

	<u>Agenda Item: 8</u>
Report to:	Local Covid Outbreak Engagement Board
Date:	29 July 2020
TITLE:	BIRMINGHAM CITY COUNCIL TEST AND TRACE ENGAGEMENT PLAN UPDATE REPORT
Organisation	Birmingham City Council
Presenting Officer	Dr Justin Varney Director of Public Health

Report Type:	For discussion
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1. Purpose:
To inform the Board on progress with implementation of the local test and trace engagement plan within Birmingham

2. Recommendation
3.1 The Board is asked to note for discussion at the meeting.

4. Report Body
4.1 The paper summarises the progress since the last meeting implementing the local test and trace engagement plan within Birmingham.
4.2 The key actions under the plans thematic strands to highlight are:
4.3 Cross Cutting Communication <ul style="list-style-type: none"> ○ Significant media engagement through radio including weekly live Q&A with West Midlands BBC and specific similar sessions with New Style Radio, Unity FM, Switch Radio. ○ Ongoing media engagement with key local media partners e.g. BirminghamLive and Birmingham Updates with Facebook Live sessions as well as reactive response to media queries. ○ Social media engagement through @HealthyBrum and BCC twitter, Facebook and Instagram accounts. Over June and July over 436 tweets reaching 397K people, daily updates on Facebook and Instagram. ○ Youtube HealthyBrum video channel now has 76 videos with an average of 40 watches per video over June & July. ○ Weekly hour long Q&A with BCC Staff by Director of Public Health, similar targeted Q&A and awareness sessions have been held for ethnic staff networks within the Council and for the Children’s Trust.

- Update Covid-19 items at Cabinet and Health and Wellbeing Board and to each of the Health and Wellbeing Forums.
- Covid-19 Impact Survey has involved over 2,700 citizens, included specific questions about test and trace app and awareness of risk reduction actions like social distancing.

4.4 Communities of Place

- Ward Forum engagement
 - Offer made for Public Health to attend ward forums to provide Covid-19 update and do short Q&A. These are in general recorded and shared through local networks.
 - Ward Forums attended to date:
 - Sutton Vesey, Wylde Green, Bournbrook & Selly Park, Acocks Green, Lozells, Holyhead, Handsworth, Moseley, North Edgbaston
- Local Partnership Development Group engagement
 - East Hodge Hill & Yardley LPDG, City Centre LPDG attended in July, further LPDG planned.
- Neighbourhood Networks engagement
 - NN partner organisations briefing 27/07
- Setting Specific engagement
 - Schools – monthly engagement sessions with primary school headteachers and specific meetings with special school headteachers attended by Director of Public Health. Additional specific session for Birmingham Diocesan Multi Academy Trust
 - Care Homes – engagement through BCC cascade briefings and direct engagement based on risk and testing uptake. Webinars for care home staff (with Public Health England). Webinars for children’s residential care (with Public Health England and Birmingham Children’s Trust).

4.5 Communities of Identity

- Community Partners
 - 9 community partner organisations have been commissioned to work with specific communities of identity. Approaches are tailored to different communities and have included direct contact through whatsapp and text engagement (Roma communities/ Refugee & Migrant Centre), translated bespoke resources (Chinese community/Chinese community centre), community workshops with key workers (Migrants and Asylum seekers/Citizens UK), targeted focus group discussions (LGBT Centre).
- Community Radio & TV
 - range of interviews and engagement with different community media in a targeted way including: Sikh Channel TV, Brit Asia TV, First Class Legacy, Unity FM, New Style Radio, China Daily, Live Ape Podcast

- Targeted Digital Q&A
 - Two bi-lingual online interviews in Mirpuri through Facebook live channels.
 - Specific engagement sessions with Bangladeshi men and women's groups and African community leaders.
- Faith Organisations
 - Fortnightly meetings with Islamic faith leaders, African and Caribbean Church Leaders and Interfaith groups.
 - Weekly WM interfaith forum digital forum.
- Young People
 - Two Instagram live Q&A sessions facilitated by young people.
 - First Legacy facilitated young people Q&A session.
- Vulnerable Adults
 - Engagement with homeless service providers and domestic abuse service providers.
 - Specific discussion session with women's organisations, primarily domestic violence service providers.
- Disabled Communities
 - Sign language bi-lingual Q&A session scheduled for w/c 27/7.

4.6 Communities of Interest

- Business sector
 - Greater Birmingham Chamber of Commerce Breakfast Briefing
 - Engagement through Business Improvement Districts.
- Voluntary and Community Sector
 - Engagement with Neighbourhood Networks listed elsewhere, but area for development.
- Statutory Providers
 - Engagement through collaborative training sessions around infection control and risk management.

4.7 Elected Members & Key Stakeholders

- Elected members
 - Weekly data briefing for elected members
 - Messaging scripts for elected members to develop audio messaging and cascade messages
- Statutory Boards
 - Updates to Health and Wellbeing Board and Cabinet
 - Briefing to City Partnership Board and Children's Strategic Partnership
- Local Members of Parliament
 - Weekly teleconference, moved to fortnightly in July, with MP and Leader

4.8 Outbreak Response Communication

- Reactive communication support provided to support PHE coms around local outbreaks in a range of settings, primarily workplaces, schools and care homes.

4.9 Key actions being taken next:

- Pilot of targeted online paid advertising and expanded community radio and advertising partnership;
- Further tender for targeted community partnerships to strengthen reach and depth;
- Exploring establishing a community covid-19 champion volunteer programme learning from Newham model;
- Establishing dedicated test and trace communication and engagement team.

6. Risk Analysis			
Identified Risk	Likelihood	Impact	Actions to Manage Risk
Unable to appoint to the test and trace core team	Low	High	Multi-strand approach to recruitment through internal secondment and agency appointment.
Lack of engagement with communities leading to low uptake of testing and low engagement with test and trace	Medium	High	Additional community partner organisations commissioned. Increased translated resource dissemination.

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

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