subject to reporting delays.

NHS Situations



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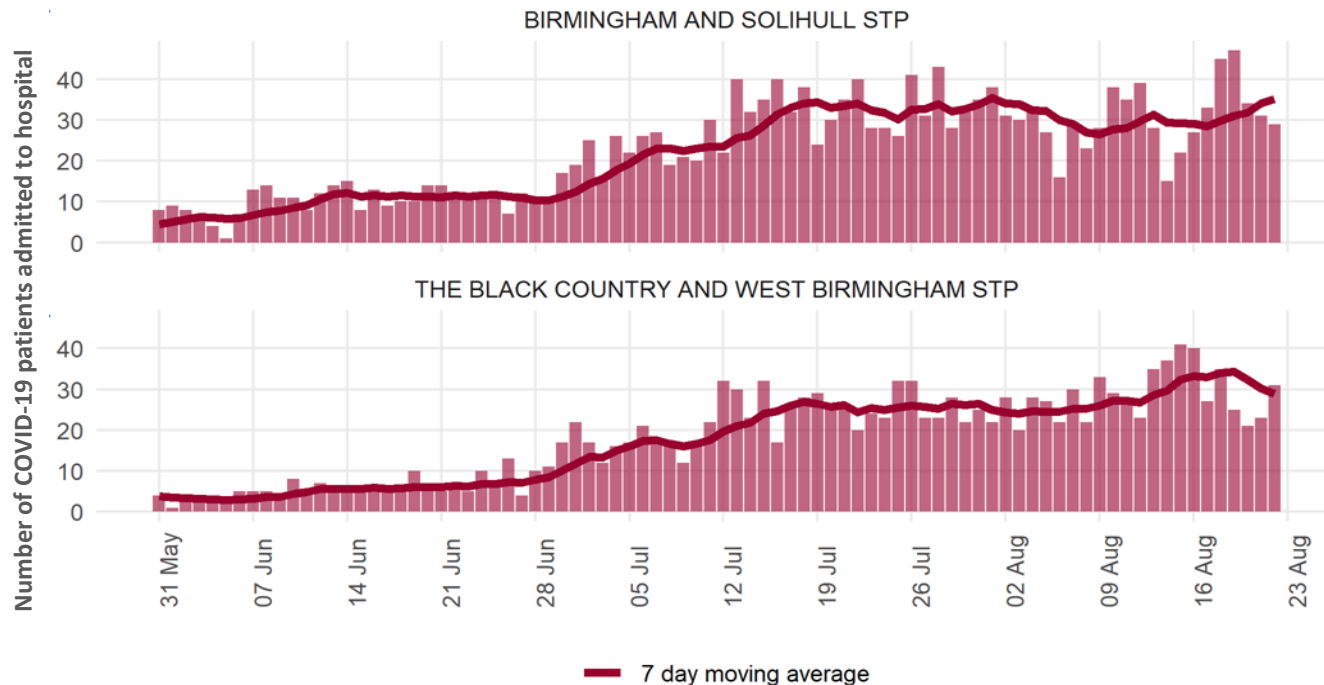


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Hospital Metrics Data

Hospital Trust	C-19 daily admissions 22/08	Hospital in- patients 24/08	Patients in Mechanical ventilation 24/08
University Hospitals Birmingham NHS Foundation Trust	26	222	37
Sandwell & West Birmingham Hospitals NHS Trust	9	88	13
Birmingham Community Healthcare NHS Foundation Trust	0	2	0
Birmingham Women's & Children's NHS Foundation Trust	3	9	4
Birmingham & Solihull Mental Health NHS Foundation Trust	0	0	0

Daily number of COVID-19 patients admitted to hospital in the Sustainability & Transformation Partnerships (STPs) associated with Birmingham, 31st May to 22nd August 2021



Deaths



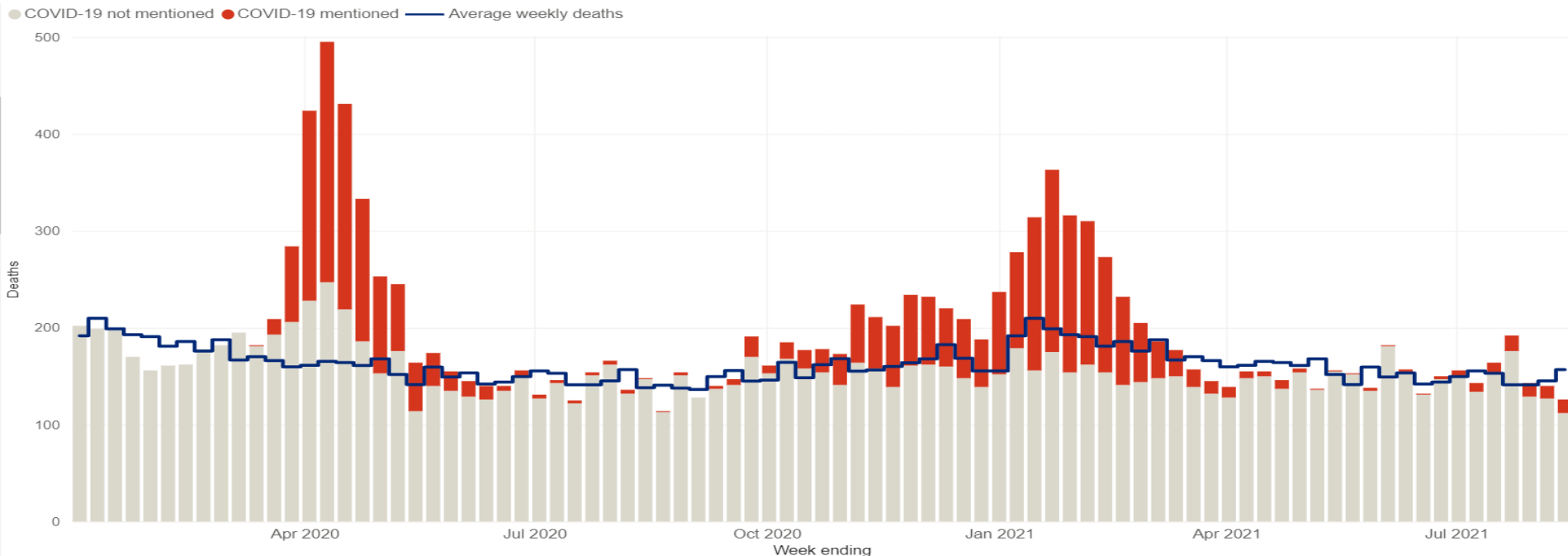
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Death Data

- Recent death data, where death occurred within 28 days of a positive Covid-19 test for the week ending 29th August, reported **19 deaths**, equivalent to a death rate of **1.7/100k** 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 13th August, which reported **14 deaths** registered in Birmingham. Of which, 13 occurred in hospital, and 1 at home.

Excess Death: All Deaths up to 13th August



We have observed a fall in COVID deaths and there have been no excess deaths (deaths above the 5 year average) in Birmingham for the last 3 reported weeks.

Situations

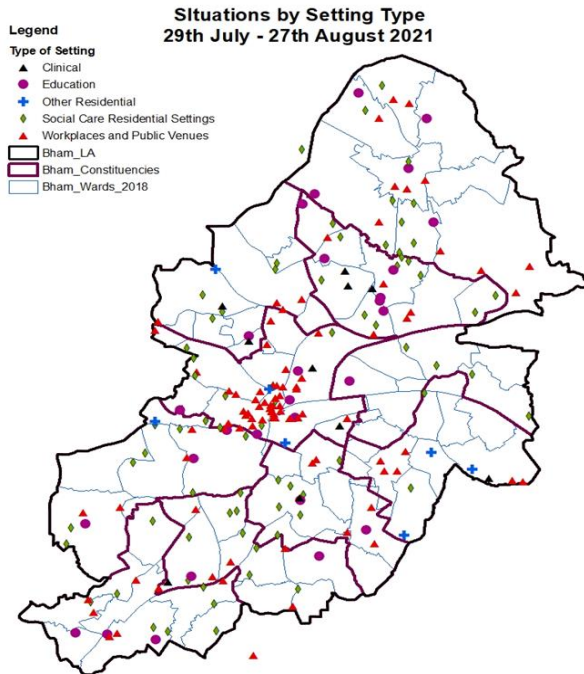


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Confirmed Situations in Birmingham: Last Month & Last 7 days



Type of Situation 21st August - 27th August 2021

Outbreak



7



-6

(-46%)

Cluster



2



-5

(-71%)

Exposure



35



+12

(-52%)

In the week up to 27th August 2021, there has been further decrease in situations by 30% since last week.

Figures remain low at:-

7 Outbreaks,
2 Clusters, and
35 Exposures

- The majority of situations (80%) are Exposures (35), with Outbreaks (7) showing as 16%.
- There is no change in the number of situations 3 (7%) in Education.
- Social Care & Residential** settings is down 45% to 12 situations, a decrease of 11 situations this week.
- Workplace and Public Venues** had 29 situations this week, accounting for 66% of all the situations the highest in all the settings.
- Other Residential and Clinical settings** have zero situations this week.

Produced by Birmingham Public Health Division (2021)
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Map represents the last month.

One postcode can represent more than one situation

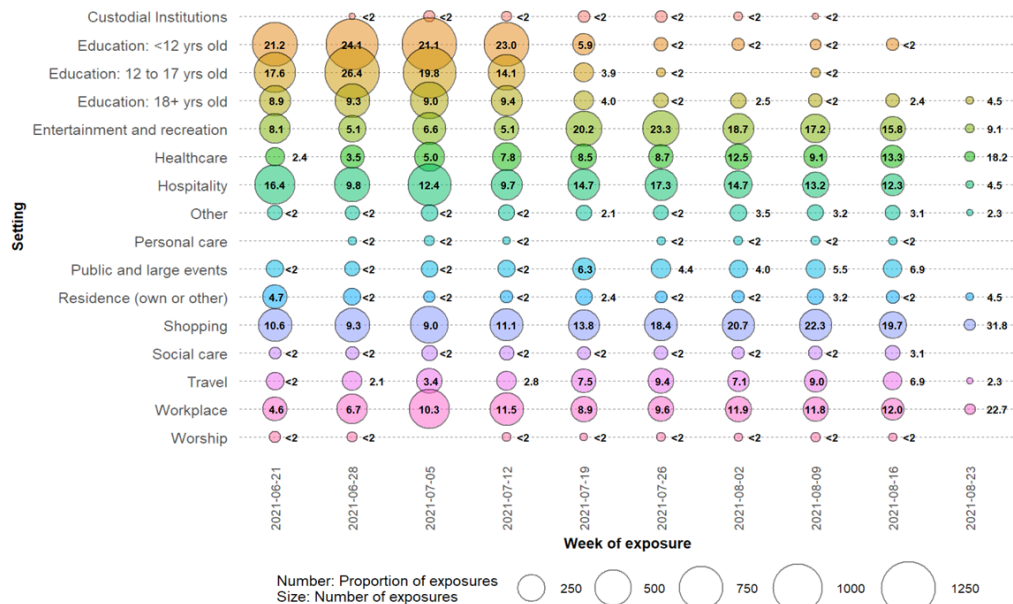
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Situation Awareness ~ 21st – 27th August 2021

- The **HPR Team** updated 349 situations on the App during the week 21st – 27th August, of which 44 were new notifications.
- **Education** notifications have consistently decreased due to school holidays. The HPR team managed 3 cases, all exposures.
- **Clinical, Residential & Adult Social Care** notifications have decreased from 25 last week to 12 this week. There were 5 outbreaks.
- **Workplace & Public Venue** notifications have increased this week from 15 to 29 situations, the majority were single exposures and 2 outbreaks.

Common Exposure Events Reported by Cases Resident in Birmingham

Number & percentage of weekly exposures by setting:
21st June to 29th August 2021



Data is grouped by 7 day period. The most recent 14 days may not have complete data yet.
Data: Common exposures line list from CTAS data, Public Health England.

- Over the last week, **most common exposures occurred in Shopping settings**, followed by **Workplace** and then **Healthcare** settings.
- 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

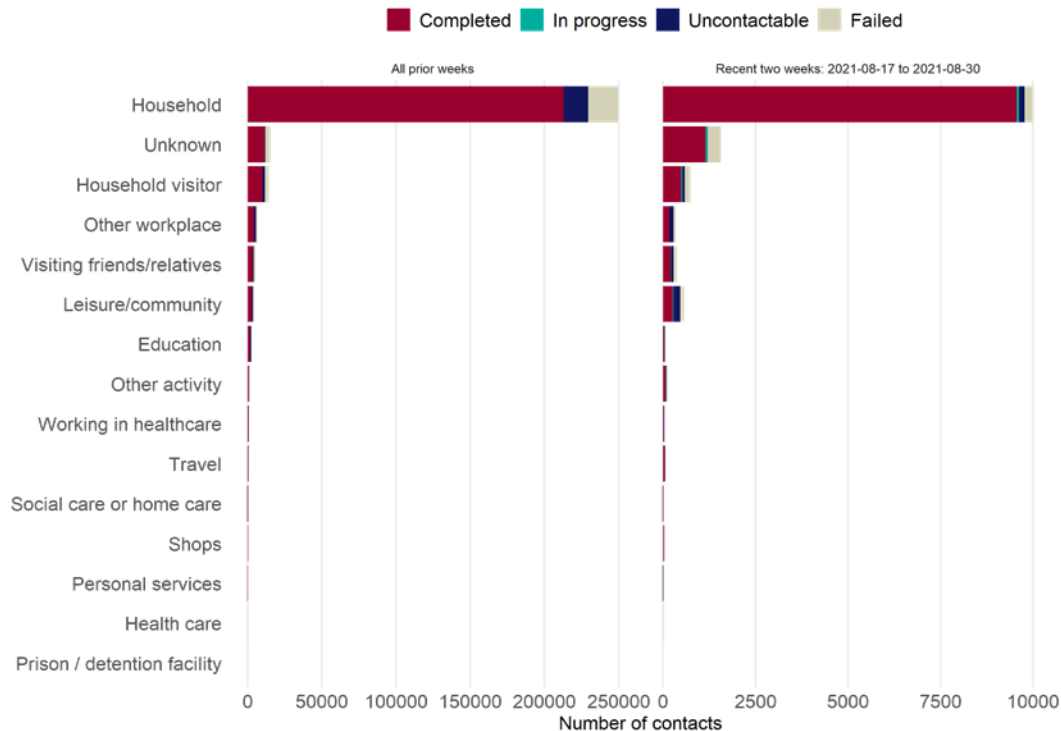
Service Highlights

- Contact Tracing Service now **covers the top 60 wards based on cases per 100,000** and is currently **operating in Local Tracing Partnership 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. 2 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
- **An improved escalation process** between the case tracing team, Health Protection Team and Environmental Health is now live for the escalation of Workplace, Education and activities. This new process **increased case tracing capacity by approx 20 cases per day**
- 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 715 cases** vs 514 cases in the previous week. 438 of those had a successful outcome giving us a **completion of 61%**. Increase is due to a rise in cases and the expanded wards taking effect.
- **Welfare Support:** For the **previous 7 days we handled 492 support cases** vs 454 in the previous week. Support cases remain stable.
- The **current estimated doubling time in Birmingham is 29 days**. With an effective reproduction no of 1.1 vs previous week with a halving of 28 days and r number of 0.91 the previous week. **NOTE: We now estimate based on Birmingham rather than nationally. Source: <https://epiforecasts.io/covid/posts/subnational/united-kingdom-local/birmingham/>**
- An automation was put in place to notify education settings automatically from the case tracing SharePoint. It is hoped this will alleviate some pressure on the HPT when schools return.
- **Completion rate is down as we have come up against more resistance to provide their household contacts** since the August 16th fully vaccinated exemption. If we are unable to capture all clinical information, including contacts we must class this as a Followup Failed Reached rather than completed. Even if we obtain all other information.

Test & Trace Contacts by Exposure/Activity Setting & Current Outcome: 28th May 2020 to 29th August 2021



- Over the past 2 weeks, the most common exposure/activity setting has been the **Household**, followed by **Household visitors**.
- An increase in the **Unknown** category has been observed in the last three weeks. The 'Unknown category' is where data on exposure/activity setting were not provided.
- In the past two weeks, over 14,000 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.

Communications & Engagement



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Communication and Engagement Plan/Objectives (updated March 2021)

1- Support understanding and awareness of guidance and control measures

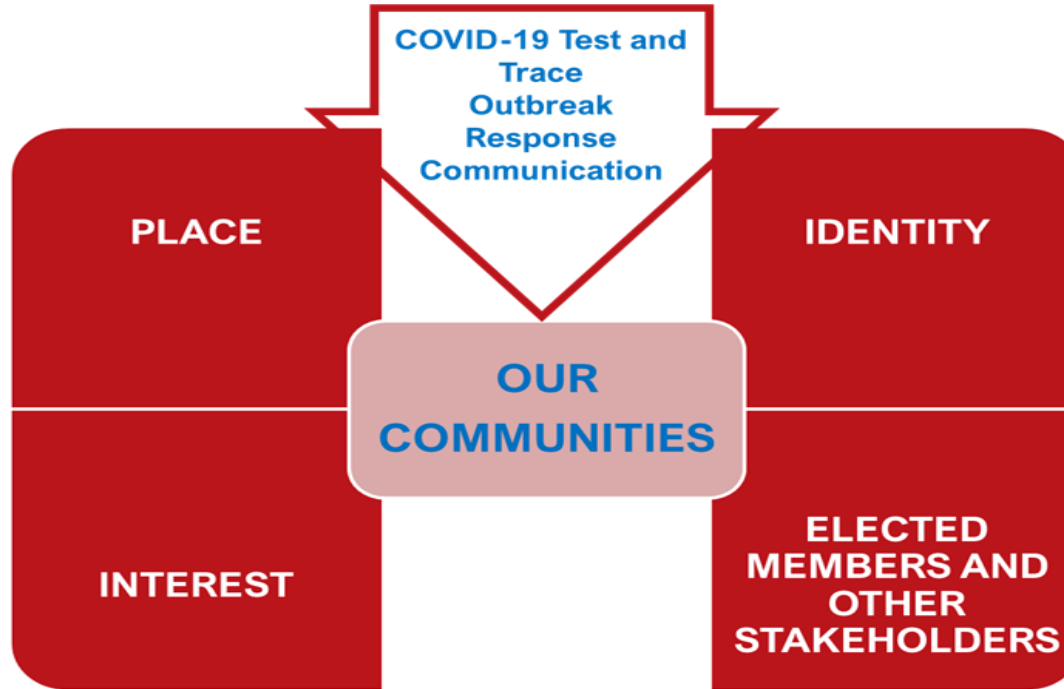
2 - Enable partnership working to deliver the local plan

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

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



Core engagement threads to aid delivery



Digital Engagement: August 2021



Communication Channels

Sharing community videos promoting personal responsibility since 'COVID-19 is not over', featuring key stakeholders across the city including university, faith and ethnic groups.

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

Tuesday 17th August - weekly BBC WM Q&A about COVID-19 guidance, vaccines and return to education.

Wednesday 18th August - Vaccine Q&A with Trident staff about upcoming care staff vaccine deadline and misinformation.

Thursday 19th August – Vaccine Q&A with St Basil's charity and Tamzin Reynolds-Rosser about young peoples' vaccines.

Thursday 19th August – weekly Q&A with Jane Haynes Birmingham Live about return to education and COVID-19 updates.

Tuesday 24th August - weekly Q&A on BBC WM

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

Emails & Newsletters: Vaccines age groups, sites, vaccine survey: <https://www.surveymonkey.co.uk/r/FBCVMRW>, vaccine toolkit, testing, new guidance and isolation rules (16 August 2021), long Covid and other 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 (16 August 2021) and support for education settings reopening in September.

Digital Engagement: March to August 2021



Social Media – Healthy Brum July 1st – August 25th



Instagram

Reach – 4.4k

Impressions – 4.7k

Facebook

Post reach – 9.2k

Engagement – 1.1k

Twitter

Post engagements – 249

Post traffic (clicks) - 2.7k

Website

Over 500,000 visits to COVID-19 pages

Website Updates:

- Translated Vaccine toolkit and slides
- 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/>

Social media Key messages

Continued caution with relaxing of lockdown restrictions.

Community videos on COVID-19 risks, **Step 4 guidance and personal responsibility.**

Vaccination (safety, pregnancy, 16-17 years, 18+ and survey about reasons for not getting vaccinated)

Testing (LFD, PCR).

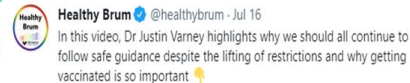
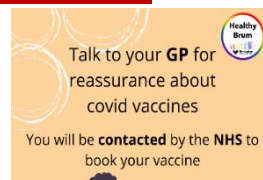
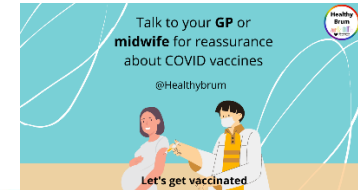
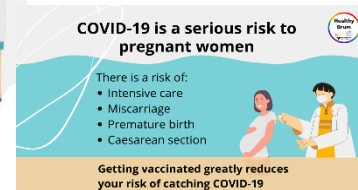
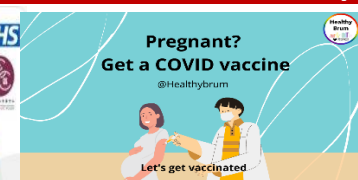
Wider Public Health topics
(mental health, Triple Zero - 2nd August)

Communication and Engagement updates 23rd August 2021

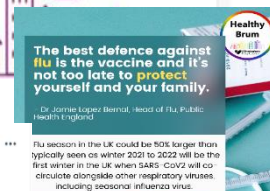
A selection of social media content published



If you are local simply walk in to get yours – no appointment needed.



Dr Justin Varney on getting vaccinated and staying... Step 4 of the Roadmap will proceed as planned on Monday 19 July, the Prime Minister has... @youtube.com



Making a positive difference every day to people's lives



Communication and Engagement updates 23rd August 2021

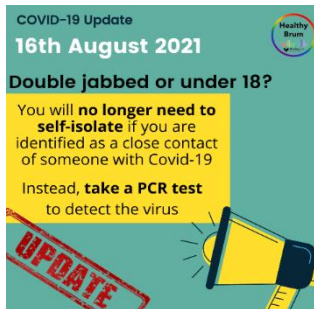


Covid-19 is still with us Keep Birmingham safe with:

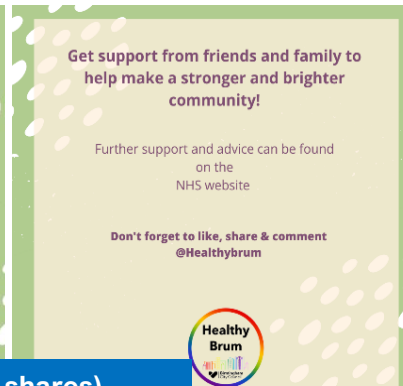
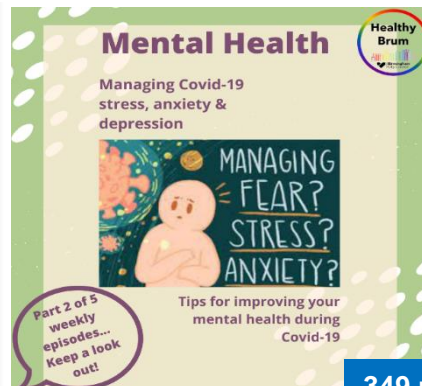


923 people reached on Facebook (2 shares)

A selection of social media content published with analysis



499 people reached on Facebook (4 shares)



349 people reached on Facebook (2 shares)

Making a positive difference every day to people's lives



COVID Champion Programme

Coverage of champions across all 69 wards – at 23rd August 2021

- 811 Community Champions + 59 Youth Champions.

Ongoing work:

- Collaboration with champions to obtain feedback about communities.
- Raise awareness on Covid 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 1st September).
- Vaccination Toolkit co-created to support champions and their communities.
- Recruitment of new champions and engagement via regular meetings.
- Independent review of champions is being undertaken via focus groups.
- Good representation of people from different faiths and LGBTQ. More representation needed for males, Bangladeshi & Caribbean communities, young people, 18-30 years and people with a disability.
- Top topics: vaccine booster, issues around GP access, postcode Covid rates.

Birmingham COVID-19 Champions as at 16th August 2021

Local Authority Count
Birmingham - 706
All Other Local Authorities - 104
2018 Birmingham Wards
Birmingham LA



Produced by Birmingham Public Health Division (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

Making a positive difference every day to people's lives



Engagement with Faith Groups



Over the last month we have continued to

- Birmingham Masjids, Black Led Churches and Interfaith group fortnightly meetings to give COVID-19 updates.
- Increased awareness about vaccines including boosters, new guidance, isolation rules and testing.
- Increased messaging about mobile vaccination van and the wards being deployed and target engagement to increase uptake.
- 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
- Working with and supporting Black Faith Leaders to support mobile Vaccine vans at West Birmingham areas with low vaccine uptake.



Community and Partnership engagement



- Communication and engagement for information sharing with communities such as businesses/workplaces, education settings, faith groups via emails, webinars and a weekly newsletter to community champions and commissioned providers.
 - Commissioned additional vaccines engagement via S4H (**see slide 49 for key outputs**)
 - Held meetings and targeted webinars with various settings, shared information, responded to any queries proving useful information and links to useful information and webpages.
 - Shared briefings and updates with elected members.
 - Working collaboratively internally with BCC colleagues, NHS, voluntary organisations, commissioned partners and others.
 - Commenced generating an asset map for each Birmingham locality as reference point for future locality work.
 - Completed review of commissioned partners End of Project reports for 20/21 (**see next slide for example**). *14 commissioned provider reports submitted, 9 of 14 rated 'good' or 'excellent' based on the quality of detail included.*
- Vaccination:** Supported commissioned partners and wider community groups and organised Q&As to lead conversations with their communities and to help address any concerns about vaccination including misinformation.
 - Public health vaccine survey shared <https://www.surveymonkey.co.uk/r/FBCVMRW>
 - Mobile vaccination sites: updated schedule daily at <https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>
 - Link to eligible vaccine age groups advertised: <https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/coronavirus-vaccine/>
 - Link to available communications shared: <https://www.birminghamandsolihullccg.nhs.uk/get-involved/campaigns-and-toolkits>



Community and Partnership engagement

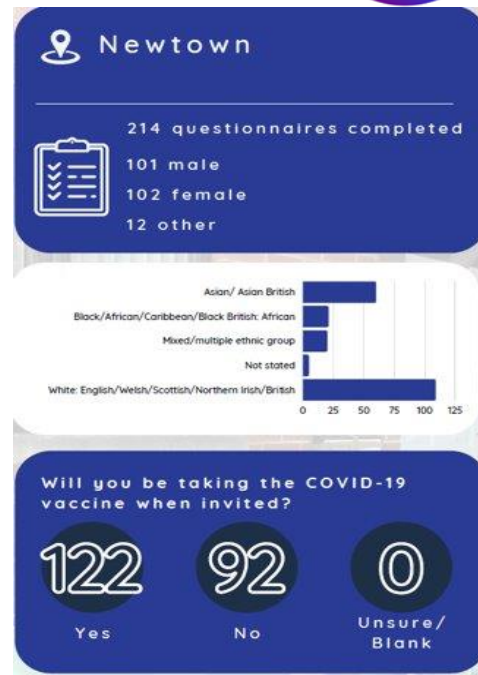
Reflections from community engagement in Newtown, 30-31st July 2021



- Community vaccination engagement agreed following Newtown Round Table event on 15 July 2021.
- Engagement focused around mobile vaccination units at St George's Community Hub (for Huda Mosque) and Newtown Shopping Centre Coordinated engagement activity from Citizens UK, Solutions4Health and Cabinet Office Street Teams.
- 69 people interviewed by S4H between 26th July and 1st August: *45% indicated willingness to be vaccinated and 55% indicated they were against vaccination.*
- Solutions4Health went on to interview a further 214 people between 2nd and 12 Aug. *Those indicating willingness to be vaccinated rose to 57% versus 43% against.*
- A total of 54 vaccinations administered at UHB mobile units stationed in Newtown.

Learning

- Some hostility was reported towards Solutions4Health team, and this is in line with reported increase in antipathy across parts of the city towards vaccine communicators.
- Reports of annoyance at interrupting Friday prayers, despite involvement of mosques from the onset of planning.
- Further scope and innovation is required to increase ownership of engagement activities by community groups particularly in the low uptake wards.



Community and Partnership engagement

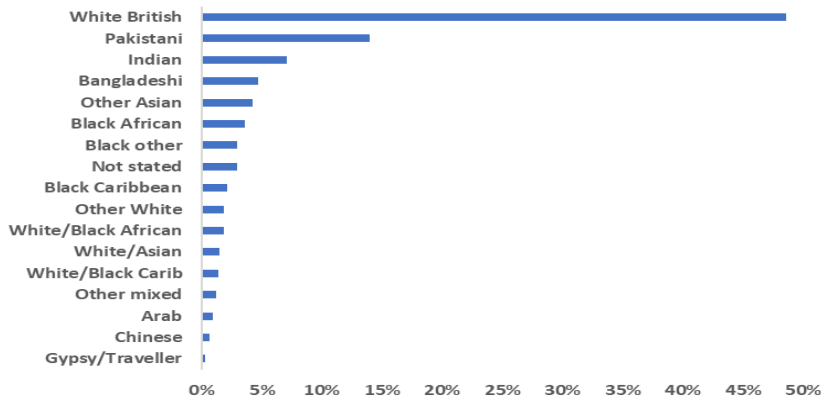


Community vaccine engagement by Solutions4Health from 15th July to 12 August

Wards covered: Small Heath, Bordesley Green, Ladywood, Winson Green, Bordesley & Highgate, Newtown, Aston.
1,427 people across **208** postcode areas. Continuous sharing of learning with key stakeholders including champions and faith groups. Detailed report to be published.

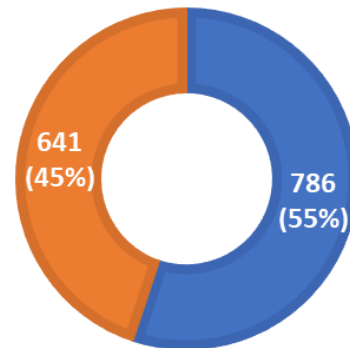
COVID-19 Vaccination engagement campaign by commissioned partner to understand the views of diverse citizens across different occupations, ethnicities and targeting wards with low vaccine uptake.

Total respondents by ethnicity



■ Respondents who will take the vaccine

■ Respondents who will not take the vaccine



Reasons reported by respondents who are declining vaccines	Number (%) of reasons from respondents
Fit & healthy – don't need vaccine	187 (29%)
Belief they will contract Covid from jab	136 (21%)
Not got round to it yet	170 (27%)
Peer pressure to avoid	36 (6%)
Don't trust vaccine	294 (46%)
Other	17 (3%)

Commissioned Provider Spotlight- 2020/21 Report



Overall Report Quality:



The Polish Expats Association Summary – July 2021

What worked well

- Focus on more optimistic and even humorous, creative messages with attractive graphics and distribute them in the form of postcards.
- 1:1 interactions with attendees of support clinics (60% of them were Romanian)

Themes

- Social media chats to promote vaccine uptake but also support and answer queries to reduce vaccine hesitancy
- Community events focused on conversations on wellbeing and
- spending leisure time in a COVID-safe manner
- 1:1 engagement

Actions

- Explicitly set out the expectations of the providers to enable them to work more efficiently within their contract
- Less intense monitoring/reporting or reporting via more accessible formats
- Having access to a coherent communications campaign to aid delivery of project



Commissioned Provider Spotlight- 2021 Report



Overall Report Quality:



The BAHU Trust Summary – July 2021

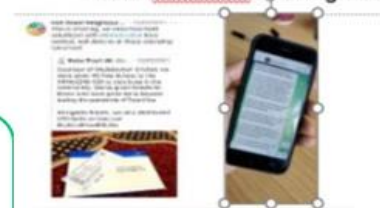
What
worked well

- Supporting BCC enhanced LFT operation (Co-producing)
- Working with the community on RA for places of worship
- WhatsApp messaging helped reach door to door, data gathering on concerns held by community
- Various approaches used to spread message (social media, Friday prayer, Unity FM, Worked with Edgbaston Cricket Club to reiterate social distancing and LFT)

Themes

- Social Media promoting current safety advice
- Reinforced voluntary social distancing during Friday prayers
- Supported BCC enhanced LFT
- Follow up door to door knocking
- Drop-in community setting
- Telephone befriending service for bereaved families in the Hall Green Constituency area

Twitter whatsapp screen grabs



30min Rapid Lateral Flow tests help to find cases in people who may have no symptoms but are still infectious
@healhythrum



Supported Enhanced LFT operation



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 under represented 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 COVID-19 pandemic

