

Birmingham Local Outbreak Engagement Board Covid-19 Overview

Birmingham Public Health Division
23/11/2021



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Overview



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Vaccine Roll out

- COVID-19 vaccine boosters are being offered across the country to the over-50s, younger adults with health conditions, care home residents, frontline health and care workers, adult household contacts of immunosuppressed individuals, 16-49 years old with underlying conditions that put them at higher risk of severe COVID-19 and adult carers. Pregnant women who are in one of the eligible groups can also get a booster.
- The booster vaccine roll-out has been extended to the over-40s (6 months after their second dose). The current uptake of the booster vaccines in Birmingham is 63.5%.
- The 16-17 years old can also receive their vaccines through Walk-in sites which are available at locations across Birmingham.
- All children aged 12-15 years old are being offered their vaccine either at school or out of school through the national booking service (online booking or via 119).
- Figures from the [GOV.UK](https://www.gov.uk) website indicate that 88.1% of England people aged 12* years and over have had their 1st vaccine dose, and 80.0% their 2nd dose. This compares to 65.3% and 57.4% in Birmingham. The vaccination roll-out in the 12-15 age group will impact the overall uptake figures, compared to uptake at age 16+.

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

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

Coronavirus in Birmingham

Total deaths

(Data up to 22 Nov)

3,035

Latest daily figure

3

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 22 Nov)

183,125

Latest daily figure

497

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 22 Nov)

23,986

Latest daily figure

20

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation Operational Dashboard

Over 60's cases

(Data up to 20 Nov)

22,040

Latest daily figure

26

60+ new cases






60-day trend

(based on seven-day averages).

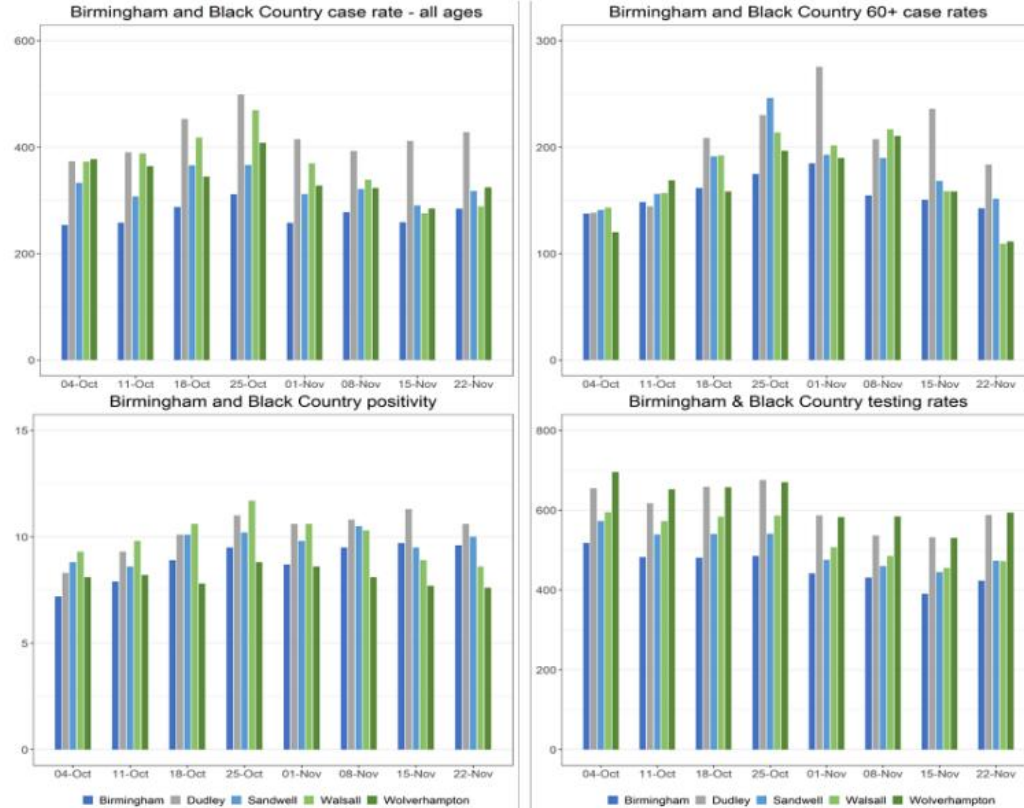


Source: PHE

Cases, Testing & Vaccine Summary: 7 Days up to 19th November 2021

| | | |
|---|------------|---|
| ▪ 7 Day Rolling Case Rate to 19 th November (Pillar 1 & 2) | 301.7/100K |  |
| • Rate on 12 th November | 263.1/100K | |
| ▪ 7 Day Pillar 2 PCR testing rate at 19 th November | 2,157/100K |  |
| • Rate of testing on 12 th November | 1,803/100K | |
| ▪ 7 Day LFD testing rate at 19 th November | 4,026/100K |  |
| • Rate of testing on 12 th November | 4,006/100K | |
| ▪ % of Pillar 2 positive PCR tests at 19 th November | 12.3% |  |
| • Rate on 12 th November | 13.2% | |
| ▪ % of positive LFD tests at 19 th November | 1.8% |  |
| • Rate on 12 th November | 1.5% | |
| ▪ Vaccine first dose uptake 16+ | 67.5% | |
| ▪ Vaccine second dose uptake 16+ | 61.7% | |
| ▪ Vaccine booster dose uptake 16+ | 63.5% | |

Birmingham & the Black Country Direction of Travel

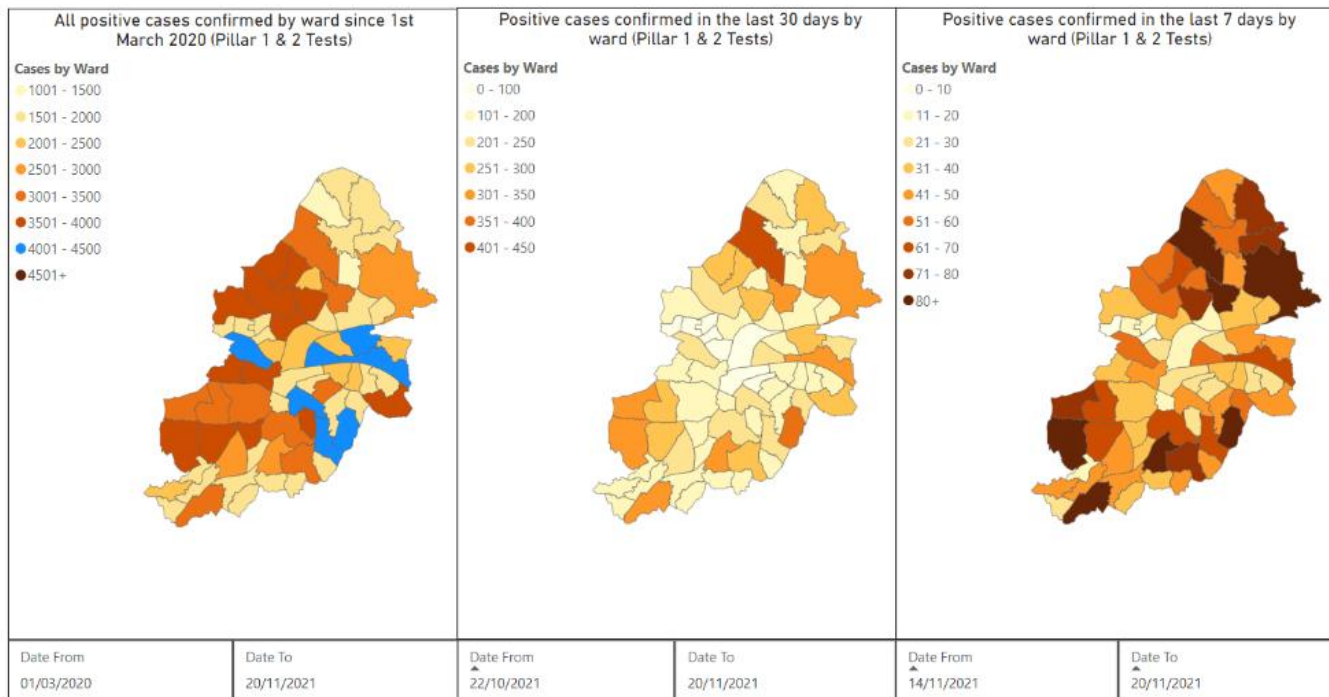


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Confirmed Cases by Ward for Pillar 1 and 2 Tests

Confirmed Cases by Ward for Pillar 1 & 2 Tests



Total

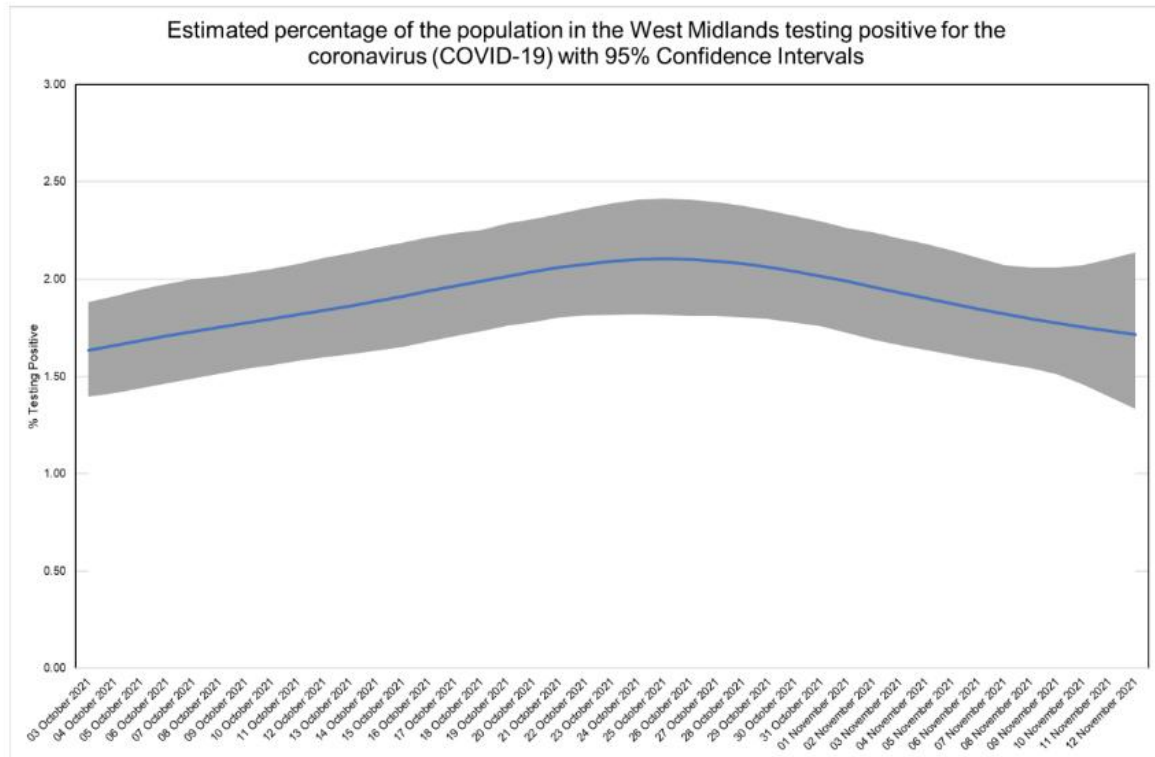
Last Month

Last Week

Top Ten Case Rates by Ward

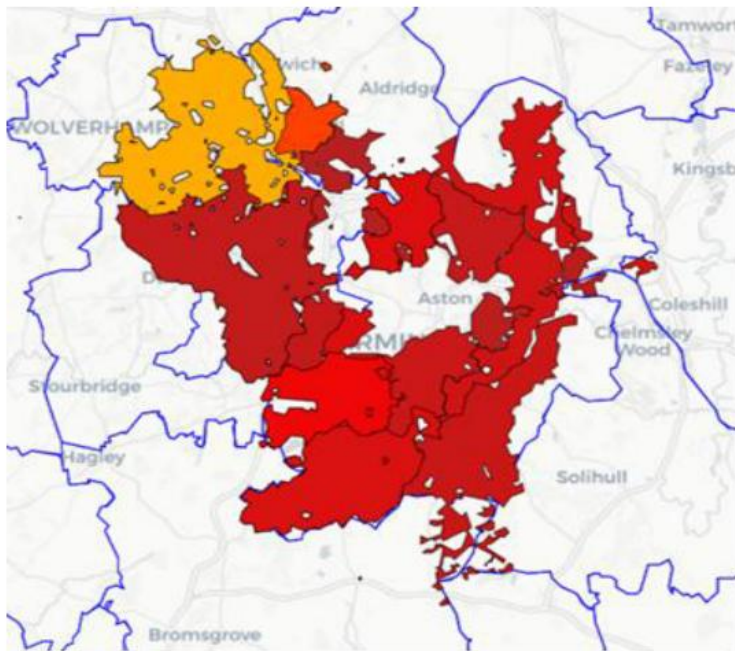
| Ward | Prior week (6 th to 12 th November 2021) | | Most recent week (13 th to 19 th November 2021) | | Change between last two weeks | | |
|---------------------------|--|-------|---|-------|-------------------------------|-----------------------|---|
| | Cases | Rate | Cases | Rate | % | Absolute difference * | |
| Sutton Roughley | 65 | 563.7 | 82 | 711.1 | 26% | 147.4 | ↑ |
| Sutton Four Oaks | 49 | 537.8 | 61 | 669.5 | 24% | 131.7 | ↑ |
| Sutton Reddicap | 35 | 353.7 | 66 | 666.9 | 89% | 313.2 | ↑ |
| Sutton Vesey | 77 | 394.6 | 127 | 650.8 | 65% | 256.2 | ↑ |
| Sutton Trinity | 33 | 355.9 | 56 | 603.9 | 70% | 248.0 | ↑ |
| Sutton Walmley & Minworth | 66 | 417.6 | 92 | 582.1 | 39% | 164.5 | ↑ |
| Sutton Mere Green | 42 | 428.3 | 51 | 520.1 | 21% | 91.8 | ↑ |
| Brandwood & King's Heath | 87 | 470.3 | 95 | 513.5 | 9% | 43.2 | ↑ |
| Sutton Wylde Green | 49 | 573.0 | 43 | 502.8 | -12% | -70.2 | ↓ |
| Longbridge & West Heath | 88 | 439.6 | 99 | 494.5 | 13% | 54.9 | ↑ |

ONS Coronavirus (COVID-19) Infection Survey, up to 13th November 2021

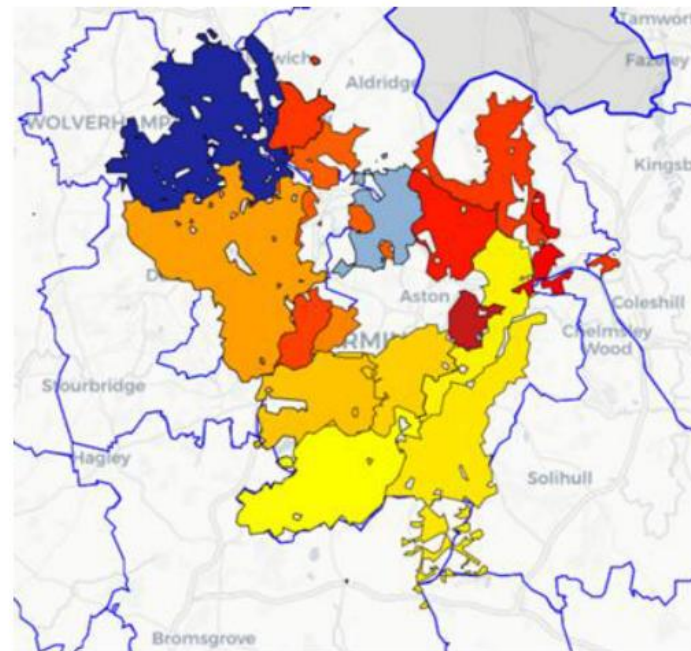


- The ONS infection survey estimates the % of the West Midlands adult population who were COVID positive on 13th November was 1.70%, a decrease compared to the previous week's estimate of 1.85%.
- In the 7 days up to 13th November, the percentage of people testing positive decreased in school Years 7 to 11, school Year 12 to those aged 24 years, ages 35-49 years and ages 70+. The trend was uncertain for ages 2 years to school Year 6, ages 25-34 years and ages 50-69 years.
- The percentage testing positive remained highest in school Years 7 to 11.
- ONS are not currently calculating sub regional estimates due to reduced estimate accuracy from low prevalence.

NHS WASTEWATER SARS-COV-2 Report 7th November to 13th November 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 Birmingham and in the UK.
- Delta Variant sub-lineage known as Delta A.Y 4.2 is under investigation (VUI) and is officially known as VUI-21OCT-01 .
- VUI-21OCT-01 accounts for about 6% of all Delta cases and continues to increase in prevalence slowly in England.
- There are now 44,812 cases reported in the UK and 822 cases in Birmingham.
- The full impact of this variant is not yet known. The UK Health Security Agency (UKHSA) suggests that there is no strong evidence of a difference in risk of hospitalisation or death between VUI-21OCT-01 and the original Delta variant.
- The REACT study suggests that people who receive a booster or a third shot are on average around two thirds less likely to be infected compared to those who have had 2 doses of the vaccine.

Testing



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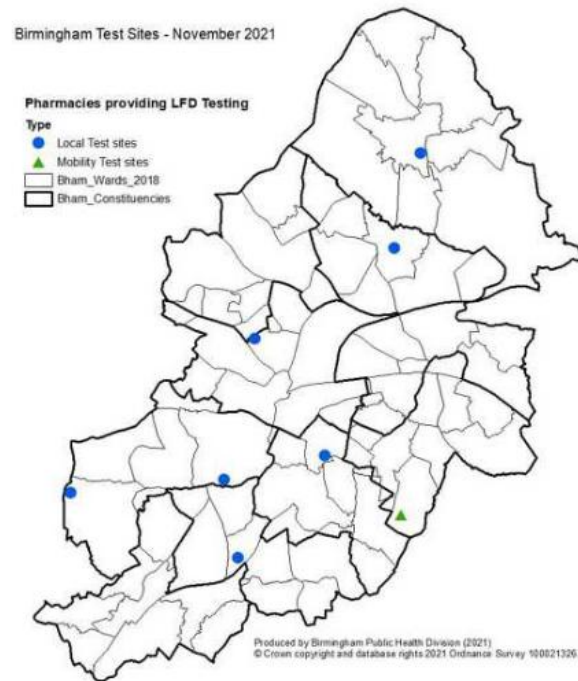


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PCR Test Locations

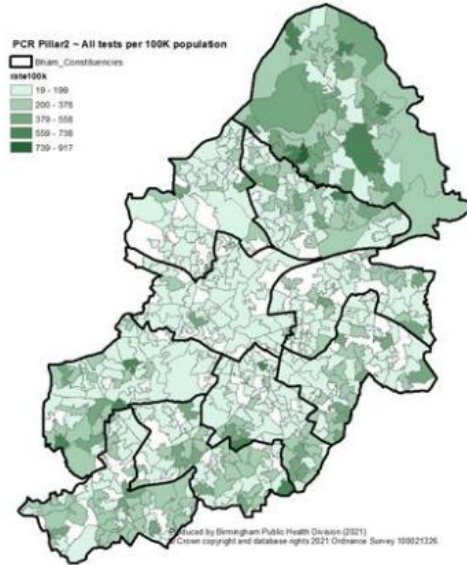
- There are currently 2 active drive-in mobile testing unit (MTU) sites:
 - Fox Hollies Leisure Centre, B27 7NS
- There are currently 7 active walk-in local testing sites (LTS):
 - Seven Capital, Orphanage Road, B24 9HX (Closes mid-December)
 - 60 Villa Street, B19 2XS
 - Lifford House Car Park, Stirchley, B30 3BN
 - South Parade Car Park, Sutton Coldfield, B72 1ST
 - Birmingham University South Gate Car Park, B15 2TU
 - Woodgate Valley Park, B32 3QT
 - Alfred Road Car Park – B11 4PB

Covid-19 PCR Testing Locations

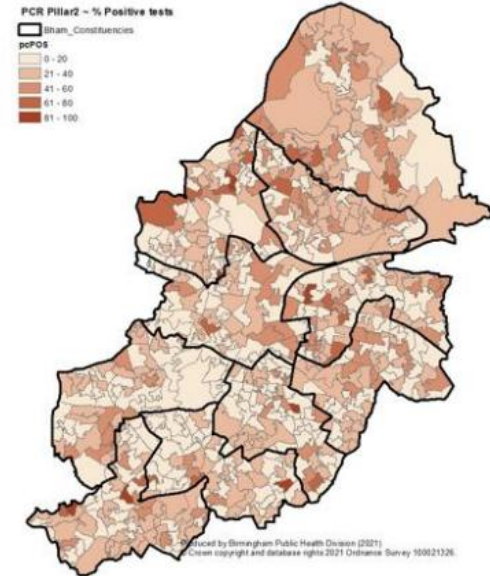


PCR Testing (Pillar 2) by LSOA: 7 days up to 21st November 2021

PCR Tests per
100k (rate)

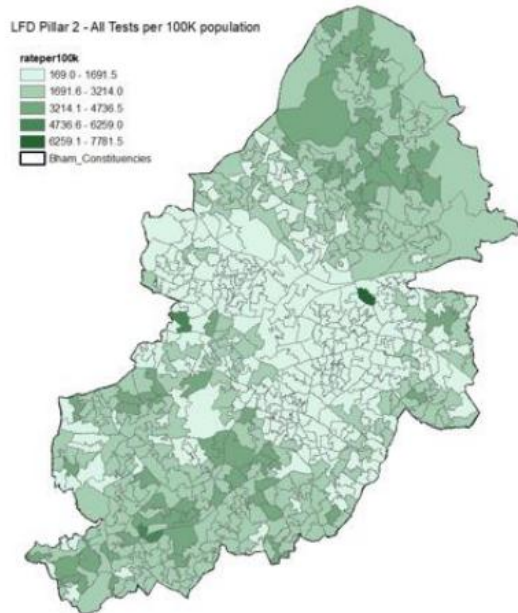


PCR
positivity
(%)



LFD Testing (Pillar 2) by LSOA: 7 days up to 21st November 2021

LFD Tests per 100k (rate)



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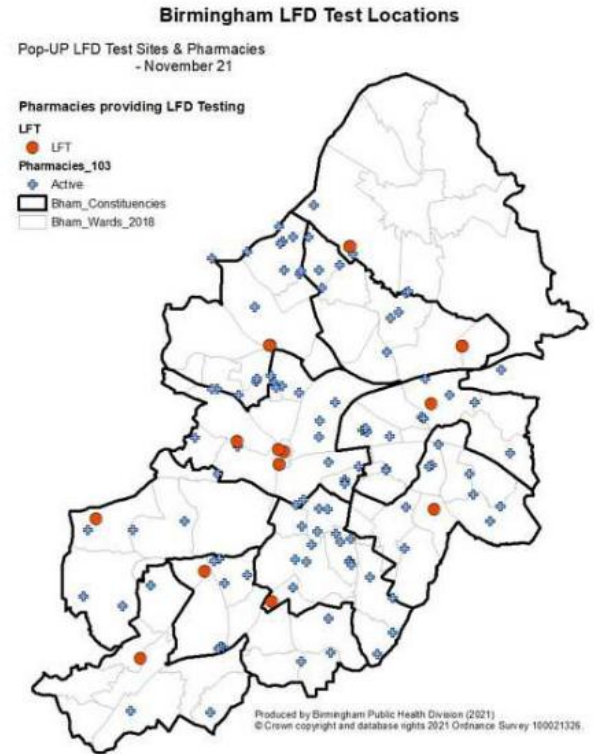
LFD positivity (%)



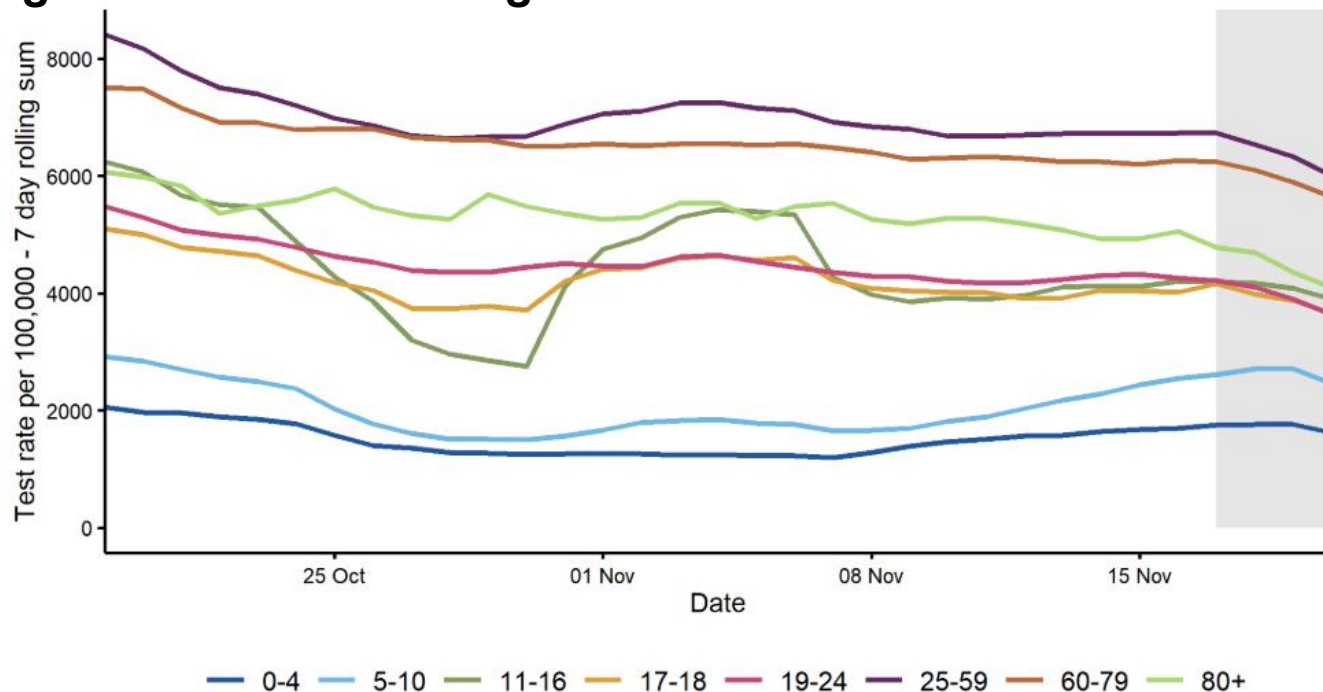
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Lateral Flow Test Locations

- A national initiative to support home testing is in place.
- LFD testing and the Community Collect initiative is available throughout a network of community pharmacies in Birmingham.
- There are a total of 103 pharmacy community testing sites currently live.
- A series of pop-up collection sites are operating around Birmingham to increase the reach of distribution.
- All collection points (pharmacy and BCC run) can be found here - <https://maps.test-and-trace.nhs.uk/>



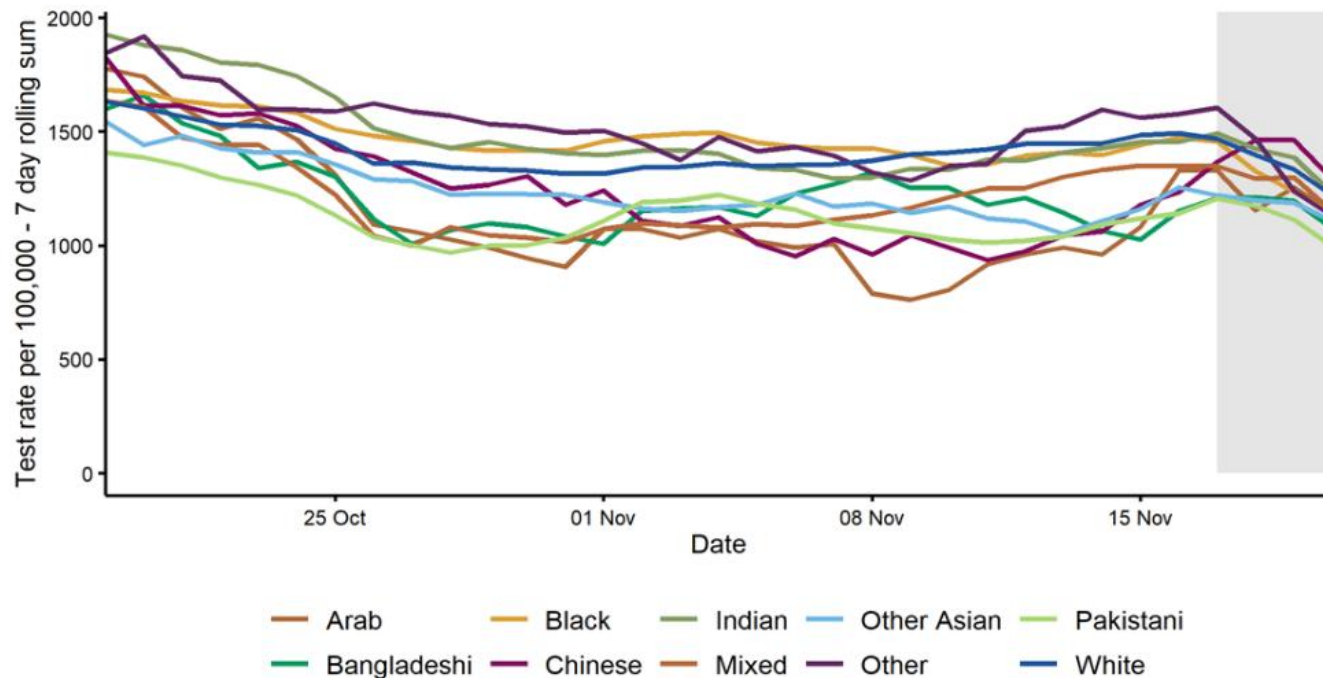
Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 19th October to 21st November 2021



Excluding 798 tests with missing age data.

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

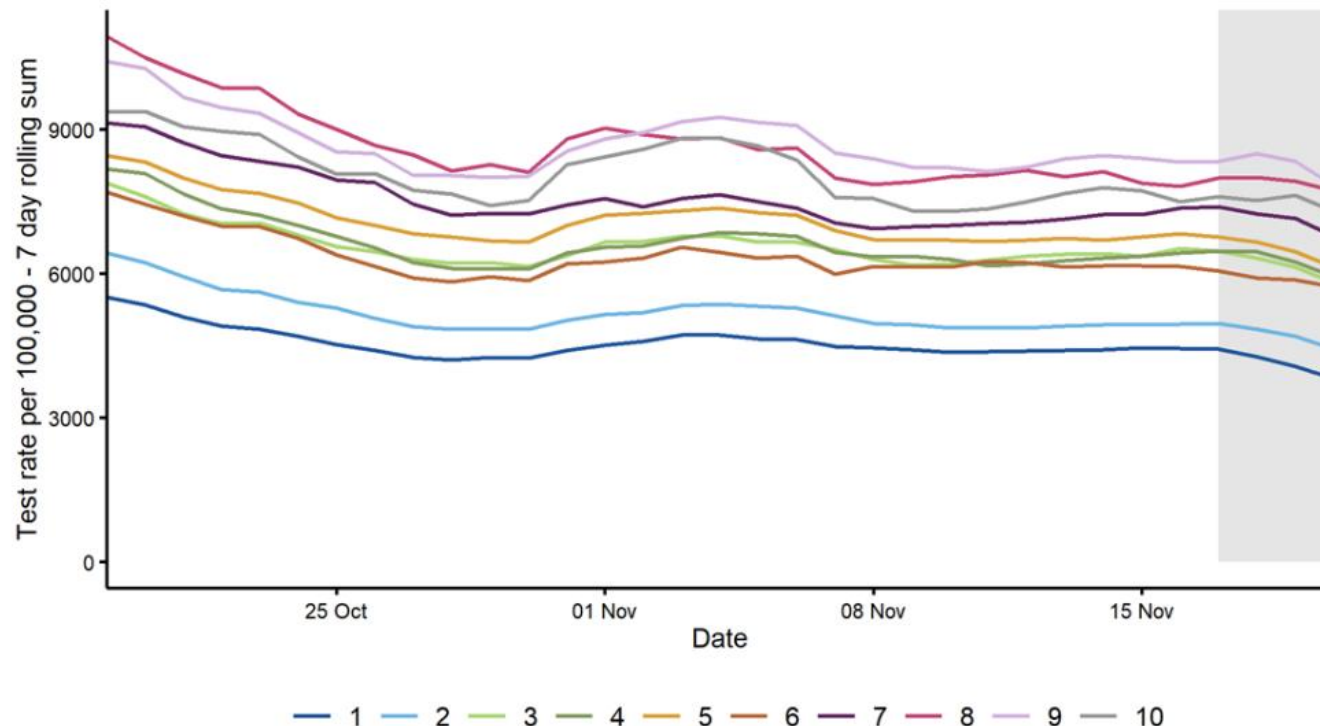
Ethnicity-Specific 7-Day Rolling Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents: 19th October to 21st November 2021



Excluding 174166 pillar 2 tests with missing ethnicity data.

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

Index of Multiple Deprivation-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents: 19th October to 21st November 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 4 most recent days are provisional – indicated by a grey background

Case Demographics



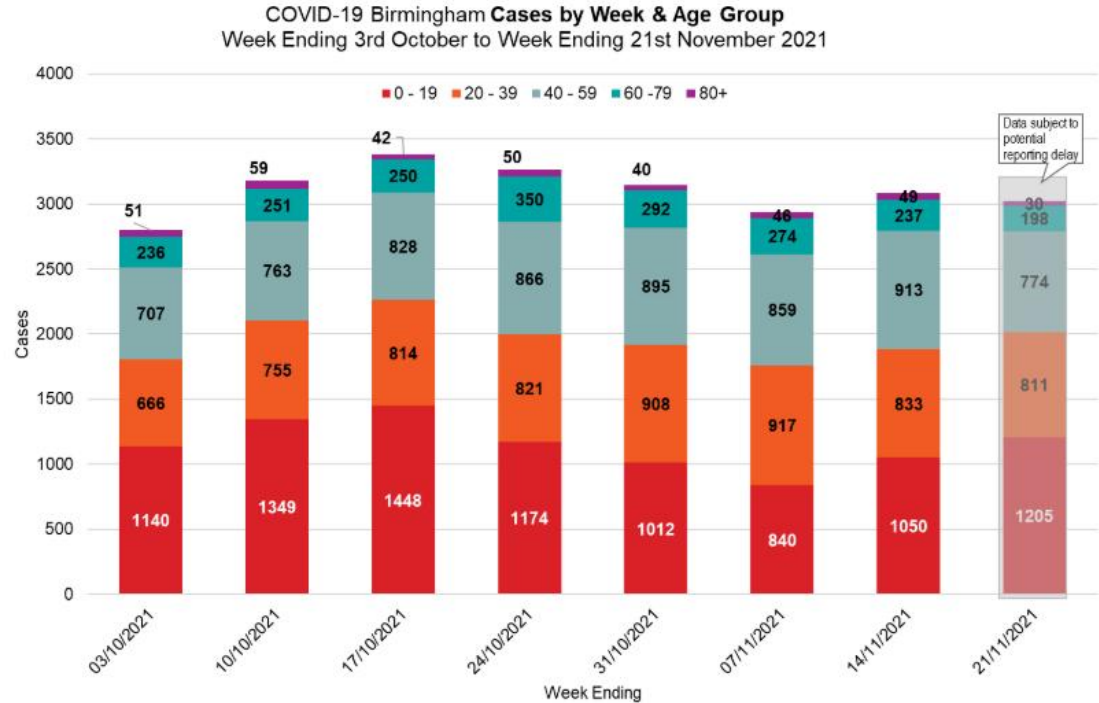
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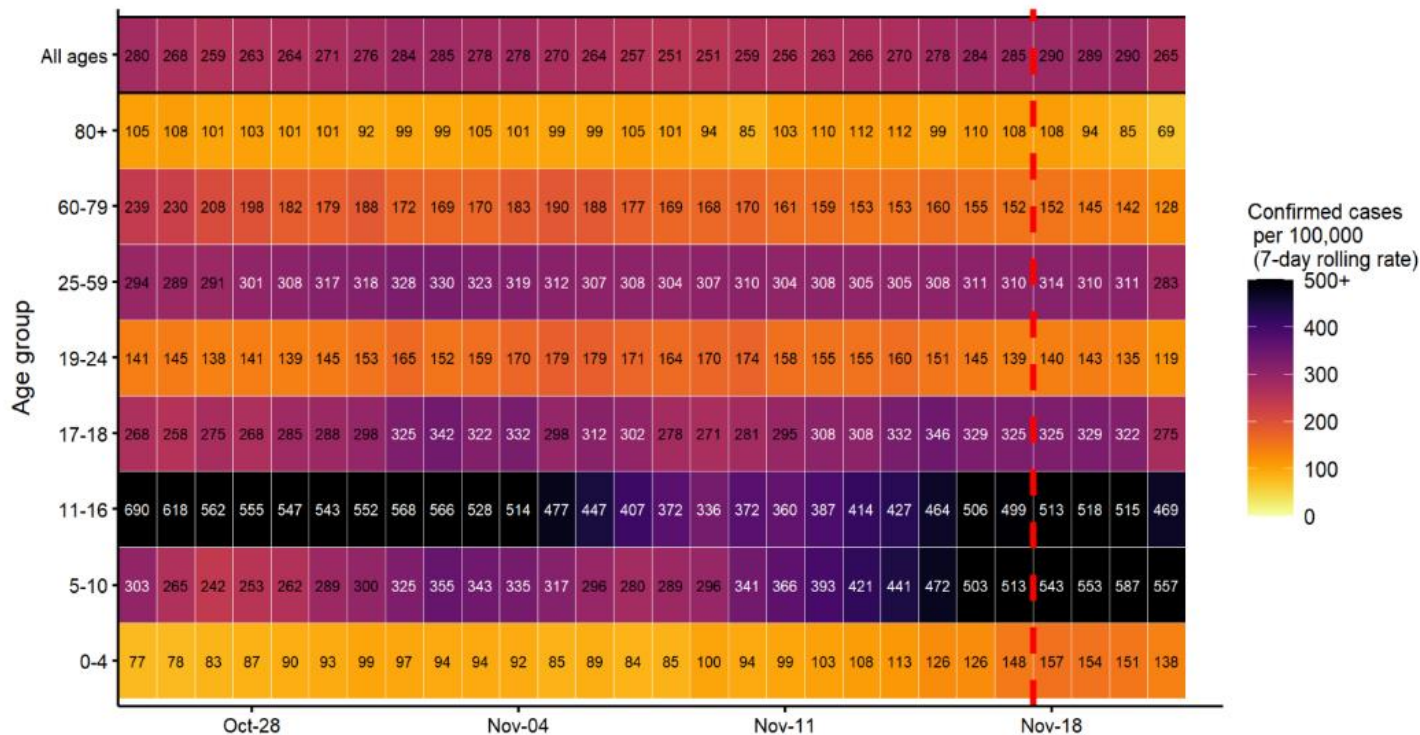
Cases by Week & Age Group

- The overall number of cases has fallen by 2.1%, from 3082 to 3018 cases in the current week ending 21 November.
- Currently the group with the lowest number of cases is the over 80s with 30 cases.
- The 0 – 19 age group has the largest number of cases (1,205), a 14.8% increase from the previous week



Cases for week ending 21st November 2021 are likely to be under-estimated due to time lags in reporting.

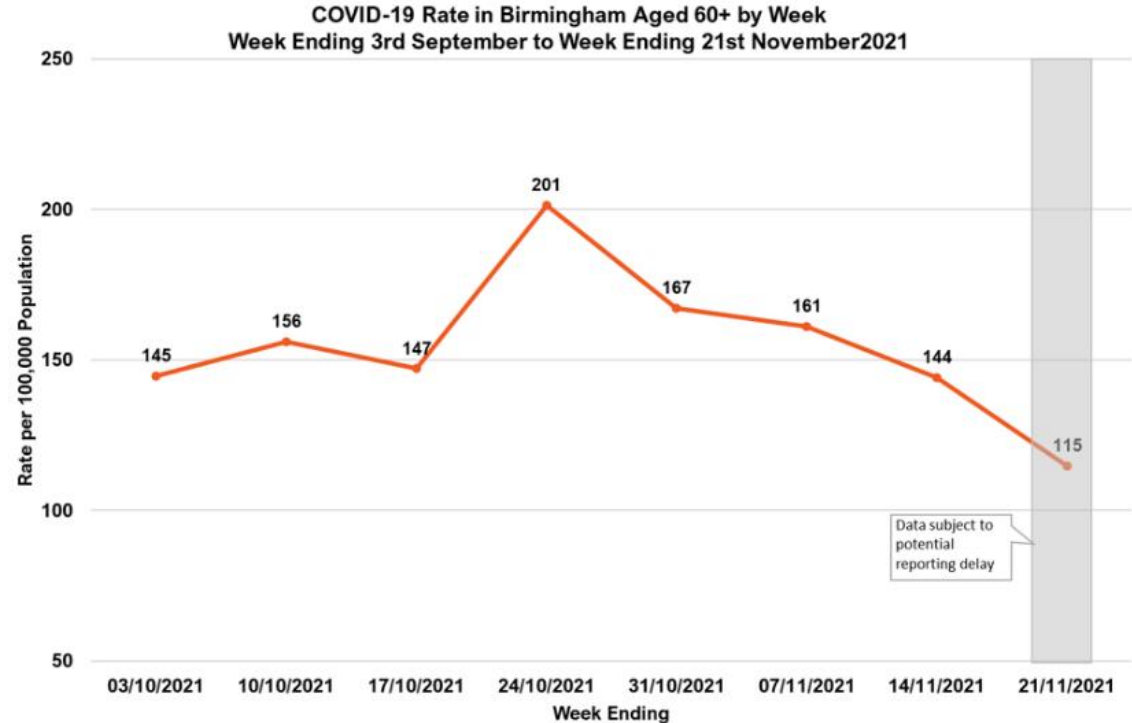
Age-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 25th October to 21st November 2021



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

Case Rate in Population aged 60+ years

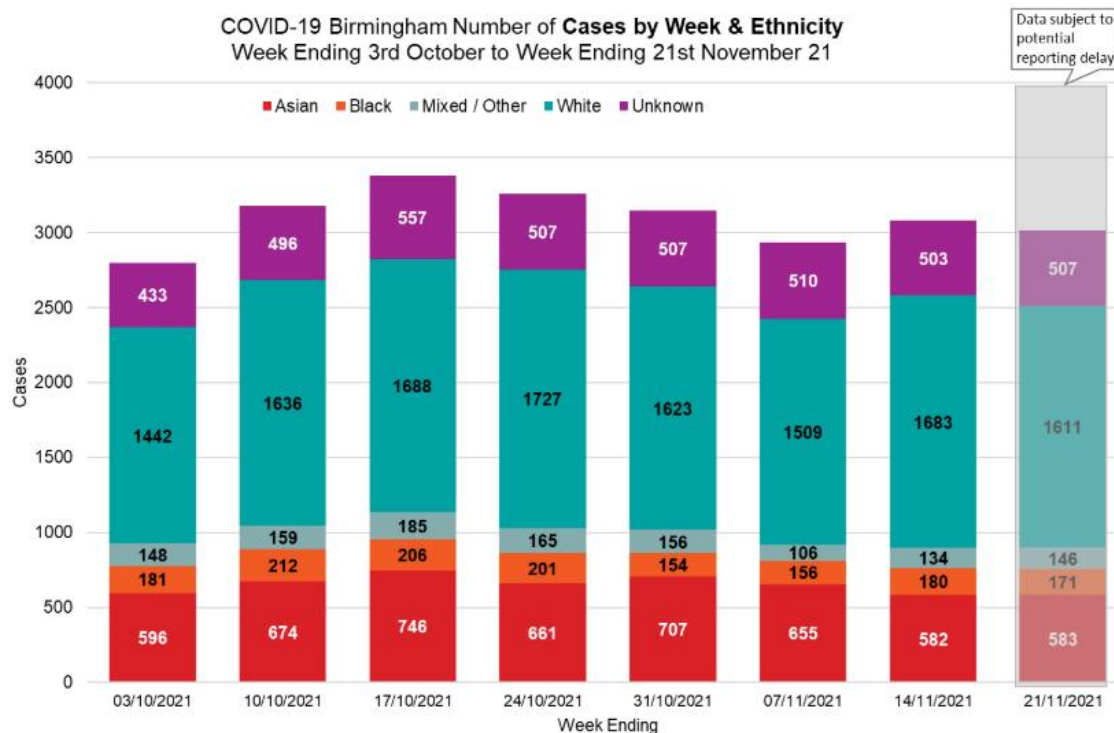
- The last 4 weeks have seen a steady decrease in rates in the over - 60s.
- In the last 7 days, case rates in this age group were down 20%, from 144.0/100K to 115.0/100K, compared to the previous week ending 14th November 2021.
- The largest decrease is in the over 80s age group. Case rates fell 38.8% to 68.7/100K compared to 112.3/100K in the previous week.



Cases for week ending 21st Nov 2021 are likely to be under-estimated due to time lags in reporting.

Cases by Week & Ethnicity

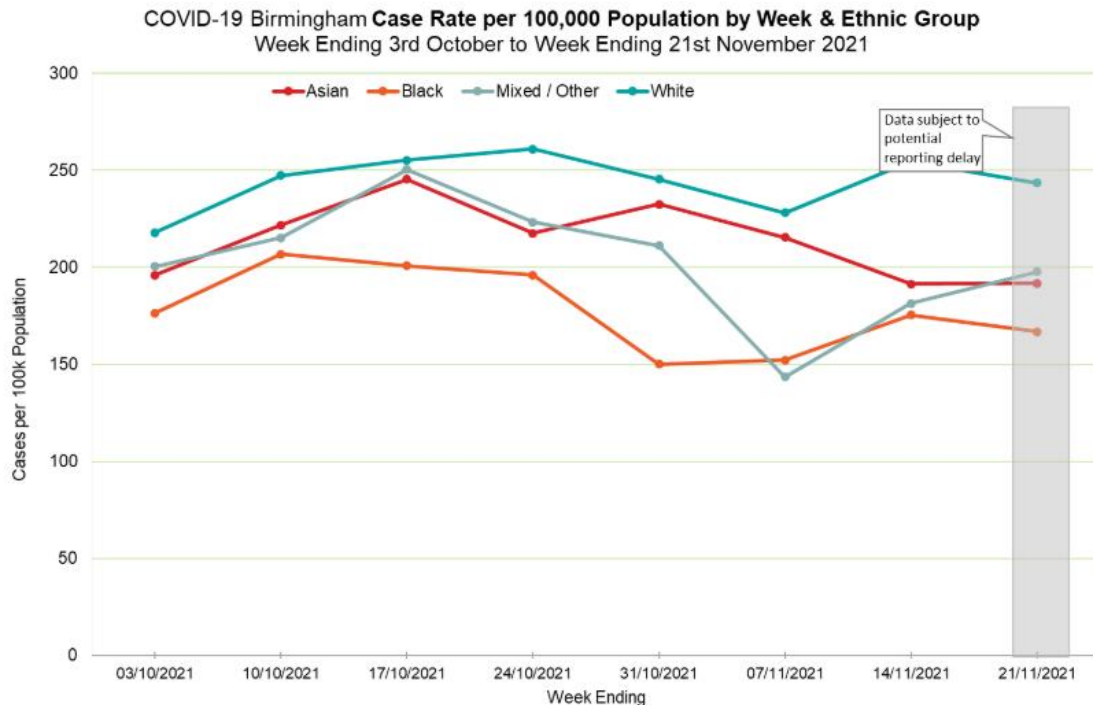
- Most of the cases are in the White ethnic group. However, cases fell by 4.3% to 1,611 in the week ending 21st November compared to the previous week.
- The largest decline has been in the Black ethnic group – a 5% fall to 171 cases in week ending 21 November, compared to 180 cases the previous week.
- The Mixed/Other ethnic group has the lowest number of cases (146) this week.



Cases for week ending 21st November 2021 are likely to be under-estimated due to time lags in reporting.

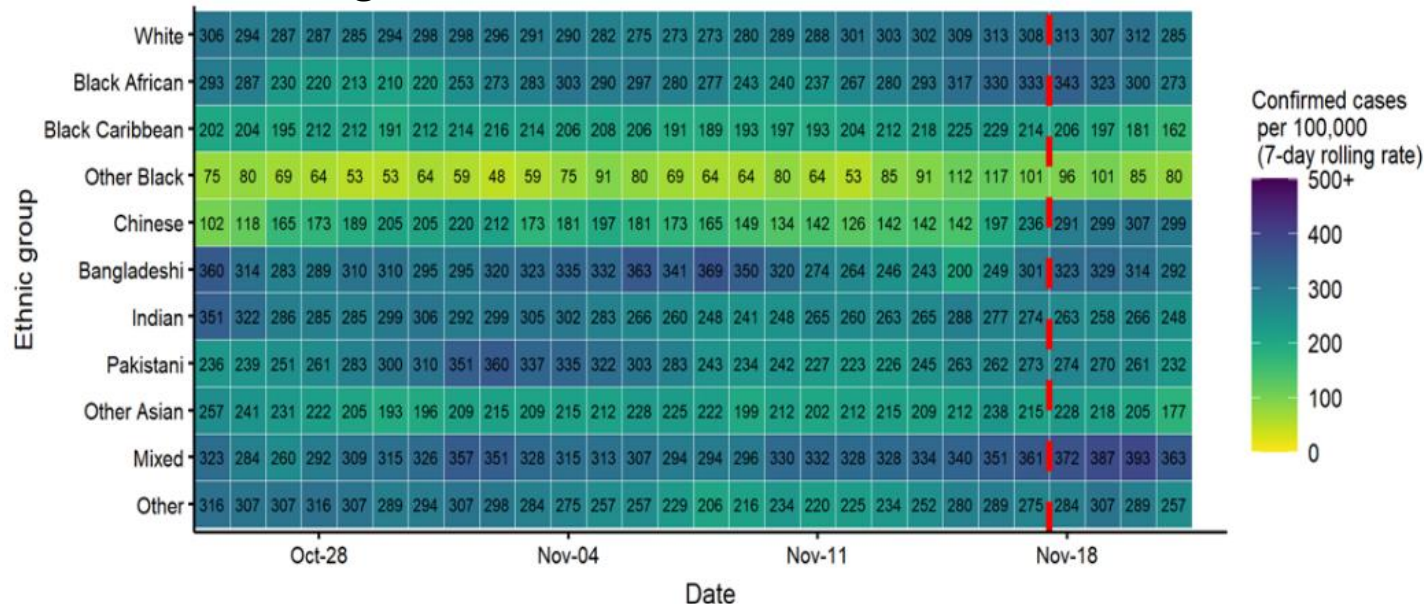
Case Rate by Ethnicity

- Trends over the last 8 weeks indicate case rates are predominantly lowest in the Black ethnic group (167/100K) compared to other ethnic groups.
- Case rates remain highest in White ethnic group, although the rates fell to 244/100K population in the week-ending 21st November.



Cases for week ending 21st November 2021 are likely to be under-estimated due to time lags in reporting.

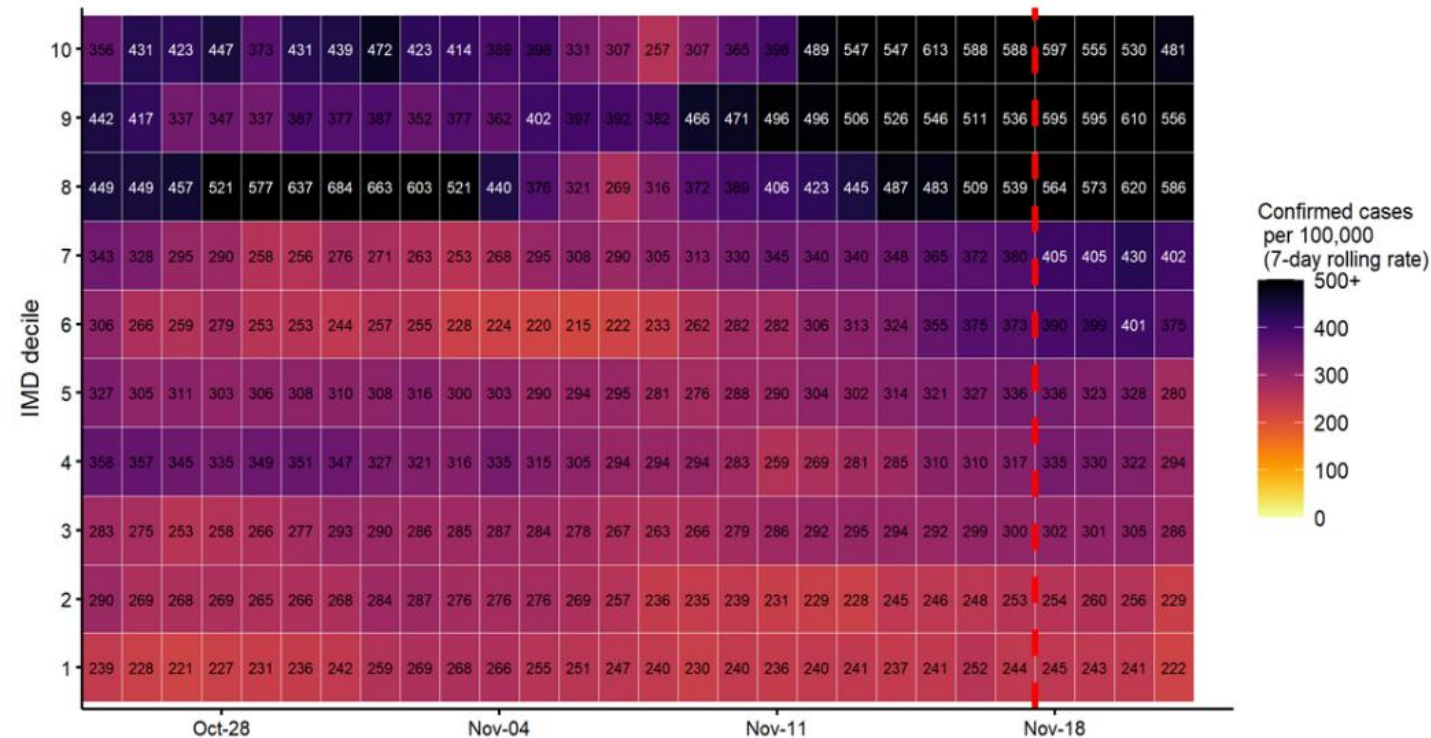
Ethnicity-Specific 7-day Rolling Case Rates per 100,000 Population in Birmingham: 25th October to 21st November 2021



Excluding 3.3% 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 data are provisional.

Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 25th October to 21st November 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.

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NHS Situations



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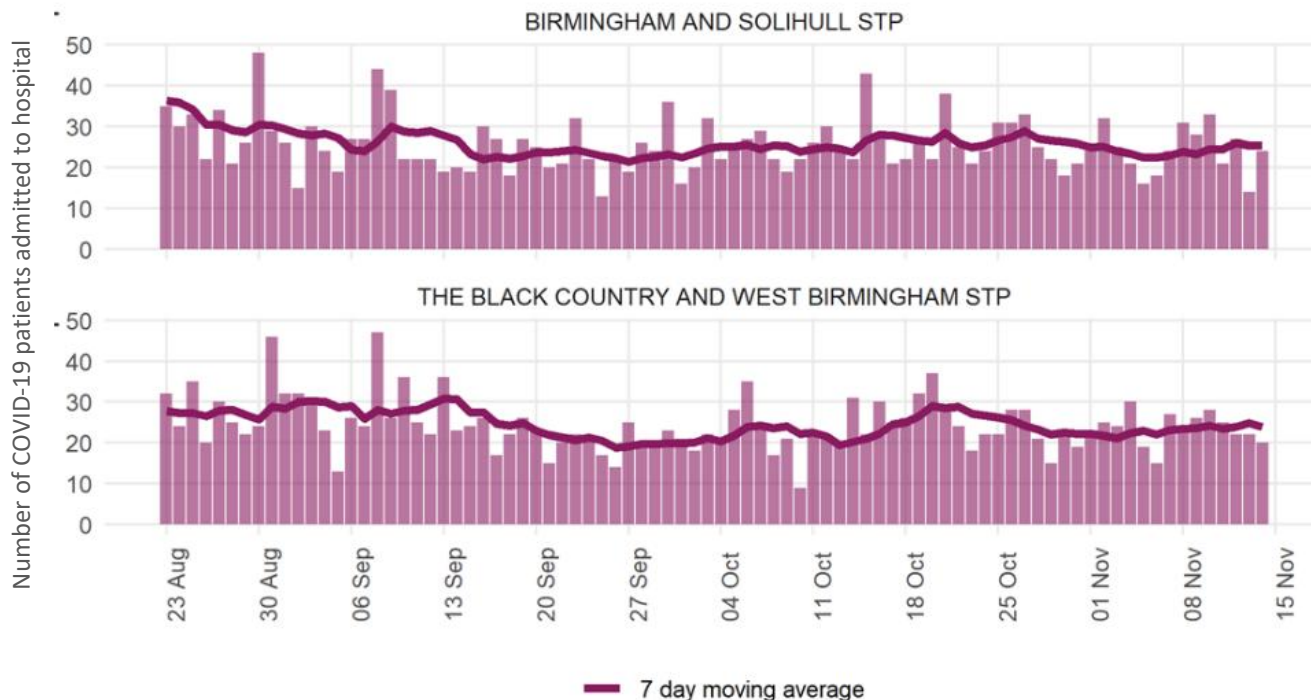


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Hospital Metrics Data

| Hospital Trust | C-19 daily admissions 14/11 | Hospital in- patients 16/11 | Patients in Mechanical ventilation 16/11 |
|---|--------------------------------|-----------------------------------|---|
| University Hospitals Birmingham NHS Foundation Trust | 20 | 150 | 26 |
| Sandwell & West Birmingham Hospitals NHS Trust | 3 | 54 | 10 |
| Birmingham Community Healthcare NHS Foundation Trust | 3 | 4 | 0 |
| Birmingham Women's & Children's NHS Foundation Trust | 0 | 2 | 1 |
| Birmingham & Solihull Mental Health NHS Foundation Trust | 1 | 12 | 0 |

Daily number of COVID-19 patients admitted to hospital in the Sustainability & Transformation Partnerships (STPs) associated with Birmingham, 23rd August to 14th November 2021



Deaths



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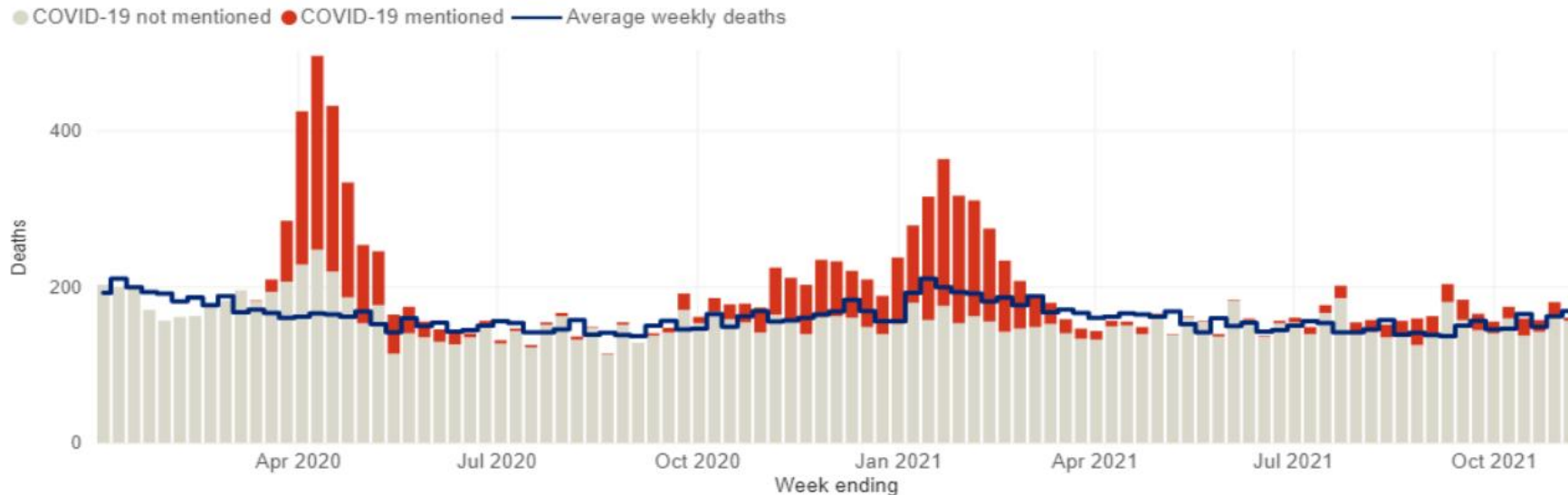


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Death Data

- Recent deaths where death occurred within 28 days of a positive Covid-19 test for the week ending 21st November reported **10 deaths**, equivalent to a death rate of **0.9/100k** 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 5th November, which reported **10 deaths** registered in Birmingham. Of which, 9 occurred in hospital and 1 at home.

Excess Death: All Deaths up to 5th November



COVID-19 deaths have increased over the last 12 weeks, and deaths from all causes have been consistently above the 5 year average during this period. There have been no excess deaths (deaths above the 5 year average) in Birmingham in the last reported week.

Situations

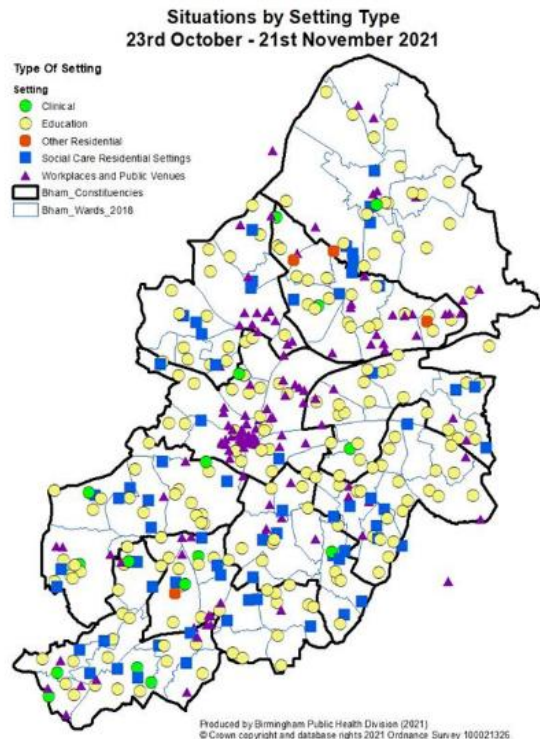


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Confirmed Situations in Birmingham: Last Month & Last 7 days



Map represents the last month.

One postcode can represent more than one situation

Type of Situation 15th - 21st November 2021

Outbreak Cluster Exposure



22



-61



4



-23



16



-54

A total of 42 Situations were reported in the week ending 21 November 2021 comprising:

- 22 Outbreaks,
- 4 Clusters,
- 16 Exposures.

Education Settings - 23 situations were reported

Social Care and Residential Settings - 11 situations were reported

Workplace and Public venues Settings - 8 situations were reported

There were no situations in both Clinical and other Residential settings

Weekly Situation

15th November – 21st November 2021

- The HPR Team updated 296 notifications on the App during the week 15th– 21st November. Of these, there were 42 current situations.
- Education notifications were 200 of which 23 are current situations. There were 19 outbreaks, of which 19 had 10 or more cases. There were also 2 clusters.
- Clinical, Residential & Adult Social Care notifications were 52 of which 11 are current situations. There were 3 outbreaks, of which 2 had 10 or more cases. There were also 2 clusters.
- Workplace & Public Venue notifications were 44 of which 8 were current situations and there were no clusters or outbreaks.

Common Exposure Events Reported by Cases Resident in Birmingham

Number & percentage of weekly exposures by setting: 12th September to 20th November 2021

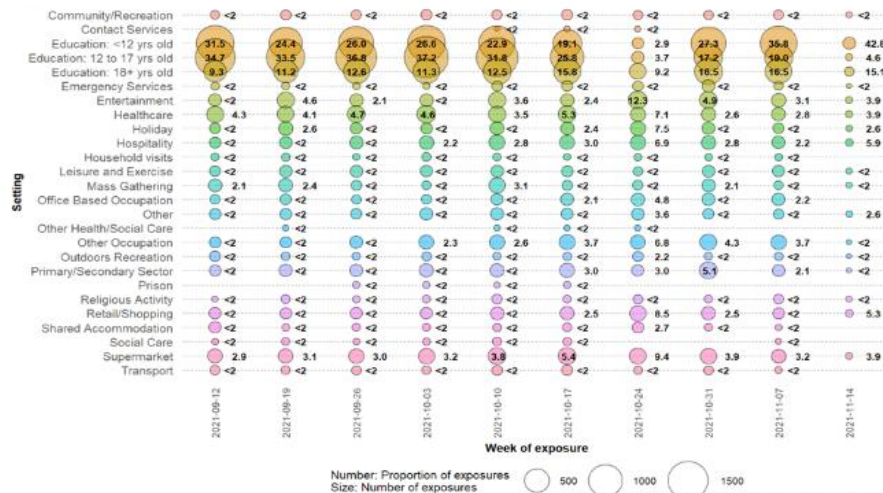
Number and proportion of cases reporting backwards events that have common exposures by week of symptom onset

Produced 2021-11-21 with data up to prior day.

| | | | | | | | | | | |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|---------------|
| Number of cases reporting common exposures* (Proportion out of cases reporting backwards events)** | 1258 (72.2) | 1359 (72.1) | 1228 (71.9) | 1450 (72.5) | 1606 (73.9) | 1465 (72.4) | 1156 (65.6) | 886 (60.1) | 1273 (68.4) | 771 (67.7) |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|---------------|

Number (size of circle) and proportion (number) of common exposure events by setting and by week of event

Produced 2021-11-21 with data up to prior day.



Data is grouped by 7 day period. The most recent 14 days may not have complete data yet.
Only backwards events reported by cases that have completed enhanced contact tracing and have a valid postcode are included.
Common exposures are defined as specific venues visited by at least 2 cases during their pre-symptomatic period (2-7 days prior to onset) on the same day or up to 7 days prior.
Number inside bracket: Number of cases reporting common exposure events, by onset date or specimen date if unavailable.
**Number inside bracket: Proportion of cases reporting common exposure events, out of cases reporting backwards events, by onset date or specimen date if unavailable.

- Over the last week, the most common exposures occurred in the **<12 years old** (42.8) settings, followed by the **Education 18+ years old** (15.1) settings. However the **Education 12 to 17 years old** decreased significantly (19.0 to 4.6). The data source has informed us that this may not be complete data.

- Hospitality (5.9)** and **Retail / Shopping (5.3)** are the only other significant levels of common exposure.
- 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

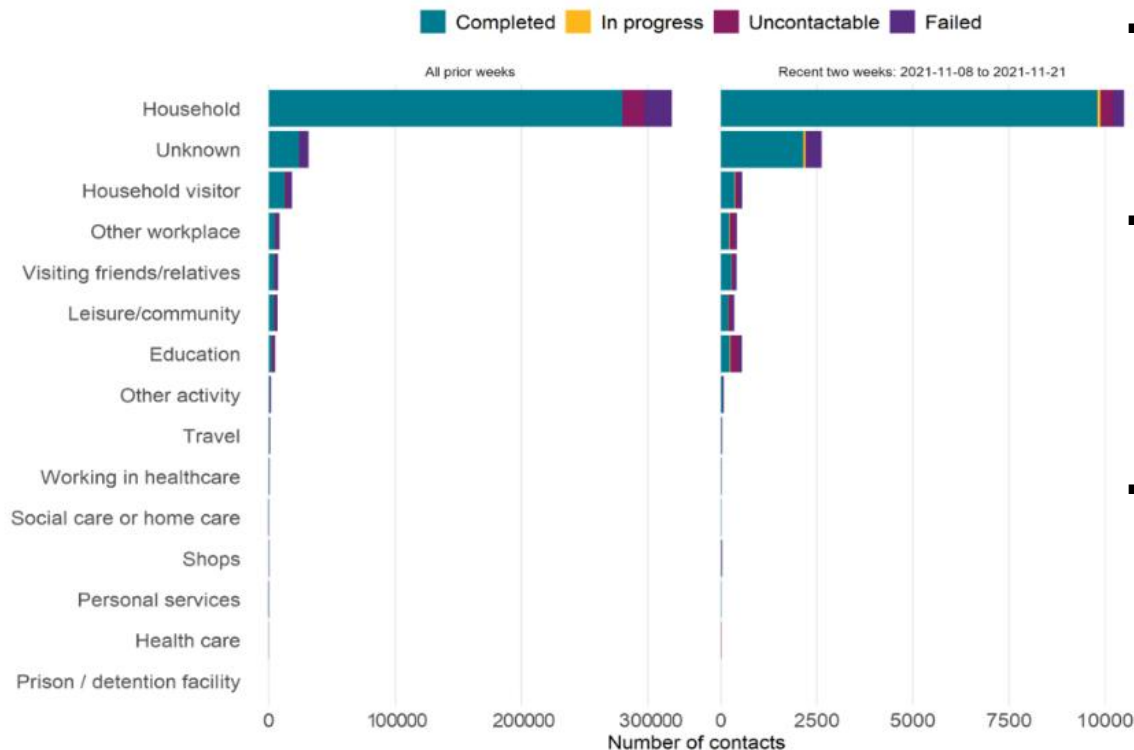
Service Highlights

- Contact Tracing Service now **covers all Birmingham wards in LTP and 14 wards in Local-4** and is currently **operating in Hybrid 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. 4 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

Latest Updates

- **Case Tracing:** We are in the process of moving to the new PowerApps solution and as a result detailed stats will be unavailable. The primary reason for this is we have now reached a hard limit on the number of records within a Sharepoint List. Based on the raw cases downloaded we handled 1046 cases for the previous 7 days.
- **Welfare Support:** For the **previous 7 days we handled 351 support cases** vs 298 in the previous week.
- At present we estimate **we would require 21 agents case tracing every day to return to the full Local-4 model**. In total we currently have 19 agents with approx. 12 on each day.
- The new Power Apps case tracing solution due to go live on Monday 22nd November is delayed due to problems with upload.

Test & Trace Contacts by Exposure/Activity Setting & Current Outcome: 28th May 2020 to 21st November 2021



- Over the past 2 weeks, the most common exposure/activity setting has been the **Household**, followed by the **Unknown Category**.
- An increase in the **Household** and **Unknown** categories has been observed in the last two weeks. The 'Unknown category' is where data on exposure/activity setting were not provided.
- In the past two weeks, over 13,400 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



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

Digital Engagement: October 2021



Communication Channels

Sharing useful contents using tools such as community videos promoting personal responsibility since 'COVID-19 is not over', featuring key stakeholders across the city in education, champions, businesses, faith and ethnic groups.

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

Thursday 21st October - The Cabinet Office & UKHSA, Keeping Communities Safe During Winter webinar

Thursday 21st October - NHSE webinar, Targeting the Evergreen COVID-19 vaccine offer to our community groups

Tuesday 26th October – BBC WM interview about update on covid and vaccination up-take.

Emails & Newsletters: Vaccines offer to various age groups, locations/sites for vaccine access, Birmingham vaccine survey, vaccine toolkit, testing, new guidance and isolation rules, long COVID-19, request for targeted campaign for pregnant women and young people, and request for additional measures above current government guidance, for residents to be protected from Covid-19.

Verbal: Word of mouth communication via communities about 'COVID-19 is not over', personal responsibility, 16-17, 18+ vaccination, 12-15 years and booster doses. testing, new isolation rules and support for education settings reopening after half term in October.

Digital Engagement: March to October 2021



Social Media – Healthy Brum

March 1st – 30th October



Instagram

Reach – 38k

Impressions – 40k

Facebook

Post reach – 84k

Engagement – 1.2k

Twitter

Post engagements – 2.4k

Post traffic (clicks) – 21k

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
- Reviewing content to ensure all guidance is up to date

Partner Website Updates

- Latest vaccination mobile van
<https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>
- Available communications shared:
- <https://www.birminghamandsolihullccg.nhs.uk/get-involved/campaigns-and-toolkits>

Social media Key messages

COVID-19 Risks and Safety Tips

- Testing (LFD, PCR)
- Promotion of safer behaviours outlined in Autumn-Winter plan
- Bonfire Night, Diwali, Birmingham Frankfurt Christmas Markets

Vaccination

COVID-19 safety, pregnancy, mandatory care home staff, 12-15 years, 16-17 years, flu vaccine, [eligible booster jab groups website](#)

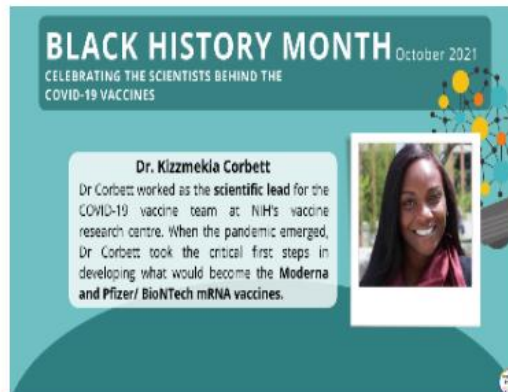
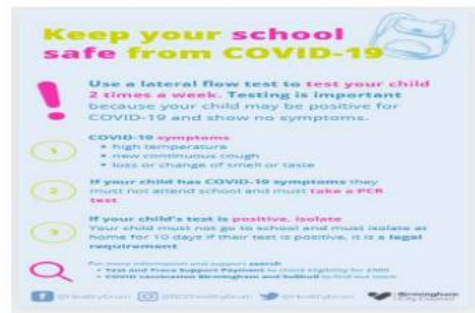
Wider Public Health Topics:

Mental health, Creating a bolder healthier city

Communication and Engagement updates October 2021



A selection of some of the content we have published



Finalists for Birmingham Awards for Community Champion and Lockdown Hero

Champions Corner

We are delighted to hear that our very own Dr. Justin Varney and Community Champion Kate Gordon have both been nominated and are finalists at the prestigious Birmingham Awards.

The awards are described as a unique opportunity to highlight and recognise the ongoing contributions of its local citizens.

Dr. Justin Varney, Director of Public Health for Birmingham City Council, has been nominated in the Lockdown Hero category, while Kate Gordon, Senior Care Officer at the Chinese Community Centre, is up for the Community Champion of the Year award.

To take part in the voting process, please visit the [awards website here](#).



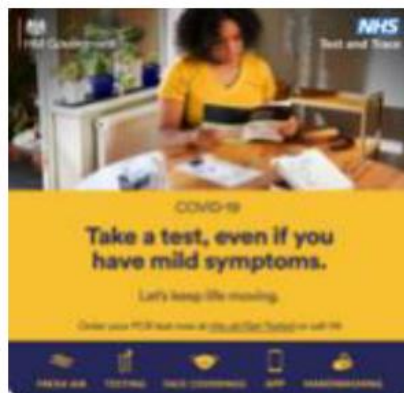
Making a positive difference every day to people's lives



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Making a positive difference every day to people's lives



Community and Partnership engagement



Accessible Content

Accessible to communities of Birmingham.



**Naveed Central content
organised by community
partner BORNE**



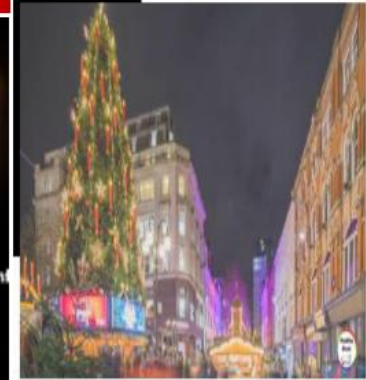
**BSL additions by
CommPlus**

Key Messages

Focus on the following topics:

- Children and Young People Vaccines
- COVID-19 Safer Behaviours from Autumn-Winter Plan

Safer behaviours: Bonfire Night



Safer behaviours: Christmas Markets

Community and Partnership engagement



Community Provider Meeting – 28th October 2021

Meeting Purpose

Monthly opportunity to check in with all community providers, convey important updates and highlight best practices from providers to inspire others.

External Presenters

NHS COVID-19 App Team gave a presentation to promote the app and share how the app can support communities. Key summaries and additional resources were shared with providers.

Provider Spotlight

Community provider 'The Bahu Trust' presented their recent engagement activities and highlighted the importance of community working.

Meeting Preview

Key actions



- Continue to use the different features of the NHS COVID-19 app to help us to break the chains of transmission of COVID-19. Follow the app's advice.
- Ensure that you have updated your NHS COVID-19 app to the latest version (check your App or Google Play stores).
- Keep your contact tracing function on. This will let you know if you have come into contact with someone who has since tested positive for coronavirus – do your bit to help stop the spread of the virus.
- Check in to venues wherever you see an official NHS QR code. You can do so by scanning the official NHS QR code or by manually providing your contact details.
- Get tested and anonymously share your positive test result with other app users.

NHS
Test and Trace



Key Learning

To ensure meetings are engaging for providers we have decided to move these meetings to a bi-monthly basis. This is following the decrease in attendees noted. Only **13/20 providers attended** the most recent meeting.

COVID Champions Programme



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

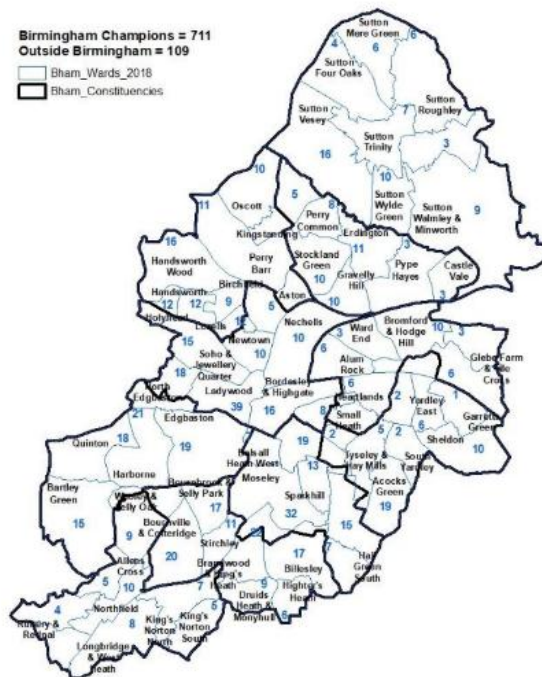
Coverage of champions across all 69 wards (23/11/21)
820 Community , 87 Youth and 20 Business Champions

Top Topics for discussion
Vaccine safety & booster, anti-viral tablet and covid rates

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

- Collaboration with champions to obtain feedback about communities via email, webinars & social media with thematic analysis of key themes
- Engagement via fortnightly webinars
- Vaccination Toolkit co-created to support champions and their communities
- Recruitment of new champions and engagement via regular meetings
- Independent review of champions programme complete
- Good representation of people from different faiths and LGBTQ+ communities. Under representation from males, Bangladeshi community, Black Caribbean community, young people and people with disabilities.

Birmingham Covid-19 Champions
~ November 2021



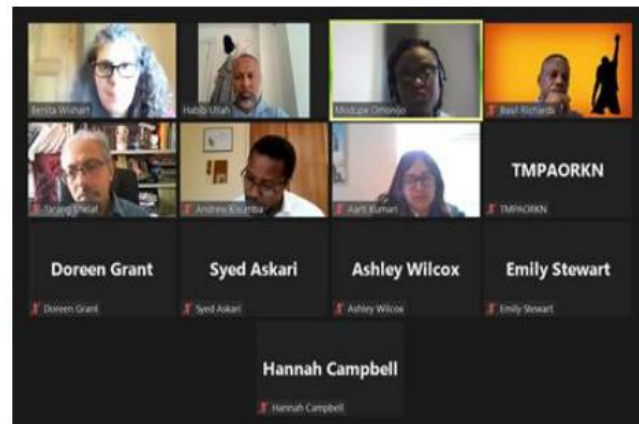
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Engagement with Faith Groups

Supporting faith groups with sharing key messages in their settings



- Engage with Birmingham Masjids, Black Led Churches and Interfaith group by hosting fortnightly virtual meetings to share COVID-19 updates.
- Increased awareness about vaccines including safety, boosters, 12-15 vaccine roll out, COVID-19 guidance (safer behaviours), testing and the NHS Covid-19 App.
- 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



Spotlight on local Muslim community event

Public Health and Cllr Hamilton, in partnership with NHSE/I, hosted an engagement event with local mosques on Wednesday 10th November 2021

Aim to explore health inequalities in vaccine uptake and how the community and health practitioners could support the Muslim community to make informed health choices.

Key discussion points

- Rates of vaccine uptake in the Black & Asian community and importance of the vaccination
- Misinformation, covid fatigue and false claims are causing a lot of confusion and hesitation to safer behaviours
- Initial confusion around pregnant women and the vaccine
- A concern that people on the midwifery pathway were not being advised to be vaccinated
- Mistrust of the system overall

Several leaders reported the overwhelming feelings of **COVID Fatigue** in their communities – a lack of willingness to wear facemasks or adhere to social distancing. As a system we need to start understanding our communities better:

- (1) What does COVID fatigue mean to our communities?
- (2) What is causing this feeling?
- (3) What can systems do to support the communities to move past this fatigued feeling?

Next Steps

- **Rapid Polls have been shared on [social media](#) to understand COVID fatigue in communities**
- **Beheard survey to be developed to understand further**
- **Further engagement with communities through regular contacts with communities**
- **Results of Covid fatigue poll to be presented at the LCOEB**

West Birmingham Engagement Project: July-October 2021



BCWB/BVSC in collaboration with West Birmingham Hesitancy Group

- 11 providers; 15 wards
- 48 groups engaged with
- 2290 individuals engaged
- 334 signposting to vaccination opportunities

What worked well:

- open and honest conversations
- offer information and signposting
- Supporting individuals with appointments
- creative and flexible approaches

What did not work well

- language barriers
- false information
- engaging with NHS staff
- lack of black GPs

Successful tactics:

- Alignment with cultural activities
- Direct assistance with booking/attending vaccinations
- Using free portraiture as a conversation starter
- General wellbeing conversations
- Follow-up calls
- One-to-one engagement and door-knocking
- Addressing fears/concerns
- Provision of printed literature
- Providing meals for the very vulnerable

Further Work in Development



■ Representation

- Continue to work in partnership and strengthen relationships with our 18 existing commissioned partners and encourage the delivery of a minimum of 10 befriending/non-digital channels for those communities with limited digital access.
- Accelerate existing engagement to support understanding and the uptake of testing, vaccination, recovery and any emerging themes working with all communities directly or via partners and key stakeholders.
- Asset mapping of 69 wards including demographic information, COVID cases, vaccine uptake by ward, commissioned provider summary, main community needs/PH concerns, important contact information to highlight gaps in our current engagement work, scope and commission further partners if required to reach underrepresented communities.

■ Reach

- Review the COVID Champions network and recruitment to enhance communications and engagement and local asset leverage to improve relationships with communities and their understanding of vaccines, testing and 'Learning to live with Covid'.
- Champions Feedback. Encourage champions to share stories on the Newsletter 'Champions' corner' to support with wider reach across communities.
- Working with communities and partners to support and focus on more engagement across the City.
- Conversations with influencers within the Black Community to address low uptake of COVID-19 vaccine.

■ Response

- Collating responses from champions and faith settings in relation to Vaccine toolkit and isolation pack.
- 'You Said, We Did' – WhatsApp communication set-up.
- Progressing on monitoring commissioned partners fund through Ministry of Housing and Local Communities (MHCLG) grant for Communications and Engagement programme to strengthen our relationships with groups during the pandemic.

