

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 deliver intelligence-led targeting
- Promoted accurate information to tackle misinformation and rebuild trust in the community, using feedback to refine approaches and co-production
- Reviewed and reshaping engagement with faith leaders and champions survey
- Regular updates via newsletters, texts and surveys

Comms and marketing

- Delivering key COVID-19 messaging across Healthy Brum social media channels reaching over 8k followers
- Amplifying GOV, UKHSA and NHS messaging
- 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 C-19 insights into wider public health messaging

Community Provider Highlights

ENGAGING WITH THE PUBLIC DURING COVID-19

Surveyed
>5000 people

to help understand
COVID-19 in our
communities.

Translated
materials into at
least
**16 community
languages.**

Handed out
hundreds of
COVID-19
test kits.

Had messages
in group chats
read more than
38,000 times.

More than
**1 million
impressions**
over all social
media platforms.

One to one
conversations with
>2000
members of our
communities.

Supported the
vaccination of
>1750 people.

THANK YOU FOR HELPING TO PROTECT BIRMINGHAM



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HEALTHIER
BIRMINGHAM**





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Current COVID-19 Data

- **The newest data suggests the number of positive COVID-19 cases** have been decreasing in Birmingham. In the 7 days up to 9 April, 3,165 cases (equivalent to 277.5 per 100K) were reported, a 34.4% decrease compared to the previous 7 days (4,822 cases reported, 422.8 per 100k).
- However, newest case data should also have consideration for the end of free COVID-19 testing for the general public.
- COVID-19 vaccines given in Birmingham:



Forward plan

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



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BE BOLD BE BIRMINGHAM



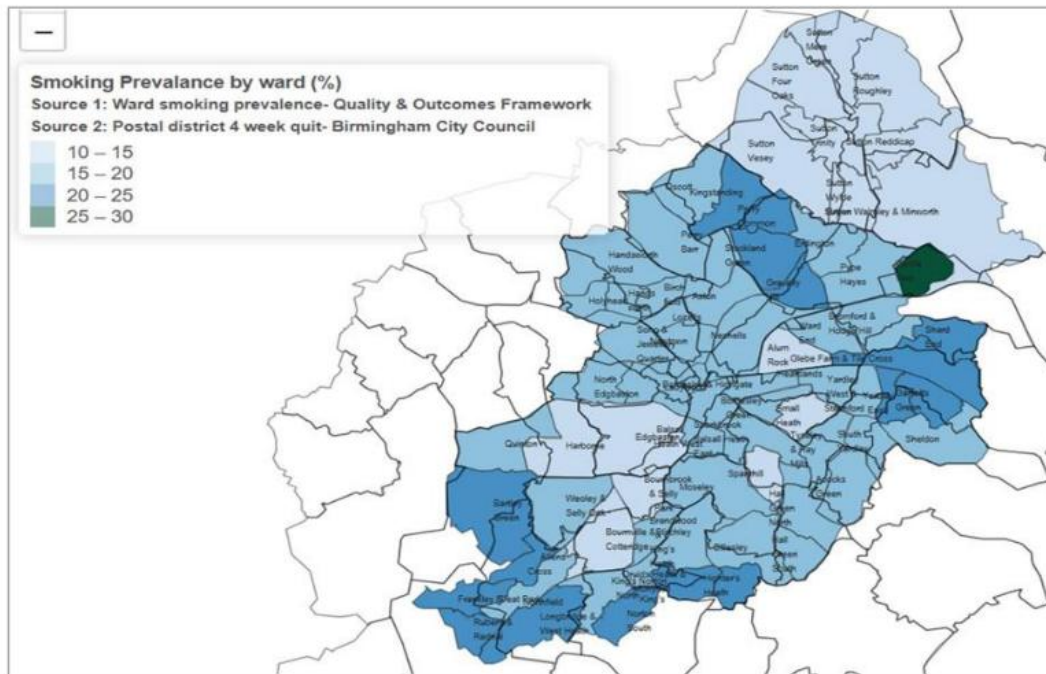
Smoking Prevalence in Birmingham

Highest prevalence wards:

- Bartley Green
- Allens Cross
- Frankley Great Park
- Rubery & Rednal
- Longbridge & West Heath
- Kingsnoton South
- Garets Green
- Gravely Hill
- Stockland Green
- Perry Common

Smoking attributable deaths account for around half of all deaths across Birmingham each year.

During 2010-2016 there were a total of 21,288 deaths in the city that could be attributed to smoking



2019

SMOKING–SOCIAL MARKETING

To develop an engagement awareness campaign that highlights the free smoking cessation services available in Birmingham and increase access to services

Working in collaboration with PH's Smoking Cessation team to develop the existing smoking cessation programme beyond provider commissioning to drive awareness and access to smoking cessation services amongst key priority groups

Workstream 1: Deep Engagement

1. Engagement of local community providers i.e. Mind Birmingham to act as 'Health Ambassadors' who service key priority groups
2. Development of engagement tools and packages to drive awareness of services and link smoking to the wider determinants of PH
3. Utilise Street engagement teams in high prevalence wards to measure awareness of services and signpost in lead up to event
4. Marketing ads targeted within high prevalence areas
5. Co-production of non digital and digital engagement activities and communications to raise awareness of the service benefits and incentives

Workstream 2: Smoking Cessation Awareness Event

1. Delivery of a one-stop-shop smoking cessation roadshow in central Birmingham
2. Hosted by a clinician
3. Collaborate with NHS partners and local service providers and community groups to deliver an awareness event
4. Harness street teams to deliver on the day engagement and wellbeing activities/providers to promote health improvement
5. Provision of wellbeing goodie bags inclusive of smoking cessation support



Funding opportunity for community organisations

VACC-IMMUNE ENGAGEMENT PROGRAMME

Get involved to protect Birmingham residents from preventable health risks.

Click the link to find out more.



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Community Immunology Training

- Training 20-25 champions to engage effectively with their peers and answer questions and concerns around vaccines, including life-course vaccines (e.g. MMR, HVP, flu and COVID-19). This comes at a time where people are fatigued by the conversation around COVID, and while vaccination rates are still under 60% in some wards.
- One training course of 5 sessions each
- To establish a diverse network of community vaccination champions supporting information dissemination and feedback from communities on health improvement.
- To establish a coherent framework for community-led insight and research
- Reported increase in vaccination uptake
- Improved confidence communicating health information

Peer Mentorship Programme

- Raising awareness of health and wellbeing issues across the city, aiming at delivering information to people aged 18 -35 years old
- Signposting target age group to health and wellbeing support and services
- Engage this age group to dispel myths, and to raise awareness around health issues that pose more of a risk to them
- Increase confidence of residents talking about health issues (use pre/post training poll to measure confidence) and better understanding of how to access health services
- Use Peer to Peer model to support the delivery of health and wellbeing topics
- Support community building in this age group (18-35-year-old) to tackle health issues in a safe space

Building a legacy of engagement

As the narrative around COVID is changing, we now need to invest in the future of engagement with our residents

- Reshaping what engagement looks like
- Equipping and upskilling faith leaders and champions to play a role in policy.
- Transitioning of faith leaders and champions into Healthy Brum Champions



For more information please visit
www.birmingham.gov.uk/commonwealth2022

