

# Birmingham Local Outbreak Engagement Board Covid-19 Overview

Birmingham Public Health Division  
21/07/2021



**Making a positive difference** every day to people's lives



# Overview



**Making a positive difference** every day to people's lives

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

## Total deaths

(Data up to 19 Jul)

**2,716**

Latest daily figure

**0**

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

## Total cases

(Data up to 19 Jul)

**122,875**

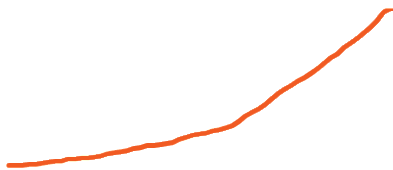
Latest daily figure

**757**

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

## Hospital admissions

(Data up to 19 Jul)

**19,415**

Latest daily figure

**42**

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation  
Operational Dashboard

## Over 60's cases

(Data up to 17 Jul)

**16,406**

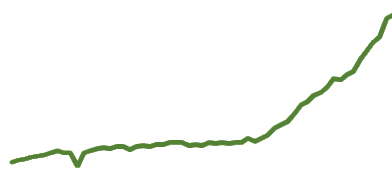
Latest daily figure

**43**

60+ new cases




60-day trend

(based on seven-day averages).

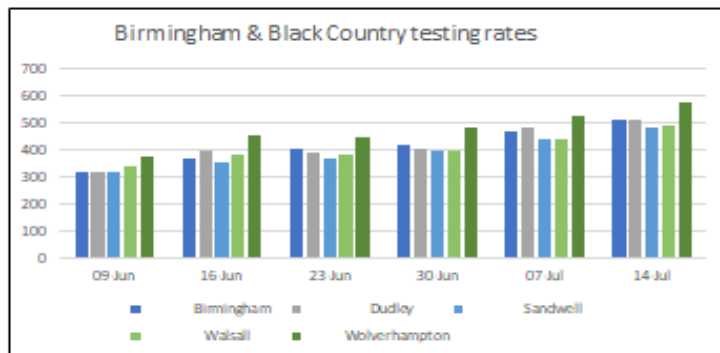
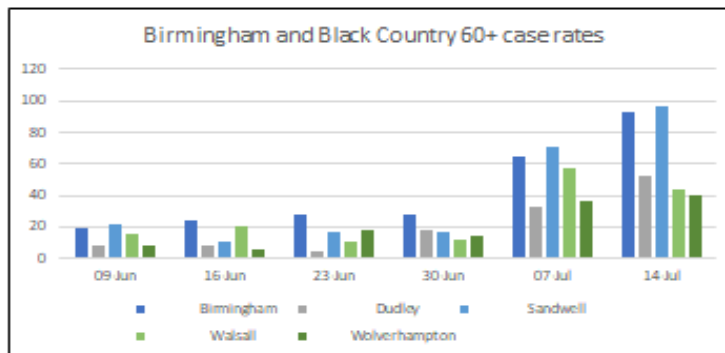
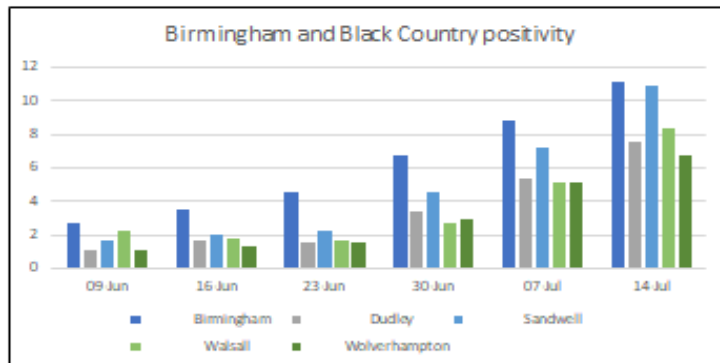
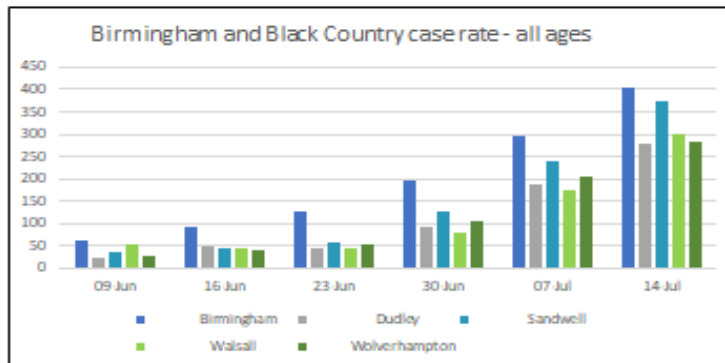


Source: PHE

# Testing & Cases Summary: 7 Days up to 17<sup>th</sup> July 2021

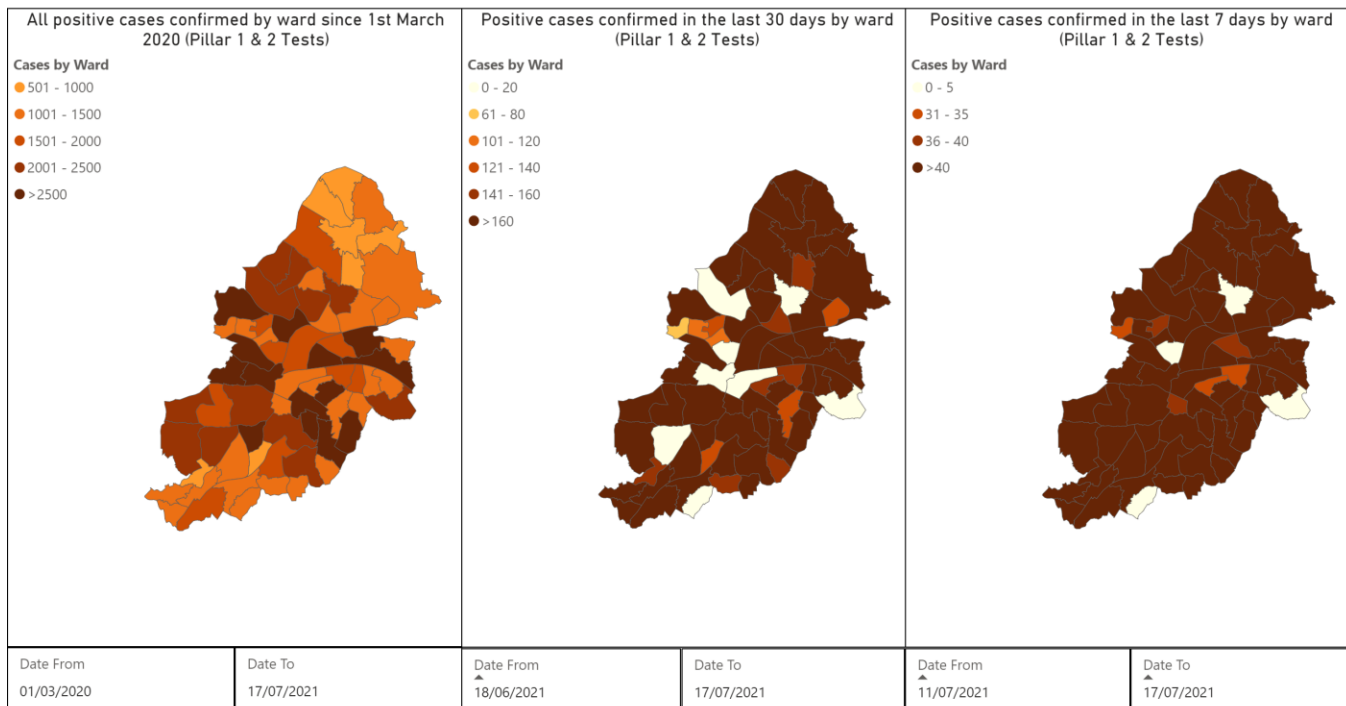
▪ 7 Day Rolling Case Rate to 17th July (Pillar 1 & 2)	535.3/100K	
• Rate on 10 <sup>th</sup> July	420.8/100K	
• Ranked 6 <sup>th</sup> highest in the West Midlands region, with Solihull ranked 1 <sup>st</sup> (859.1/100K)		
▪ 7 Day Pillar 2 PCR testing rate at 16 <sup>th</sup> July	1,870/100K	
• Rate of testing on 9 <sup>th</sup> July	2,451/100K	
• Ranked 13 <sup>th</sup> highest in the region		
▪ 7 Day LFD testing rate at 16 <sup>th</sup> July	5,714/100K	
• Ranked 13 <sup>th</sup> highest in the region		
▪ % of Pillar 2 positive PCR tests at 16 <sup>th</sup> July	20.9%	
• Rate on 9 <sup>th</sup> July	15.0%	
▪ % of positive LFD tests at 16 <sup>th</sup> July	2.4%	

# 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

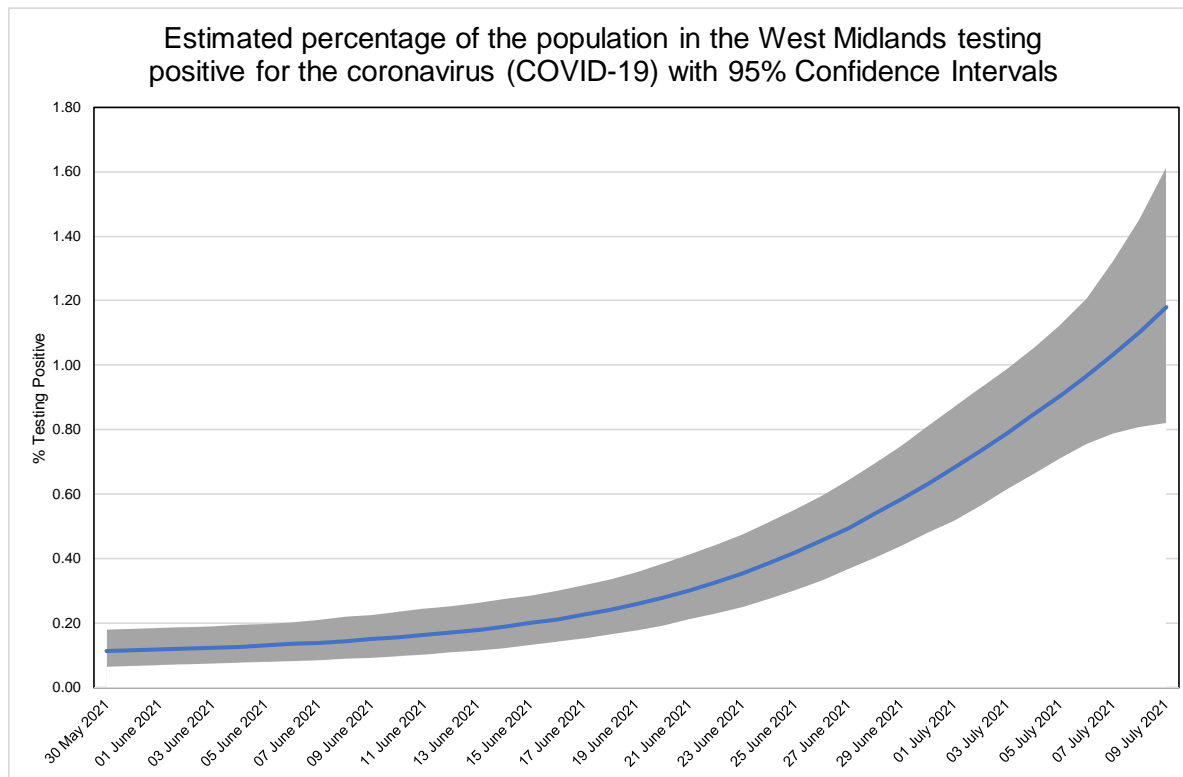
Making a positive difference every day to people's lives

# Top Ten Case Rates by Ward

Ward	Prior week (2021-07-01 to 2021-07-07)		Most recent week (2021-07-08 to 2021-07-14)		Change between last two weeks		
	Cases	Rate	Cases	Rate	%	Absolute difference *	
Sutton Mere Green	71	714.0	100	1005.6	40	291.6	↑
Garretts Green	48	447.6	95	885.8	97	438.2	↑
Sutton Roughley	50	434.1	90	781.4	80	347.3	↑
Sutton Trinity	49	528.3	71	765.5	44	237.2	↑
Sheldon	120	605.0	149	751.2	24	146.2	→
Northfield	50	485.5	74	718.6	48	233.1	↑
Shard End	41	337.0	86	706.9	109	369.9	↑
Bartley Green	90	394.5	161	705.6	78	311.1	↑
Kingstanding	96	457.5	146	695.8	52	238.3	↑
Oscott	89	441.5	138	684.6	55	243.1	↑

32 wards saw significant increase in case rates between the most recent week and the prior week. 2 wards saw a significant decrease

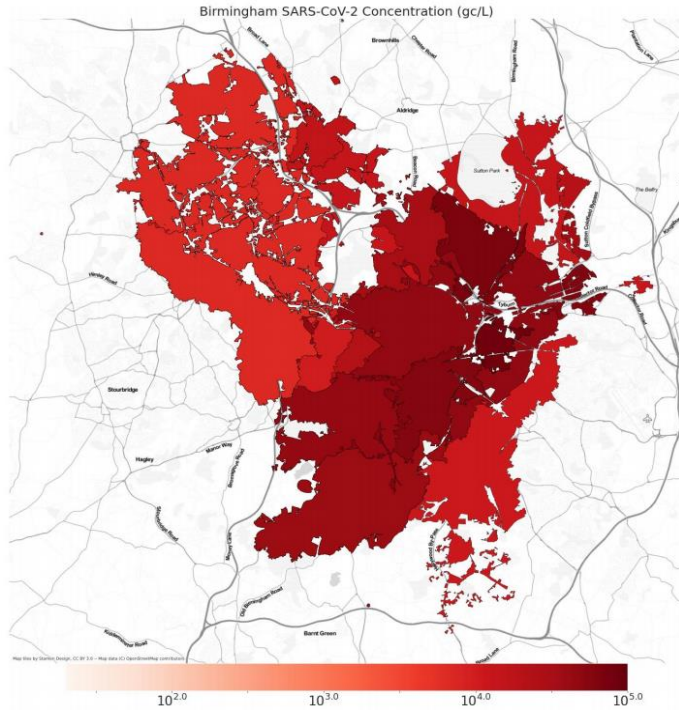
# ONS Coronavirus (COVID-19) Infection Survey, up to 10<sup>th</sup> July



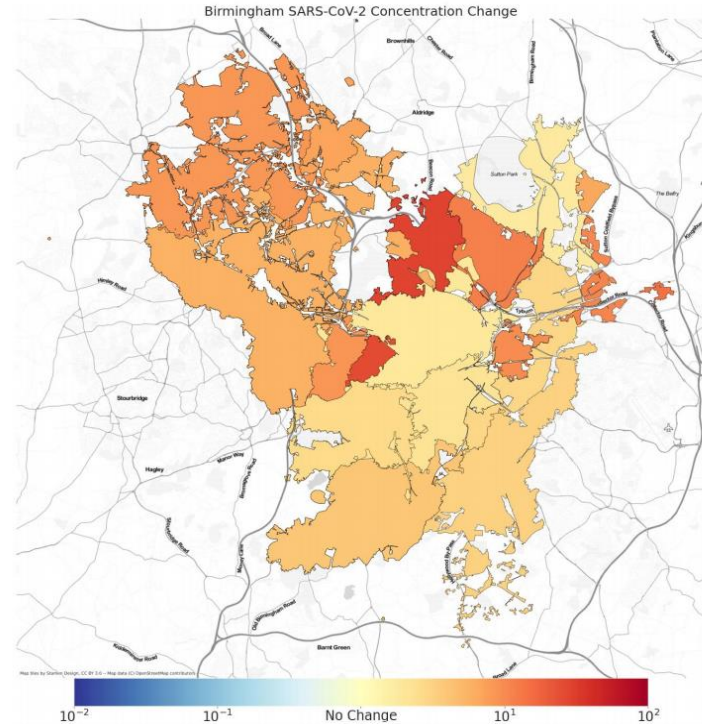
- The ONS infection survey estimates the % of the West Midlands population who were COVID positive on 10<sup>th</sup> July was 1.26%, which is down from a peak of over 2% in mid January, but is more than last week's estimate (0.74%).
- Following a decline in early May, the proportion testing positive has been increasing over the past 2 months.
- The estimated proportion testing positive has increased in all age groups.
- ONS are not currently calculating sub regional estimates due to reduced estimate accuracy when prevalence is low.



# NHS WASTEWATER SARS-COV-2 REPORT – Data to 06/07/21



SARS-CoV-2 RNA concentration 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 (scale is to maximum increase/decrease within the city).

# Variants of Concern



Making a positive difference every day to people's lives



# Variants of Concern

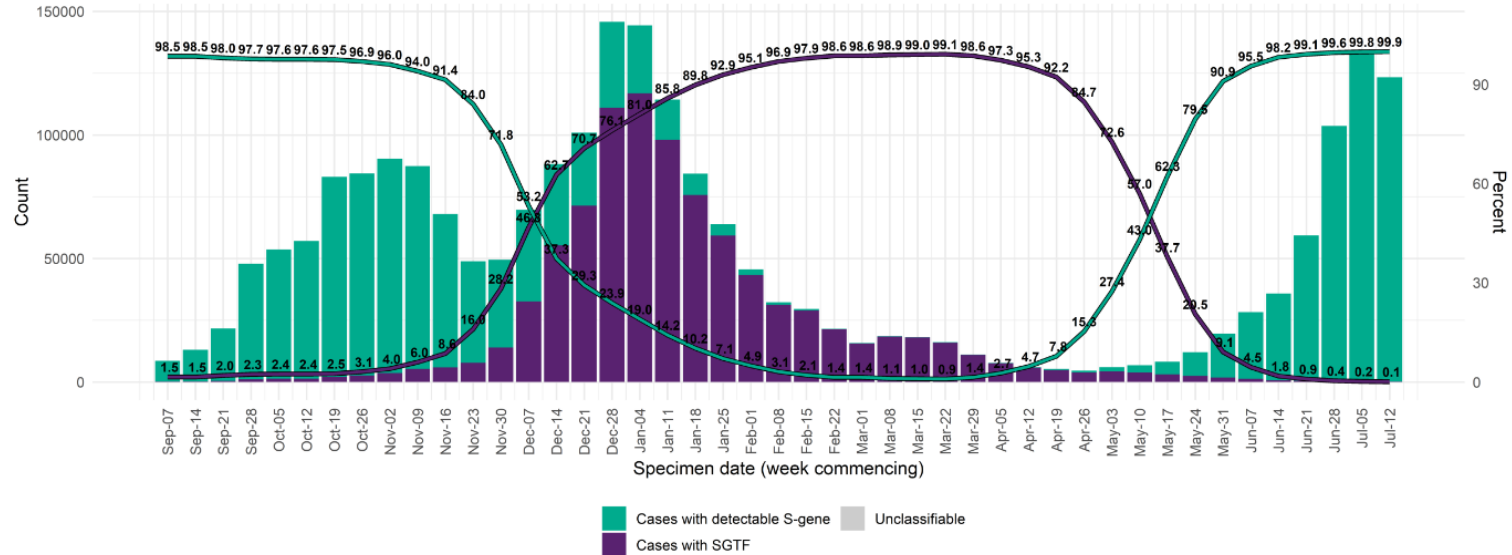
- New Variant classification.
  - Delta VOC (Indian variant) - is now the dominant variant in Birmingham and is 1.6 times more transmissible.
  - Delta VOC spreading across England.
  - Alpha VOC (Kent Variant) - previously dominant variant but now overtaken by Delta variant.
  - Beta VOC (South African) - none currently in Birmingham.
  - Lambda -VUI-21JUN-01 (South America)
    - small number of cases (8) in the UK.
    - thought to be more infectious than previous variants.

# Current VOC Overview

- S Gene positive proxy for Delta VOC.
- 2,778 cases were tested for S-Gene in the 7day period ending 14<sup>th</sup> July.
- 99.8% of these were S-gene positive.
- Cases are still dispersed across Birmingham city.
- Delta VOC now dominant variant across West Midlands and England.

# Delta Variant – National Picture

Weekly number and proportion of England Pillar 2 COVID-19 cases with detectable S gene or SGTF among those tested in TaqPath Labs, 7<sup>th</sup> September 2020 – 18<sup>th</sup> July 2021

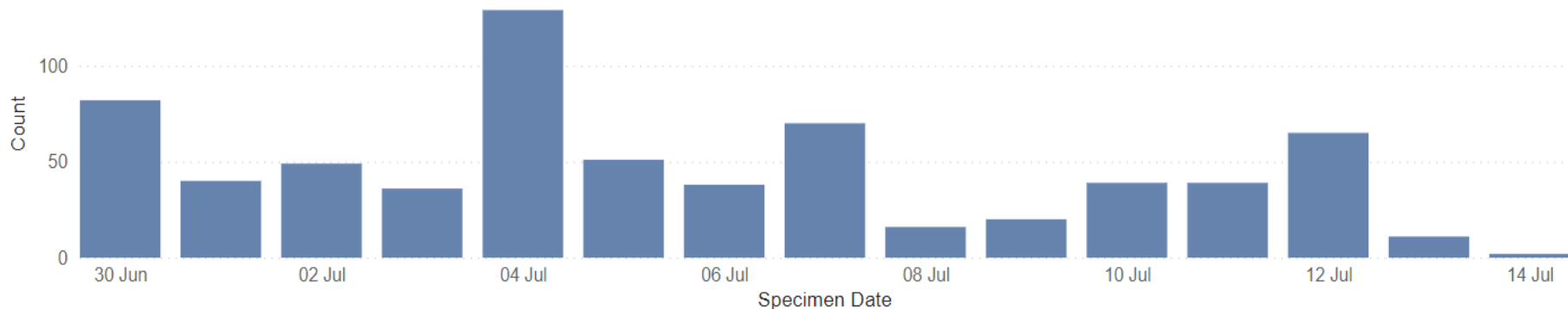


Increased proportion of cases tested in TaqPath labs show detectable S gene which indicates a potential Delta variant case. SGTF cases are a proxy measure for Alpha variant and are reducing. This suggests Delta variant has become the dominant variant in England.

# Delta Variant - Birmingham

Count of Individuals by VAM (Variant and Mutation) Profile

VAM ● VOC-21APR-02



- Of cases in Birmingham that were genetically sequenced in the last 2 weeks the majority were Delta variant (687).
- Only 2 Variants of Concern cases were related to travel, suggesting spread is taking place in the community.
- There is a lag in data for cases sequenced in the most recent days.

# Testing



Making a positive difference every day to people's lives



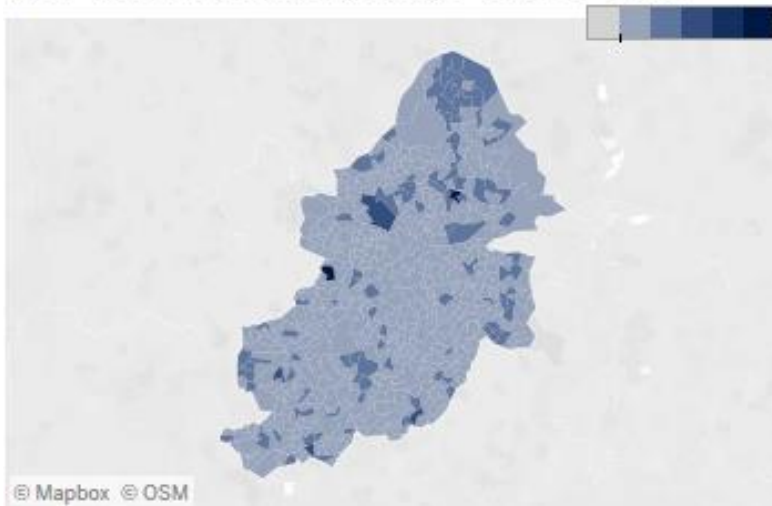
Birmingham  
City Council

# Lateral Flow Test Locations

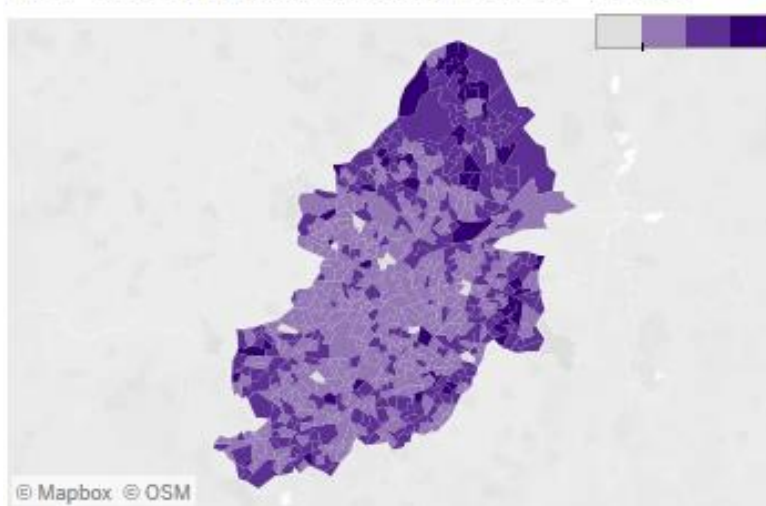
- **Lateral flow testing and collection sites have now closed** in line with the national move to home testing.
  - Home testing kits can be ordered from gov't's website.
  - <https://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests>
- **Testing available at a network of community pharmacies**
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

7-day rate of total Pillar 2 tests LSOA  
(per 100K population) Range 0.4K to 13.1K



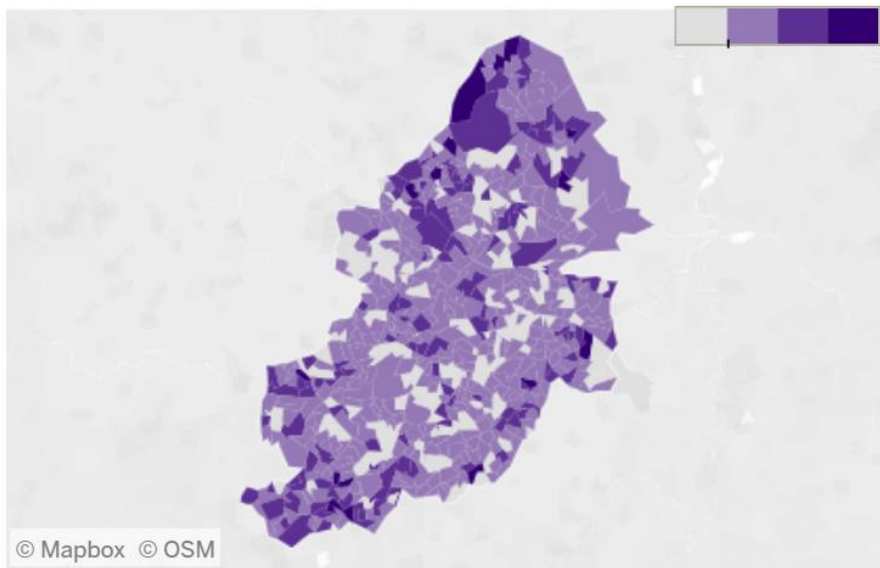
7-day rate of positive Pillar 2 tests LSOA  
(per 100K population) Range 0.0 to 1,209.9



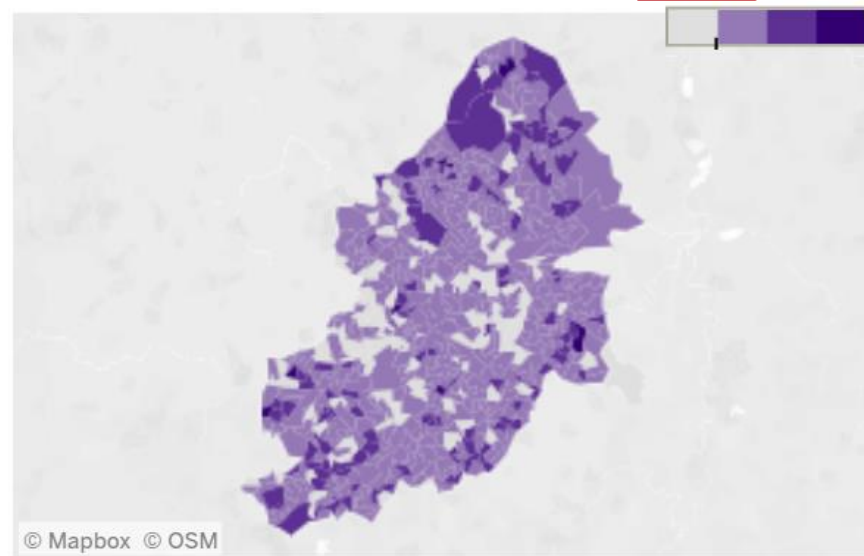


## Pillar 2 testing by LSOA (LFD tests only, 7 days up)

7-day rate of positive Pillar 2 tests LSOA <sup>10<sup>th</sup> July</sup>  
(per 100K population) Range 0.0 to 564.2

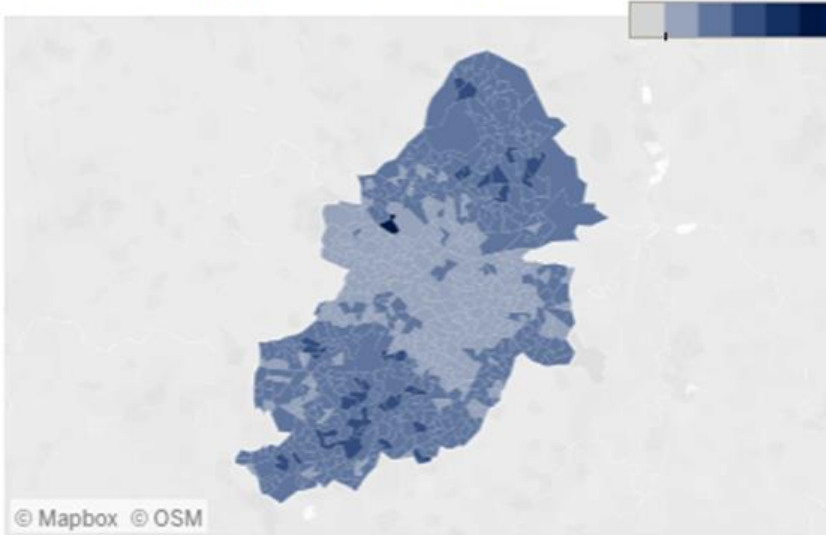


7-day rate of positive Pillar 2 tests LSOA <sup>16<sup>th</sup> July</sup>  
(per 100K population) Range 0.0 to **778.5**

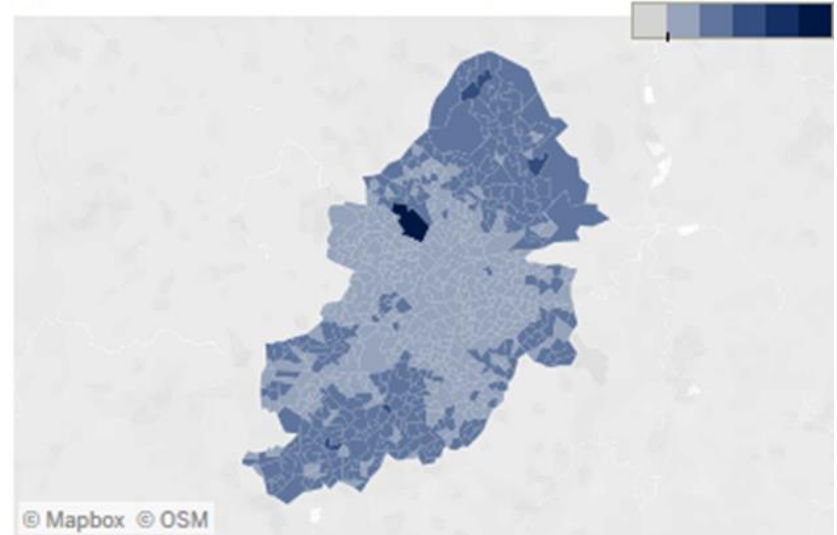


# Lateral Flow Testing Progress – 19<sup>th</sup> June to 16<sup>th</sup> July 2021

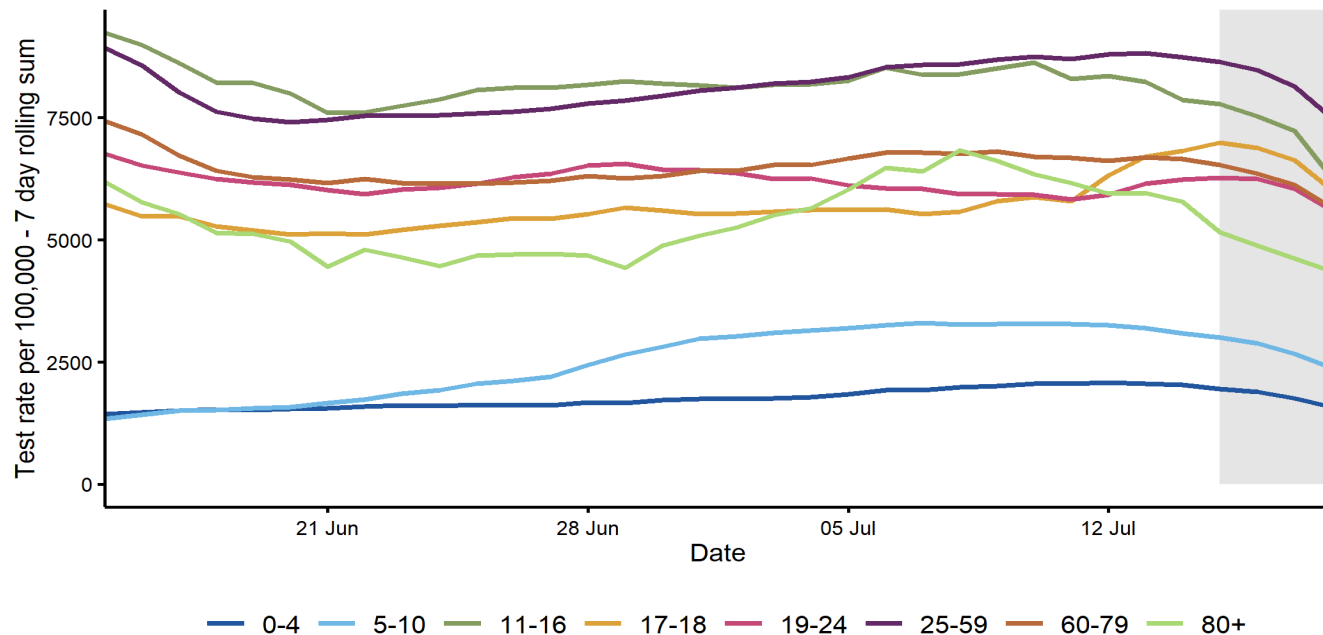
7-day rate of total Pillar 2 tests LSOA 19<sup>th</sup> June  
(per 100K population) Range 1.1K to 23.8K



7-day rate of total Pillar 2 tests LSOA 16<sup>th</sup> July  
(per 100K population) Range 1.3K to 30.8K



# Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 15<sup>th</sup> June to 17<sup>th</sup> July 2021



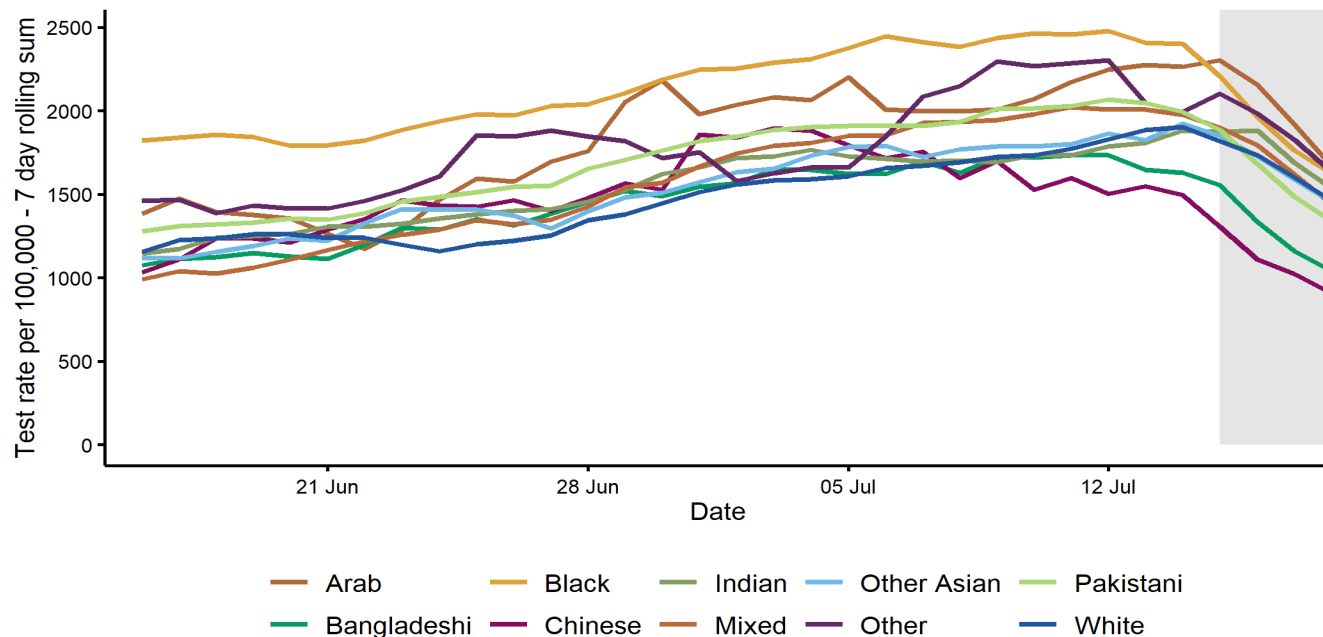
Excluding 2560 tests with missing age data.

*4 most recent days excluded due to reporting delays*

**Making a positive difference** every day to people's lives



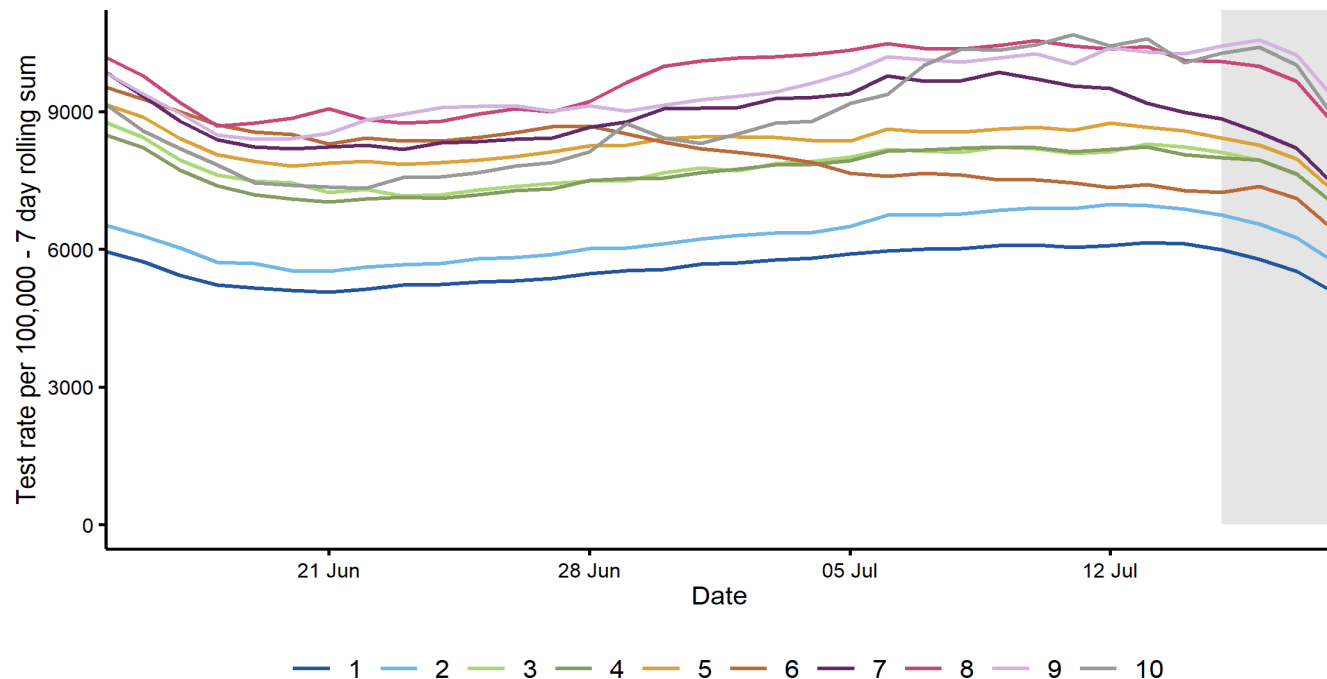
# Ethnicity-Specific 7-Day Rolling Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents: 15<sup>th</sup> June to 17<sup>th</sup> July 2021



Excluding 233468 pillar 2 tests with missing ethnicity data.

*4 most recent days excluded due to reporting delays*

# Index of Multiple Deprivation-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents: 15<sup>th</sup> June to 17<sup>th</sup> July 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*

# Enhance Support LFD distribution 8<sup>th</sup> June – 15<sup>th</sup> July

- LFD kits received on 17/6 and distribution of kits to homes completed within 4 weeks.
- Team knocked on 78,609 (94%) homes in 15 wards - 62,944 (80%) answered.
- 82,607 boxes of 7 self test kits handed over to 49,780 (60%) homes.
- Reasons for refusal included already tested with a small proportion that did not want to test.
- All of initial 80K kits used, additional 28K kits received but not all of these used and unused kits go into Community testing stock to support ongoing LFD distribution.

# Enhanced Support LFD kit distribution by ward

Ward Name	Target Start Date	Total Addresses	Doors Knocked	Knock %	Doors Engaged	Engaged %	% Change in 7 day testing rate between 05-11/06 and 09-16/07
Holyhead	26/06/2021	4,083	4352	107%	3224	79%	6%
Birchfield	29/06/2021	4,326	5029	100%	3761	87%	9%
Sparkbrook Balsall Heath East	01/07/2021	7,753	7938	100%	6832	88%	17%
Sparkhill	05/07/2021	5,866	5795	99%	5456	93%	24%
Lozells	02/07/2021	3,737	3610	97%	3214	86%	36%
Heartlands	09/07/2021	3,657	3463	95%	3321	91%	-1%
Bordesley Green	02/07/2021	4,138	3918	95%	3384	82%	13%
Bordesley Highgate	28/06/2021	7,229	6799	94%	3792	52%	8%
Ward End	22/06/2021	4,089	3812	93%	2875	70%	13%
Newtown	02/07/2021	6,114	5590	91%	4375	72%	16%
Balsall Heath West	10/07/2021	4,167	3754	90%	3271	78%	6%
Small Heath	15/06/2021	5,646	5047	89%	3885	69%	6%
Aston	23/06/2021	7,127	6194	87%	5375	75%	16%
Nechells	24/06/2021	8,599	7430	86%	6242	73%	5%
Alum Rock	08/06/2021	7,072	5878	83%	3937	56%	-3%
		83,603	78,609	94%	62,944	75%	11%

# Enhance Support Closure

- England moved on the 19<sup>th</sup> July to Step 4 of the roadmap.
- Birmingham which was placed as an area of enhanced support has now been stood down in line with Step 4 as the case rate is now in line with the wider region and the enhanced testing has been completed.
- In the majority of wards the surge testing increased the testing uptake and vaccination uptake of first dose in >18yrs increased between 4-5%.
- Most wards in the city are seeing case rates rise but they are currently outside of the top 10 wards in the city.



# Case Demographics



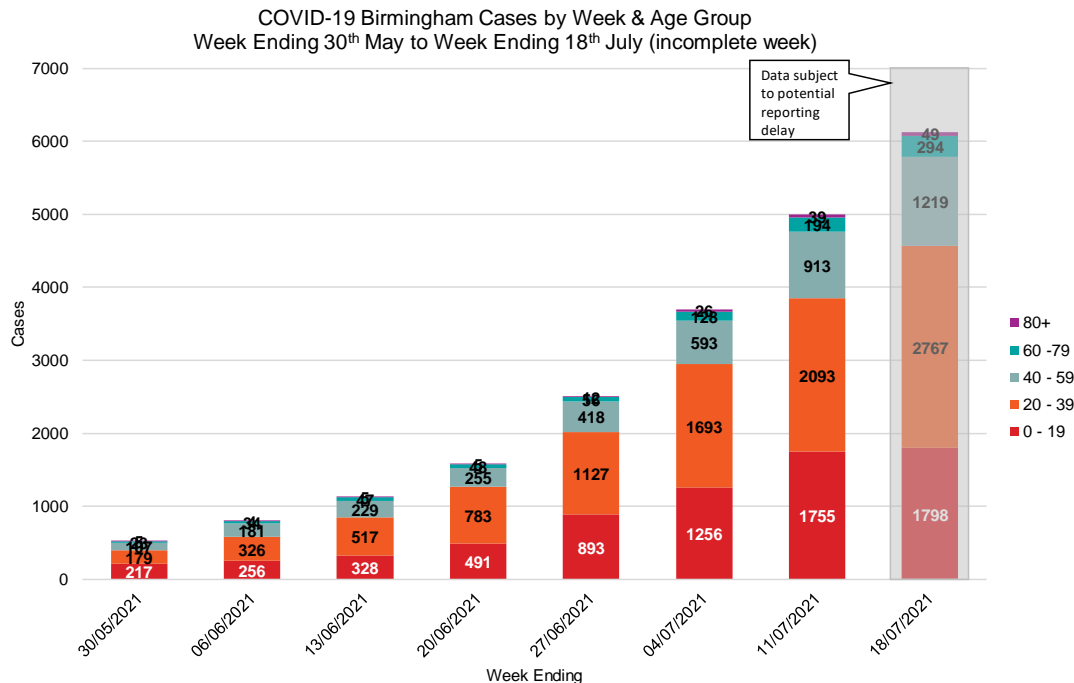
Making a positive difference every day to people's lives



Birmingham  
City Council

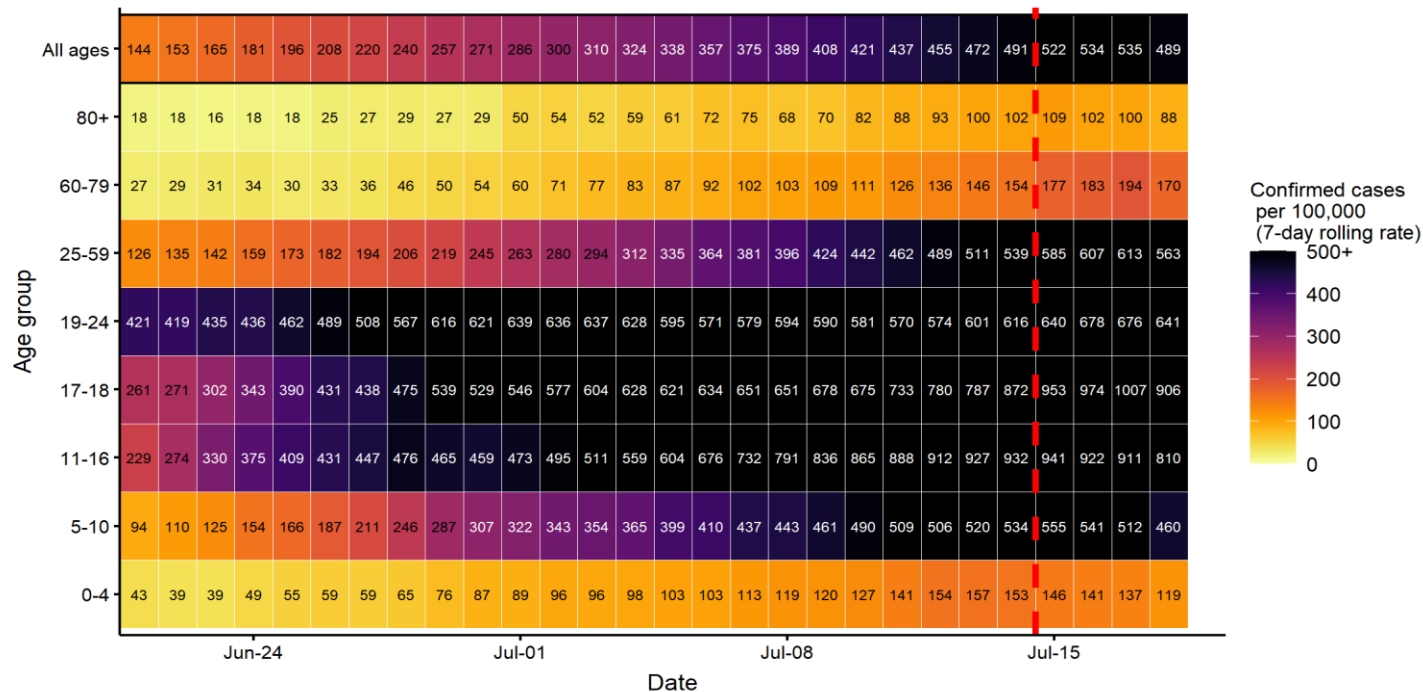
# Cases by Week & Age Group

- At present the overall number of cases continues to rise exponentially.
- The 20–39 age group accounts for the highest number of positive cases followed by the 0–19 age group.
- Comparing week ending 18<sup>th</sup> July to the previous week, cases in the 40–59 age group have risen by 33.5%.



Cases for week ending 18<sup>th</sup> July 2021 are likely to be under-estimated due to time lags in reporting.

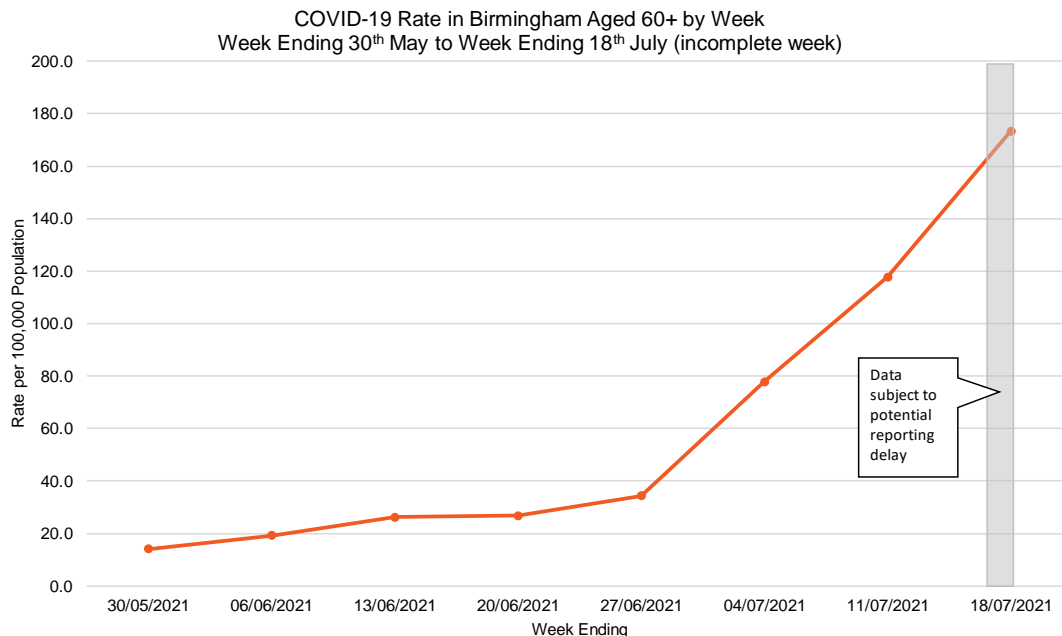
## Age-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 21<sup>st</sup> June to 18<sup>th</sup> July 2021



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

# Case Rate in Population aged 60+

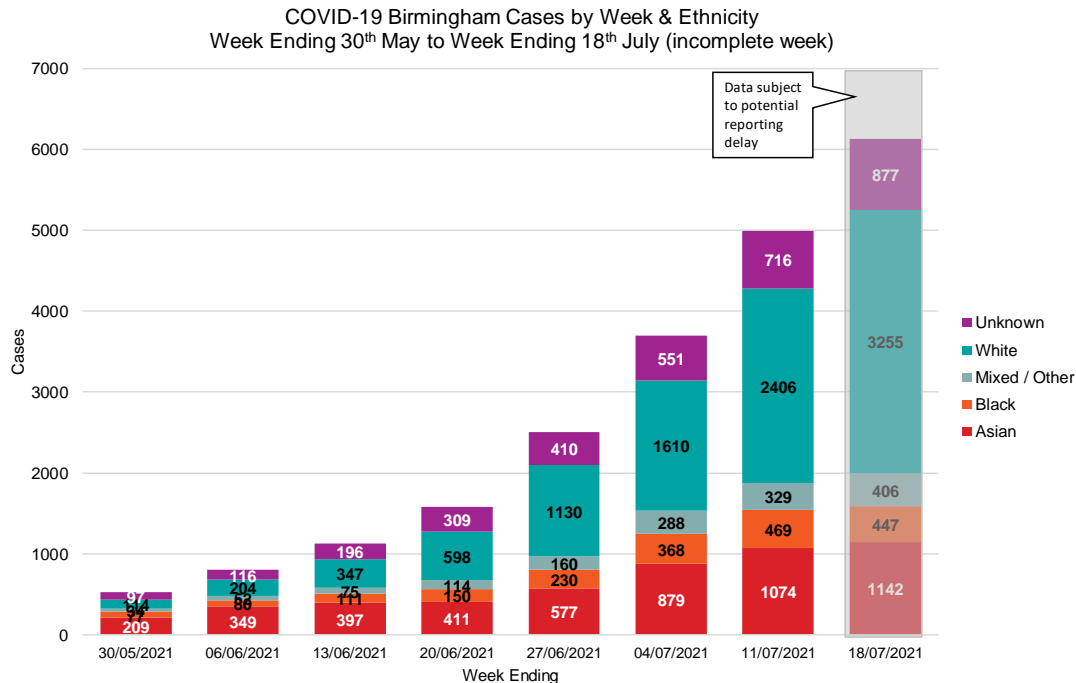
- We are currently observing a rapid increase in positive cases in the population aged 60+.
- Comparing week ending 18<sup>th</sup> July to the previous week, case rates have risen from a rate of 117.7 to 173.3



*Cases for week ending 18<sup>th</sup> July 2021 are likely to be under-estimated due to time lags in reporting.*

# Cases by Week & Ethnicity

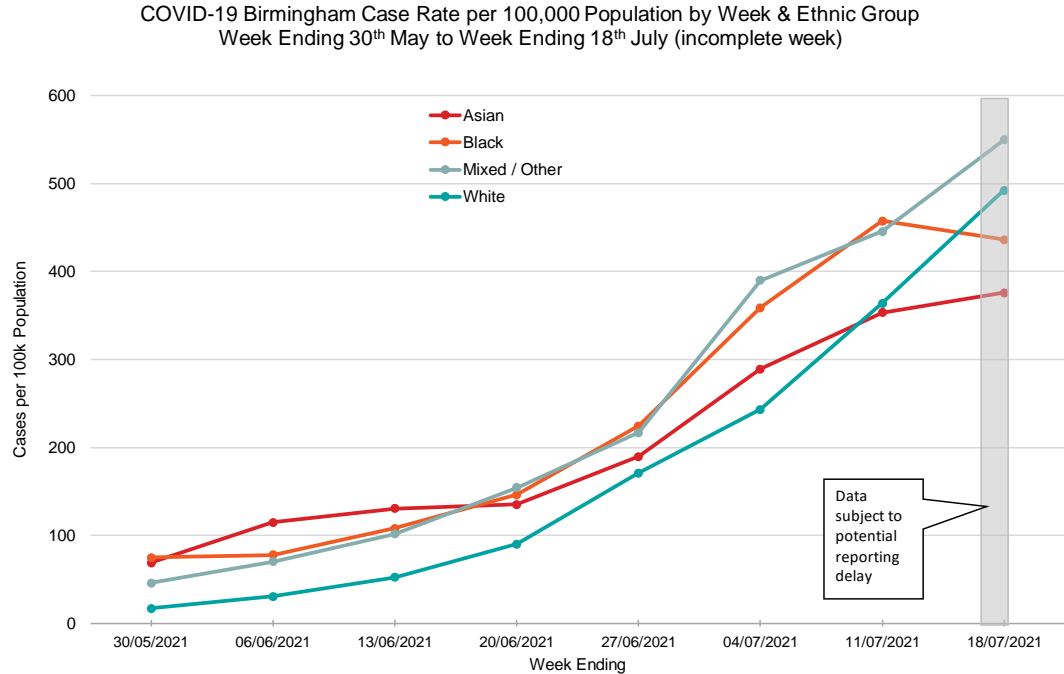
- At present, cases in all ethnic groups (except the black ethnic group) continue to rise exponentially.
- This week, the White ethnic group again accounts for the highest number of cases.
- The ethnic group with the largest percentage increase compared to the previous week, was the White ethnicity with an increase of 35.3% .



Cases for week ending 18<sup>th</sup> July 2021 are likely to be under-estimated due to time lags in reporting.

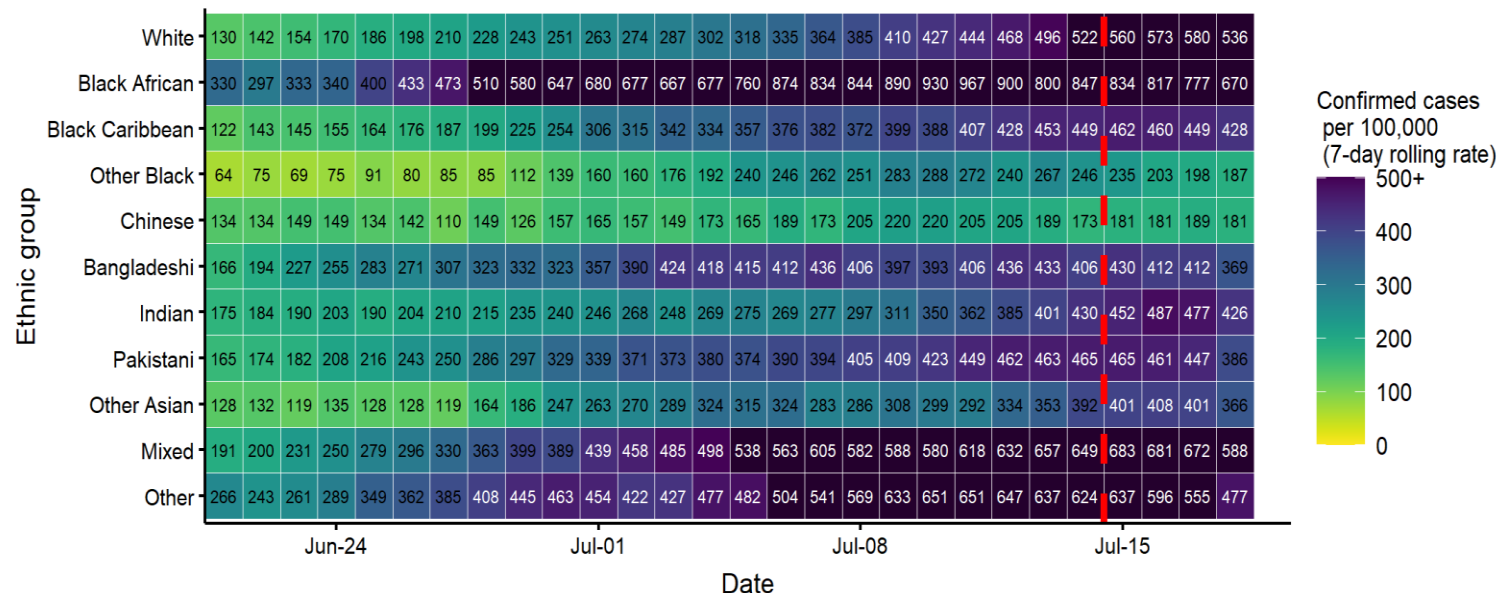
# Case Rate by Ethnic Group

- Currently, the highest positive case rate is seen in the Mixed/Other ethnic group, and the lowest positive case rate is seen in the Asian ethnic group.
- The trend of the last 8 weeks shows that the Mixed/Other ethnic group has the highest positive case rate per 100,000 population.



*Cases for week ending 18<sup>th</sup> July 2021 are likely to be under-estimated due to time lags in reporting.*

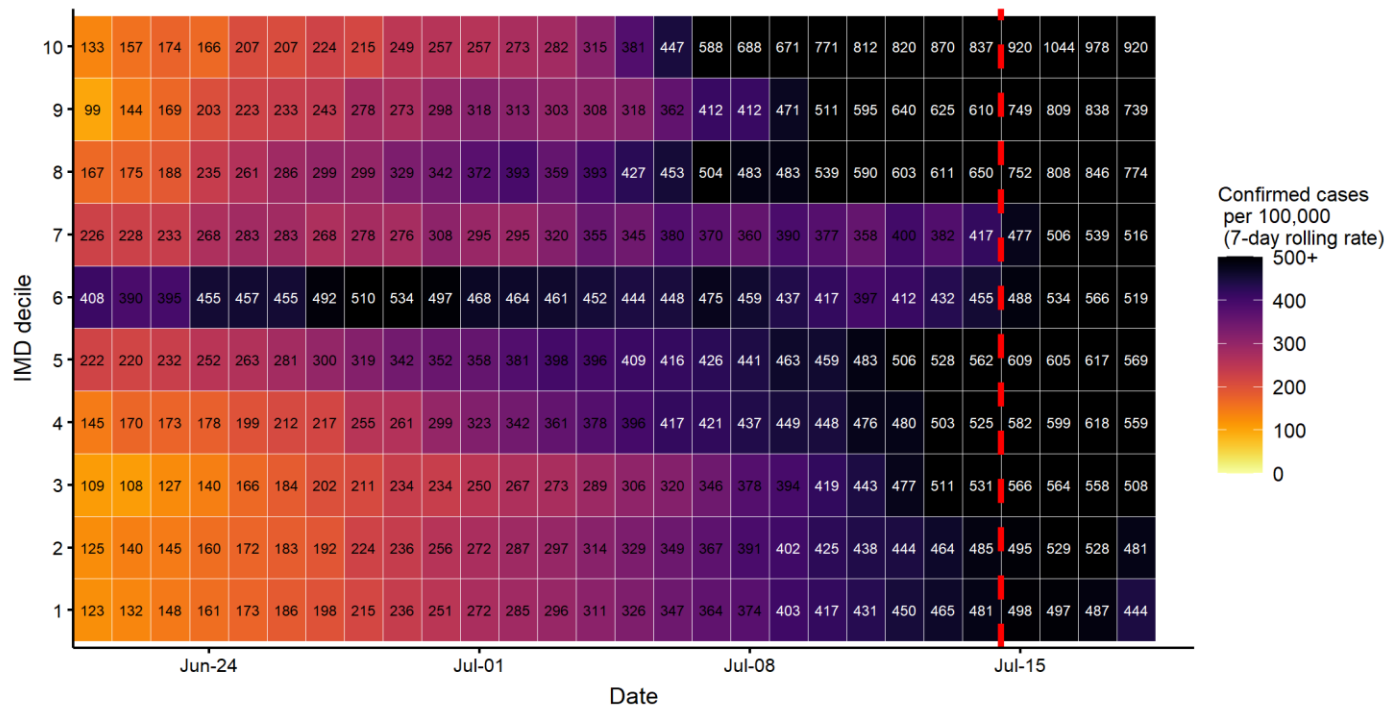
# Ethnicity-Specific 7-day Rolling Case Rates per 100,000 Population in Birmingham: 21<sup>st</sup> June to 18<sup>th</sup> July 2021



Excluding 3.7% ethnicity data classified as Na or Unknown.  
Where text is red rates should be interpreted with caution as underlying case numbers are <5.

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

# Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 21<sup>st</sup> June to 18<sup>th</sup> July 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



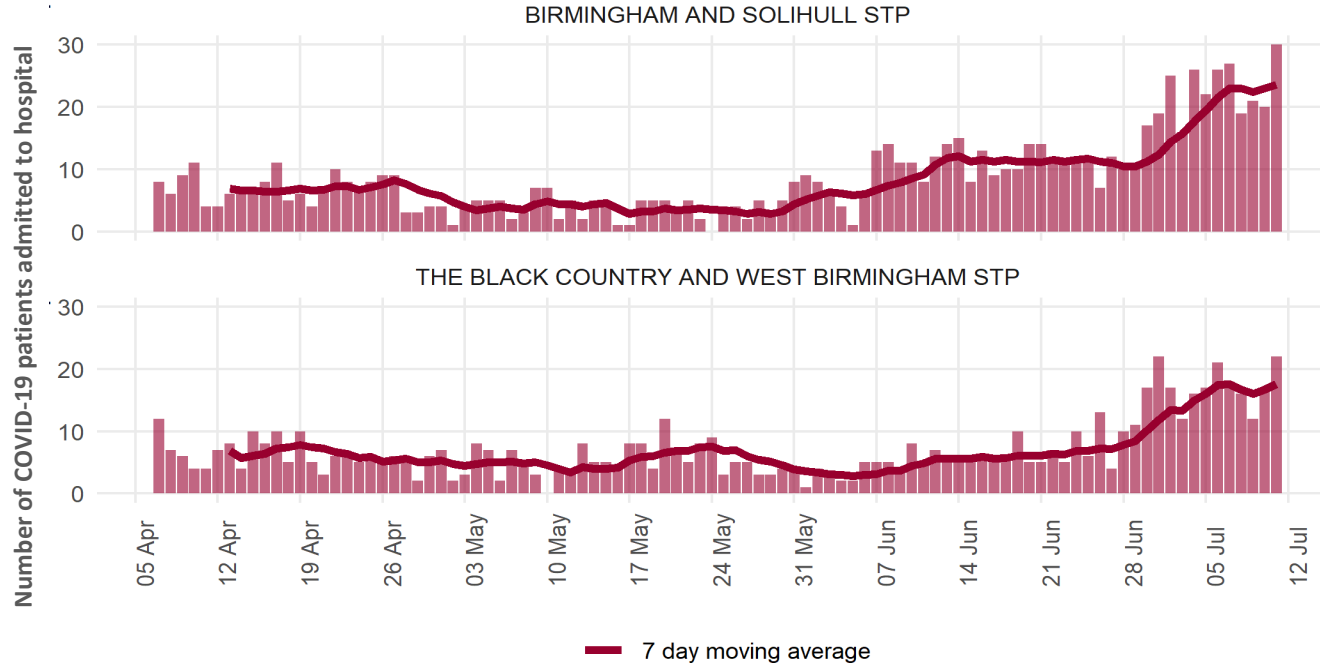
Making a positive difference every day to people's lives



# Hospital Metrics Data

Hospital Trust	Covid - 19 Daily Admissions 11/07	Hospital in-patients 13/07	Patients on Mechanical Ventilation 13/07
University Hospitals Birmingham NHS Foundation Trust	28	126	19
Sandwell & West Birmingham Hospitals NHS Trust	9	62	5
Birmingham Community Healthcare NHS Foundation Trust	0	0	0
Birmingham Women's & Children's NHS Foundation Trust	2	7	1
Birmingham & Solihull Mental Health NHS Foundation Trust	0	5	0

# Daily number of COVID-19 patients admitted to hospital in the Sustainability & Transformation Partnerships (STPs) associated with Birmingham, 7<sup>th</sup> April to 11<sup>th</sup> July 2021



# Deaths



Making a positive difference every day to people's lives

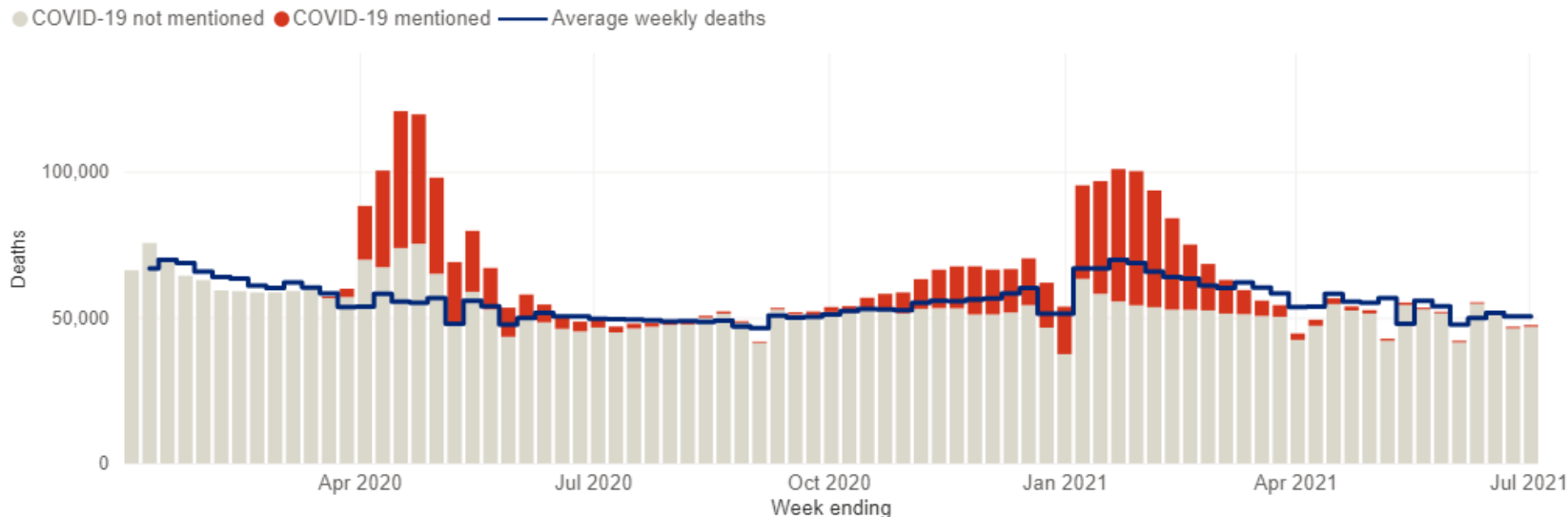


Birmingham  
City Council

# Death Data

- The most recent death data, where death occurred within 28 days of a positive Covid-19 test for the week ending 18<sup>th</sup> July, reported **5 deaths** which is a death rate of **0.4/100k** population.
- More accurate data based on Covid-19 being mentioned on the death certificate is more historical and the most recent week is that ending 2<sup>nd</sup> July, which reported **1 death** registered in Birmingham. This death occurred in hospital.

# Excess Death: All Deaths up to 2<sup>nd</sup> July



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 three reported weeks.

# Situations



Making a **positive difference** every day to people's lives

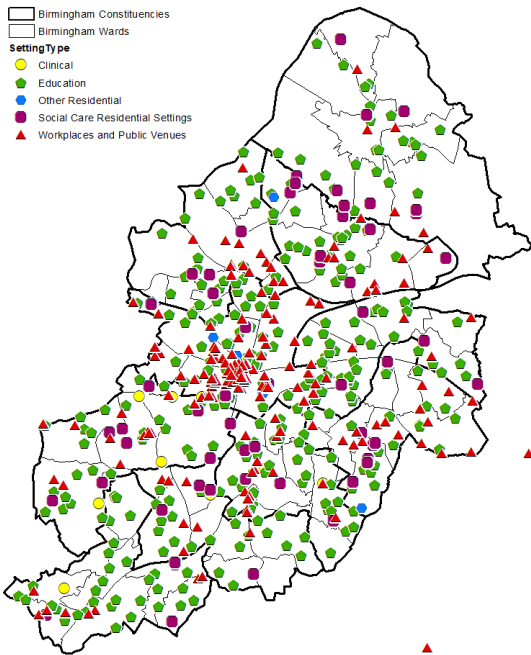
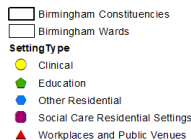


**Birmingham**  
City Council

# Confirmed Situations in Birmingham: Last Month & Last 7 days

All Confirmed Situations by Settings Type  
17th June to 16th July 2021

## Legend



Produced by Birmingham Public Health Knowledge Evidence and Governance Team (2021).  
© Crown copyright and database rights 2021. Ordnance Survey 100021328

**Map represents the last month.  
One postcode can represent  
more than one situation**

## Type of Situation

10th July – 16th July 2021

Outbreak



32



-23 (-42%)

Cluster



16



+2 (+14%)

Exposure



38



-35 (-48%)

▲ Numbers under the arrows show the overall change in situations

In the week up to 16<sup>th</sup> July, 86 situations were reported. Last week 142 situations were reported but this total has now risen to 211. This is due to the nature of the work and the time it takes to receive the accurate details from within schools / workplaces / settings etc. **Exposures** decreased to 38 from 73, **Outbreaks** decreased to 32 from 55 and **Clusters** have increased from 14 to 16.

- The majority of situations (44%) are Exposures (38). Of these, 59% are in Education settings and 12% in Social Care & Residential settings.
- There are 51 situations reported in **Education** settings.
- **Social Care & Residential** settings have decreased to 10 situations this week.
- **Workplace and Public Venues** settings have seen 21 situations this week.
- **Other Residential** settings have 2 situation this week.
- There are 2 **Clinical** situations this week.
- There has been a substantial increase in workload which the Health Protection Response team is working to address. They are working alongside Environmental Health & Public Health England (PHE).

**Making a positive difference** every day to people's lives

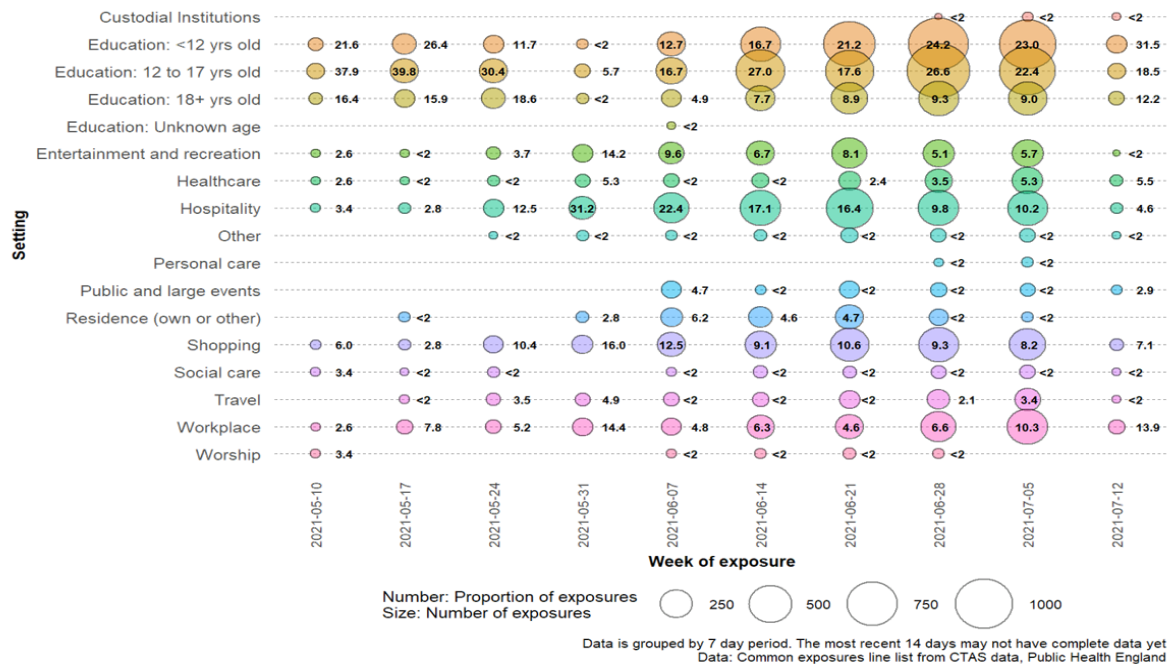


# Situation Awareness

- The HPR team updated 633 situations on the internal tracking system during week 10<sup>h</sup> to 16<sup>th</sup> July, of which 110 were situations with new notifications from settings or PHE.
- Education notifications continue to increase with the HPR team managing 61 situations, of which majority are primary schools.
- Residential & Adult Social Care notifications have slightly increased with the majority continuing to be single case exposures (13).
- Workplace & Public Venue notifications have increased to 28 situations, including 3 outbreaks with double figures. Venue alerts containing advice to test and isolate continue to be issued.

# Common Exposure Events Reported by Cases Resident in Birmingham

Number & percentage of weekly exposures by setting:  
10<sup>th</sup> May to 18<sup>th</sup> July 2021



- Over the last week, **most common exposures occurred in Education, <12 yrs old settings**, followed by **Education 12 to 17 yrs old 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



Making a **positive difference** every day to people's lives



**Birmingham**  
City Council

# Contact Tracing Local Authority Partnership

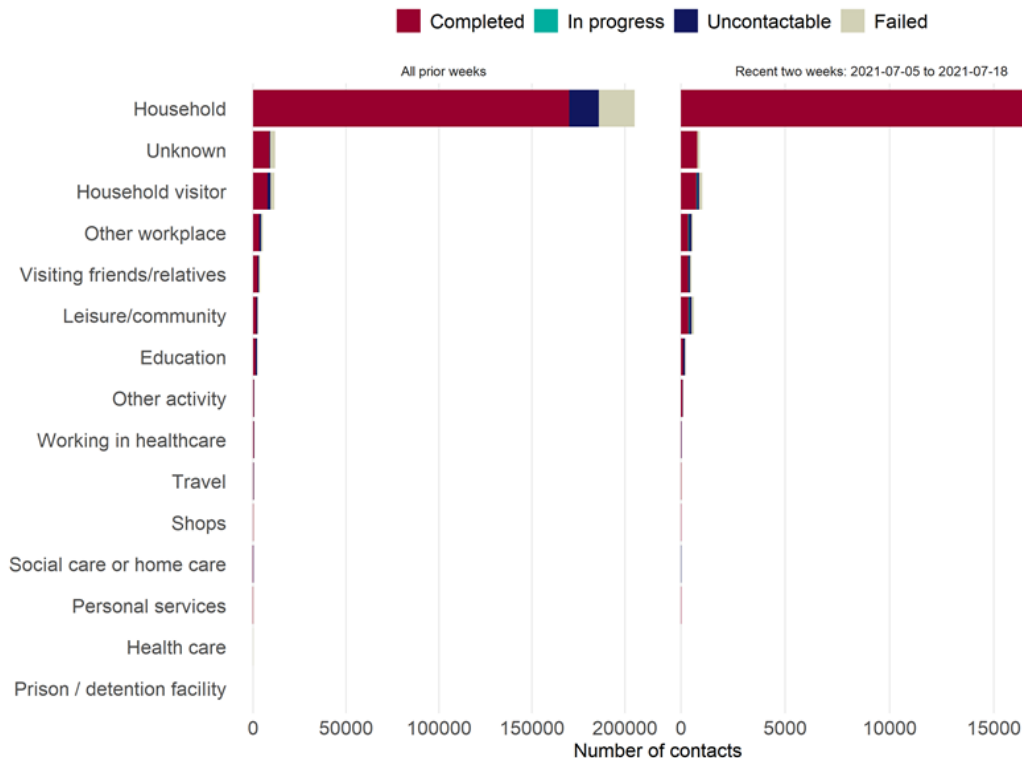
## Service Highlights

- Contact Tracing Service now **covers all Birmingham wards** 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
- Total no. of positive cases received in June = 534; completion rate of 90%
- 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**

## Latest Updates

- With the dramatic increase in cases, **from July 12<sup>th</sup> we reverted to the Local Tracing Partnership model**. In this mode the cases will sit with the national team until 24hrs have passed, 10 attempts are made or if the citizen did not provide any contact details before they are passed to ourselves
- For the **previous 7 days we have handled 578 cases** vs 921 cases in the previous week. 343 of those had a successful outcome giving us a **completion of 59%**. The drop in completion is due to us entering Local Tracing Partnership mode
- As well as case tracing **we also handle cases where the citizen has indicated they require Local Authority support**. With the increase of cases nationally this means we have **dealt with 778 cases this week** vs 406 the previous week
- The **Integrated Tracing System (ITS)** which was due to replace the existing CTAS NHS system **has been postponed until further notice**

# Test & Trace Contacts by Exposure/Activity Setting & Current Outcome: 28<sup>th</sup> May 2020 to 18<sup>th</sup> July 2021



- Over the past 2 weeks, the most common exposure/activity setting has been the **Household**, followed by **Household visitors**.
- A decrease in the **Unknown** category has been observed in recent weeks. The 'Unknown category' is where data on exposure/activity setting were not provided.
- In the past two weeks, over 21,000 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



Making a positive difference every day to people's lives



Birmingham  
City Council

# 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

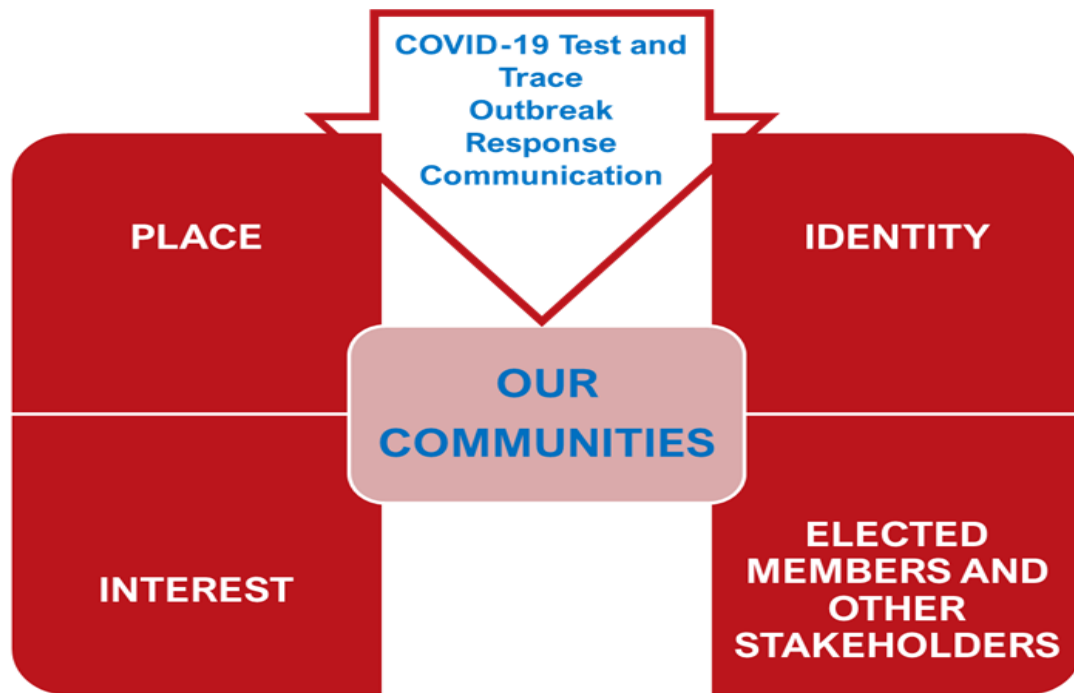


3 - Establish appropriate and effective channels for delivery of the plan



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

# Core engagement threads to aid delivery





# Digital Engagement: March to July 2021



## Communication Channels

**Step 4 personal responsibility video:** <https://www.youtube.com/watch?v=WYcFNBv8kec>

### Online Q&As, Radio, Podcasts & TV

Friday 16th July - Vaccine Q&A on Facebook Live with Birmingham Live

Tuesday 20th July – Weekly BBC WM Interview

Wednesday 21st July – Vaccine Q&A with First Class Legacy

**Emails & Newsletters:** Topics covered include Step 4 RoadMap rules, mobile vaccination vans, enhanced support including links to materials such as Isolation pack, Vaccination toolkit, testing, isolation, Clean Air Zone, travel rules, long COVID-19, other health priorities affecting communities and useful local intelligence.

**Verbal:** Word of mouth communication via communities about enhanced support testing, isolation and vaccinations.

# Digital Engagement: March to July 2021



## Social Media – Healthy Brum June 1 – July 20th



### Instagram

Reach – 334

Impressions – 4.1k

### Facebook

Post reach – 10.8k

Engagement – 1.2k

### Twitter

Post engagements – 337

Post traffic (clicks) - 2.6k

## Website

500,000 visits to our COVID-19 Pages

### Website Updates:

- Enhanced support plans and FAQs- schools
- Translated Isolation support pages
- Translated Vaccine toolkit and slides
- Accessible BSL resources
- Champions COVID-19 dashboard
- Roadmap guidance and other related COVID-19 updates

### Partner Website Updates

- Latest vaccination mobile van  
<https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>

## Social media Key messages

Enhanced support plans, Vaccine access for 18yrs+, Vaccines-pregnancy, toolkit, Mobile Vaccination Units, Safety measures - continued caution with relaxing of lockdown restrictions, Mental health awareness – all ages, Ventilation when indoors (Euro 2021), Testing - Home and door-to-door, PCR/LFD explained, Isolation support, Diabetes, Give Blood, Cancer, Triple Zero - 2nd Aug, Sexual health - 9th July

# Communication and Engagement updates 20th July 2021



FIRST CLASS FOUNDATION PRESENTS

## COVID CONVERSATIONS with Dr Justin Varney FREEDOM DAY:

### HOW TO STAY SAFE

TUES 20<sup>TH</sup> JULY 2021  
6.30PM - 7.30PM

zoom

HOSTED BY  
**NIKKI TAPPER**  
BBC WM BROADCASTER

#STRONGERTOGETHER Q&A DISCUSSION SEND IN YOUR QUESTIONS

f t i @FCNATIONUK FIRSTCLASSFOUNDATION.ORG

**Healthy Brum** @healthybrum · 22h  
When did you last mix with someone outside of your household?

When did you last take an LFD test?

Be safe and be sure that you are not unknowingly spreading Covid-19 by taking x2 weekly tests.

Order some more here: [ow.ly/pDap50EMRHM](https://ow.ly/pDap50EMRHM)

#KeepBrumSafe



🗨️ 🔄 ❤️ 📌 📺

## COVID-19 SELF ISOLATION SUPPORT PACK

### What's inside

- What do I need to do?
- Why is it important?
- Support checklist
- Tips
- 10 day stay at home plan
- Children and Coronavirus
- Activity ideas

CLICK ON THE LINK IN THE POST TO DOWNLOAD



**Healthy Brum** @healthybrum · Jul 16

In this video, Dr Justin Varney highlights why we should all continue to follow safe guidance despite the lifting of restrictions and why getting vaccinated is so important 📢



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](https://www.youtube.com)

🗨️ 🔄 5 ❤️ 2 📌 📺

**Walk-in COVID-19 Pfizer Vaccinations**

NHS COVID-19 Vaccination Service

**GIVE COVID THE RED CARD**

**Zia Ul Quran Mosque** مسجد  
233 St Saviour's Rd, Saltley, B8 1EP  
Friday 16 July, 1pm - 5pm  
Available to all adults.

There will be two vans on site, one for male and one for female vaccinations.

[www.birminghamandshillitovideovaccine.nhs.uk](https://www.birminghamandshillitovideovaccine.nhs.uk)

## Covid-19 Mobile Vaccination Unit

### WINSON GREEN AND HANDSWORTH

and surrounding areas

Saturday 3rd July  
11am to 3pm

Sunday 4th July  
9.30 - 3.30pm

Church of God  
of Prophecy

Handsworth Wellbeing  
Centre

Abaddon Street, Winson Green,  
Birmingham, B16 7JH

1 Holly Road Handsworth,  
Birmingham, B20 2BY

- No appointment needed
- No ID required
- Please wear a mask and follow social distancing

Making a positive difference every day to people's lives



# Communication and Engagement updates 20th July 2021



July 2021

## Eid hug or not? What is the safer option?




The Prophet (ﷺ) said, ***“Do not cause harm or return harm. Whoever harms others, Allah will harm him. Whoever is harsh with others, Allah will be harsh with him.”*** [Al sunan al Kubra 11070]

The picture will be different in different countries, but in almost all countries new variants are prevalent and more infectious, vaccination rates are not enough and society cannot afford another horrific Covid wave.

This Eid, if you give a hug to those outside your immediate household - you might also be giving Covid. This Eid - be considerate, merciful and safe - and avoid hugging. Say salaam from a distance, give an elbow or try any other way that avoids close contact.

This is generic advice and should be reviewed by mosques with healthcare professionals and scholars they trust.



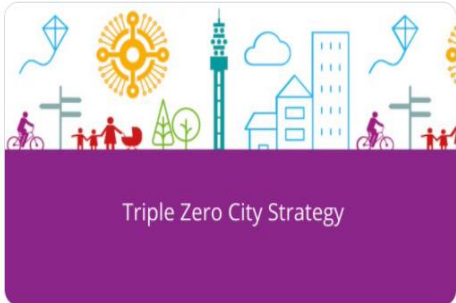
 **Healthy Brum** @healthybrum · 16h


The Triple Zero City Strategy says how we think we should tackle drug & alcohol addiction across Birmingham.

We want to know what you think of our ideas and have your help in shaping future plans.

Have your say here: [owJy/X3Yv50FnHID](https://www.birmingham.gov.uk/consultation/owJy/X3Yv50FnHID)

#BrumTripleZero





 Public Health England

## Podcast

### Mental Health during COVID-19

#PHEHealthTalks

# COVID Champion Programme

### Coverage of champions across all 69 wards


- 855 Community Champions + 48 Youth Champions.

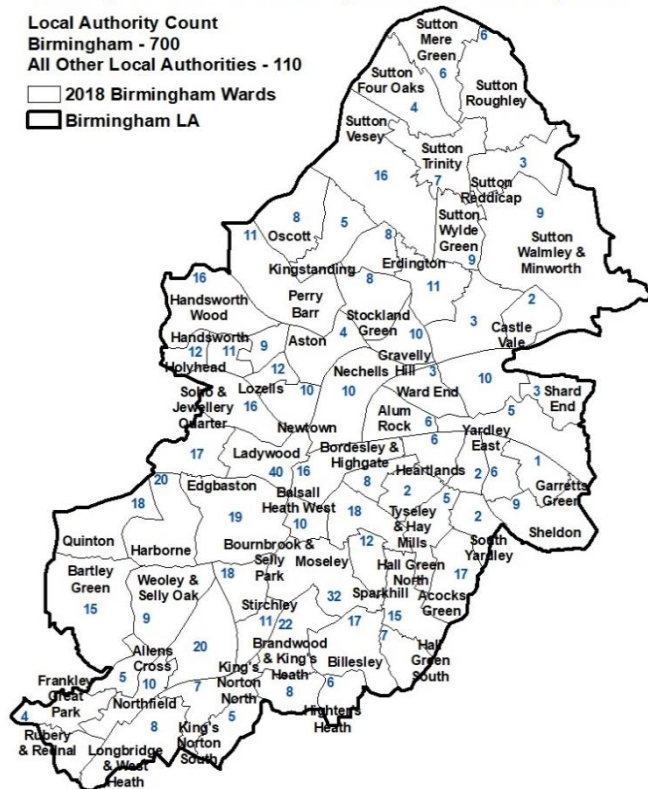
### Ongoing work:

- Collaboration with champions to obtain feedback about communities.
- Raise awareness on continued caution with Step 4 easing of rules.
- Analysis of representation at ward and demographic level to help develop a recruitment strategy.
- Progress on thematic analysis of key themes (inbox, webinars & social media).
- Engagement via fortnightly webinars (next one 21<sup>st</sup> July).
- Vaccination Toolkit developed 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 different religions, and the LGBTQ community. More representation is needed for males, Bangladeshi & Caribbean communities, young people aged 18-30 years and people who consider themselves to have a disability.

### Birmingham COVID-19 Champions as at 20th July 2021

**Local Authority Count**  
**Birmingham - 700**  
**All Other Local Authorities - 110**

 2018 Birmingham Wards

☐ Birmingham LA

Produced by Birmingham Public Health Division (2021)  
© Crown copyright and database rights 2021 Ordnance Survey 100021326



# 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 on enhanced support in Birmingham across the areas of vaccination, isolation and testing and Roadmap rules.
- 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 myth busting and addressing misinformation. Self-isolation pack and Vaccine toolkit shared.
- 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 and toolkit: [https://www.birmingham.gov.uk/info/50231/coronavirus\\_covid-19/2336/covid\\_charter\\_for\\_faith\\_settings](https://www.birmingham.gov.uk/info/50231/coronavirus_covid-19/2336/covid_charter_for_faith_settings)
- Working with and supporting Black Faith Leaders to take Mobile Vaccine van to areas within West Birmingham where vaccine uptake is low.
- Letter and video from DPH and Mayor to faith leaders to support Step 4 continued caution and safety measures including during Eid.



# Community and Partnership engagement

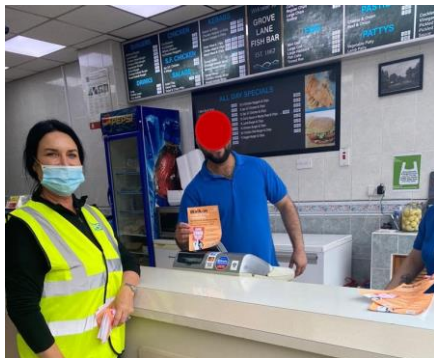


## Summary of Street Teams community engagement targeting wards

- Saturday 3<sup>rd</sup> July
- 81 vaccinated at Aberdeen Street Church on Saturday
- Sunday 4<sup>th</sup> July
- 106 at vaccinated at Handsworth Wellbeing Centre
- Highlights and learning obtained from Street Teams feedback has been shared with partners.
- **Summary of learning/suggestions:**
- Engagement with communities prior to van session enables in-depth conversations.
- Use of more visible advertising such as balloons, music and handing out Lateral Flow Test.
- Address unmet needs by providing light nourishment or other practical help for community.



- Prioritising low vaccination wards throughout the city
- Based on learning from similar programmes nationally and on the Street Team success, Solutions 4 Health (S4H) have developed a surge vaccination outreach engagement programme for Birmingham City to help understand public perspectives and signpost to the NHS vaccination sites/community pharmacies
- Listening to communities, helping with myth busting and survey results will be used to understand perspectives amongst hard to reach groups and inform our future communication & engagement activities.
- Go Live: Thursday 15th July
- Duration: 4 weeks
- Street Engagement Team: 10x members.



# Community and Partnership engagement



- Communication and engagement regarding enhanced support in Birmingham and 15 high interest wards sharing information with businesses, workplaces, education settings, faith groups and via emails, webinars and in addition a newsletter to community champions.
  - Held meetings and targeted webinars within these settings for questions and to advise key stakeholders about logistics.
  - Shared information via the settings and responded to any queries providing useful information and links to webpages.
  - Shared briefings and updates with elected members.
  - Working collaboratively internally with BCC Environmental Health colleagues and Covid Enforcement Officers and externally with Birmingham Children's Trust to support with COVID-19 messaging in priority wards and offer latest information and resources widely.
- Vaccination:** Supported community partners to lead conversations with their communities to address any concerns about vaccination and address misinformation.
  - Public health reflection on mobile vaccine van delivery shared with NHS partners.
  - 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>



# Commissioned Provider Spotlight

Commissioned community provider, Birmingham institute for the deaf (BID) services support people who are deaf, hard of hearing, visually impaired or have a dual sensory loss.

Working in collaboration with the NHS a vaccination van will support those with hearing impairments at **Ladywood's Deaf and Cultural centre on Wed 28<sup>th</sup> July.**

On the day BSL translators have been arranged to facilitate a smooth vaccination and answer any questions for community members.

BID have co-produced an easy read digital and print flyer with the Public Health team to promote the event. This will be supplemented by a BSL video to promote the vaccine and answer FAQs (in progress).



**COVID-19 VACCINATION SERVICE AT THE DEAF CULTURAL CENTRE**  
Ladywood Road,  
Birmingham, B16 8SZ.

Wednesday 28th July,  
9:00am - 4:00pm.

NHS Mobile vaccination team will be offering Pfizer vaccinations.

BSL Interpreters available.

Not had your vaccination yet?  
It's still not too late!

Contact Safina Sajid for further information.  
Text, FaceTime or call  
07595 086527  
Email [safina.sajid@bid.org.uk](mailto:safina.sajid@bid.org.uk)

**BID SERVICES**

A charity promoting choice and independence  
Mobile 07736 134159 Email [access@bid.org.uk](mailto:access@bid.org.uk)  
Website [www.bid.org.uk](http://www.bid.org.uk)

A registered charity in England (1053184)  
Registered office: Ladywood Road, Birmingham, B16 8SZ.

Facebook @bidsv @biddeafpositiveactivities  
Twitter @bidservices Instagram @bid\_services  
LinkedIn bid-services YouTube bidservices



# Further Work in Development

## ▪ Representation

- Extending and strengthening relationships with our 18 existing commissioned partners to co-ordinate the set up the delivery of a minimum of 10 befriending/non-digital channels for those communities with limited digital access and to accelerate existing engagement to support understanding and the uptake of testing, vaccination, recovery and any emerging themes from April 2021 for 12 months.
- Asset mapping the 69 wards to highlight gaps in our current engagement work, scope and commission further partners to reach the identified 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 different ways of testing and range of vaccinations and managing recovery.
- 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 with enhanced support and focus on more engagement across the City and 15 targeted wards.
- Conversations with influencers within the Black Community to address low uptake of COVID-19 vaccine.
- Business Champions with GBCC – Launched in July. Results due for GBCC COVID-19 related survey, extending reach to include Growth Hub, BIDs and FSB.

## ▪ 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

