

# COVID-19 Communication and Engagement forward plan

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# What we've delivered so far

## Community Engagement

- Working with 20 commissioned providers, faith leaders and 800 community champions to help reach underserved communities and intelligence led targeting
- Promoted accurate information to tackle misinformation, trusted sources, trust in the community, feedback loop from the community to inform approaches, co-production
- Two-way communication via regular meetings
- Regular updates via newsletters, urgent alerts, whatsapp broadcasts, surveys and polling

## Comms and marketing

- Delivering key COVID-19 messaging across Healthy Brum social media channels reaching over 8k followers
- Amplifying GOV and NHS messaging
- Producing tailored messaging, such as *"Questions from our Bham communities"* to address Birmingham specific needs.
- Delivering key messages to our 12k staff
- Supporting with press releases and media enquiries

## Supporting Birmingham system-wide delivery

- Working closely with ICS/BSOL colleagues to amplify key messaging
- Providing COVID-19 comms key messaging and guidance for comms to other areas of BCC including Education and High Streets

# Lessons from the pandemic

Information overload

Community participation

Long term strategy to tackle health inequalities.

Effective engagement is involving people from the planning stages and not just delivery

Covid fatigue

Trusted voices are very important to our residents

More can be done to engage & listen

*"To me, COVID fatigue is continuous news about the negative impact of COVID with no end in sight. Drains you mentally and lowers moral, eventually having the physical effect of feeling fatigued."*

*Rapid Poll Results - Nov '21*

*"I'm not sure. Talk about covid less?"*

*Rapid Poll Results - Nov '21*

***"Clear local messages, from a clear local perspective. If covid is a problem for Birmingham tell people clearly how to help - even if it deviates from national messaging."***

*Rapid Poll Results - Nov '21*

# Looking ahead – forward plans

## Vaccination

- Support in communities of Place
- Tailored engagement with communities of Identity and Experience
- Engagement, Listening, Learning & Responding

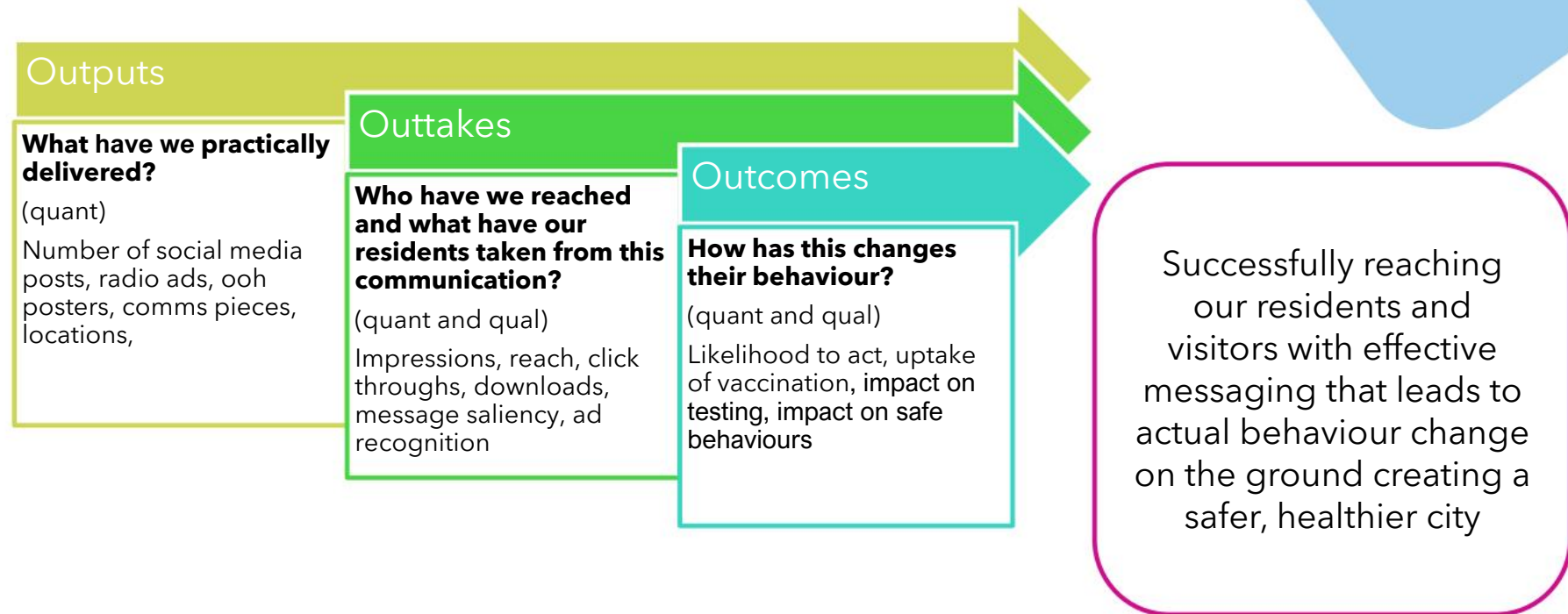
## Risk Reduction

- Reduce preventable risk factors for death & disability
- Risk reduction awareness in high risk settings

## Wider Health Protection

- Reduce common risk factors for transmission e.g. handwashing
- Support wider CWG public health messaging

# Evaluation



# Evolution for a sustainable future from our Covid approach

## Transitioning after September to BAU Public Health department

- Ongoing engagement model with partners & citizens for health improvement
- Ongoing deep engagement partnerships
- Development of skills escalator pathways for Covid champions into new roles & opportunities
- Development of the Faith leaders networks into sustain partnerships for action through faith settings building on the faith toolkits

## Effective planning will help to ensure that we

- Build on existing work most effectively
- Maintain and sustain established relationships
- Improve ways of working
- Put the right structure in place
- Have the right skillset to deliver the work effectively
- Work well with wider BCC priorities and departments (Public Health not a silo)



For more information please visit  
[www.birmingham.gov.uk/commonwealth2022](http://www.birmingham.gov.uk/commonwealth2022)