

Birmingham Local Outbreak Engagement Board COVID-19 Overview

Birmingham Public
Health Division
19/04/2022



Overview



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Policy Update (1)

▪ Living with COVID Plan – Moving from restrictions to personal responsibility

- All remaining restrictions have now been lifted.
- No legal requirement to isolate, if test positive - adults should try and stay home for 5 days, students and those under 18 should try to stay home for 3 days.
- If in close contact with a positive person or stayed overnight in the same household, advice is to avoid infected person, avoid high any risk person, avoid crowded places, wear a face mask and practice good hand hygiene.
- COVID-19 surveillance, including the Office for National Statistics infection survey will remain.
- Voluntary COVID status certification has ended.

Policy Update (2)

■ Testing

- Free symptomatic and asymptomatic (universal testing) for the general public has now ended. However, healthcare/social care staff, older age groups and those most vulnerable will still get free tests.
- Free testing will be available for people with symptoms if they are patients in hospital or eligible for treatments because they are at higher risk of getting seriously ill from COVID-19.
- No longer need to take any COVID-19 tests or fill in a passenger locator form when traveling to the UK from abroad. These changes apply whether you are fully vaccinated or not.
- The government will retain the ability to ramp testing back up in the NHS and other settings if necessary.

■ Vaccine

- Vaccines and treatments continues to form the "first line of defence".
- Care home residents, those over 75 or the most vulnerable are being offered a spring COVID-19 booster.
- Guidance on voluntary COVID-status certification in domestic settings has been removed.
- The recommended use of NHS COVID Pass in certain venues is no longer required.

Key Message from UKHSA

Living with COVID-19

"**Five things** you can do to help yourself and those around you:

- **Get vaccinated** to reduce risk of becoming seriously ill and to protect others.
- Wear a **face covering** in crowded and enclosed places.
- Let in **fresh air** when you meet others indoors, especially if they're at high risk from Covid-19.
- **Wash your hands** regularly for at least 20 seconds.
- **Stay at home** and get tested if you have symptoms.

Let's all keep **helping each other.**"



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Vaccine Roll Out

- Vaccines and treatments continue to form the "first line of defence".
- Care home residents, those aged 75 years and over or the most vulnerable are being offered a spring COVID-19 booster.
- The council continues to support the NHS in delivering the large-scale vaccination programme which to date has been very successful. The list of eligible people can be found here: <https://www.nhs.uk/conditions/coronavirus-covid-19/coronavirus-vaccination/who-can-get-the-vaccine/>
- Figures from the GOV.UK website indicates that 68.4% of the Birmingham population aged 12 years and over have had their 1st vaccine dose, 62.4% their 2nd dose, and 41.2% their booster dose. This compares to 92.0%, 86.1% and 67.2% in England.

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

Coronavirus in Birmingham

Total deaths

(Data up to 14 Apr)

3,469

Latest daily figure

6

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 14 Apr)

341,386

Latest daily figure

346

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 18 Apr)

32,262

Latest daily figure

32

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 Apr)

39,367

Latest daily figure

45

60+ new cases

60-day trend

(based on seven-day averages).



Source: UKHSA





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28 Day Cases, Testing & Vaccination Summary

The 28-day case rate to 15 April 2022:


(Pillar 1 & 2): **1,390.9/100k**

- Compared to 978.7/100K in the previous 28 days (up to 18 March) – a 42.1% increase. 
- However, **in the last 7 days** (up to 15 April), case rate was **179.0/100K**, a 37.3% decrease compared to the previous 7 days (up to 8 April), **285.7/100K**. 


Vaccination aged 12+ (as at 19 April)

- 1st Dose: 68.2%
- 2nd Dose 63.2%
- Booster Dose: 42.4%

28 Day Pillar 2 PCR testing rate:

- From 20 March to 16 April 2022: 1,620/100k
- Rate of testing from 20 February to 19 March: 1,999/100k 


28 Day LFD testing rate:

- From 20 March to 16 April 2022: 12,812/100k
- Rate of testing 20 February to 19 March : 15,511/100k 

% of Pillar 2 positive PCR tests from 20 March to 16 April 2022 : 25.3%

- Rate on 20 February to 19 March : 22.3% 

% of positive LFD tests from 20 March to 16 April : 10.4%

- Rate from 20 February to 19 March: 5.5% 

Sources: UK Health Security Agency; NHS National Immunisation Management System NHS Test & Trace COVID-19 Testing Dashboard; GOV.UK

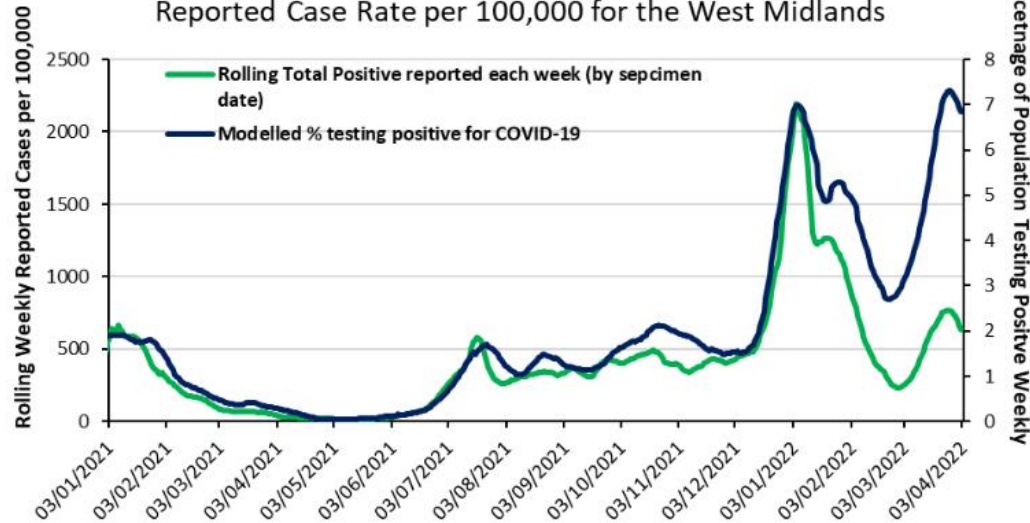
ONS COVID-19 Infection Survey

- The ONS infection survey estimates the percentage of the **Birmingham** population who were COVID positive in the 7 days up to 2 April was **6.6%**, an increase compared to the previous week's estimate of 6.2%.
- In the **West Midlands**, in the 7 days up to 9 April, the estimated percentage testing positive was **7.5%**, the same as the previous week's estimate.
- In **England**, in the 7 days up to 9 April, the estimated percentage testing positive was **6.2%**, a decrease from 7.6% the previous week, and equivalent to 1 in 14 people.
- In England, in the 7 days up to 6 April, the percentage of people testing positive varied across age groups, and was highest in those aged 70 and Over (7.2%), those aged 25 to 34 (6.9%), and lowest in those schools years 7 to 11 (4.7%).

Source: ONS COVID-19 Infection Survey

ONS COVID-19 Infection Survey 8 April 2022

ONS Modelled Weekly Positivity Percentage and Rolling Weekly Reported Case Rate per 100,000 for the West Midlands



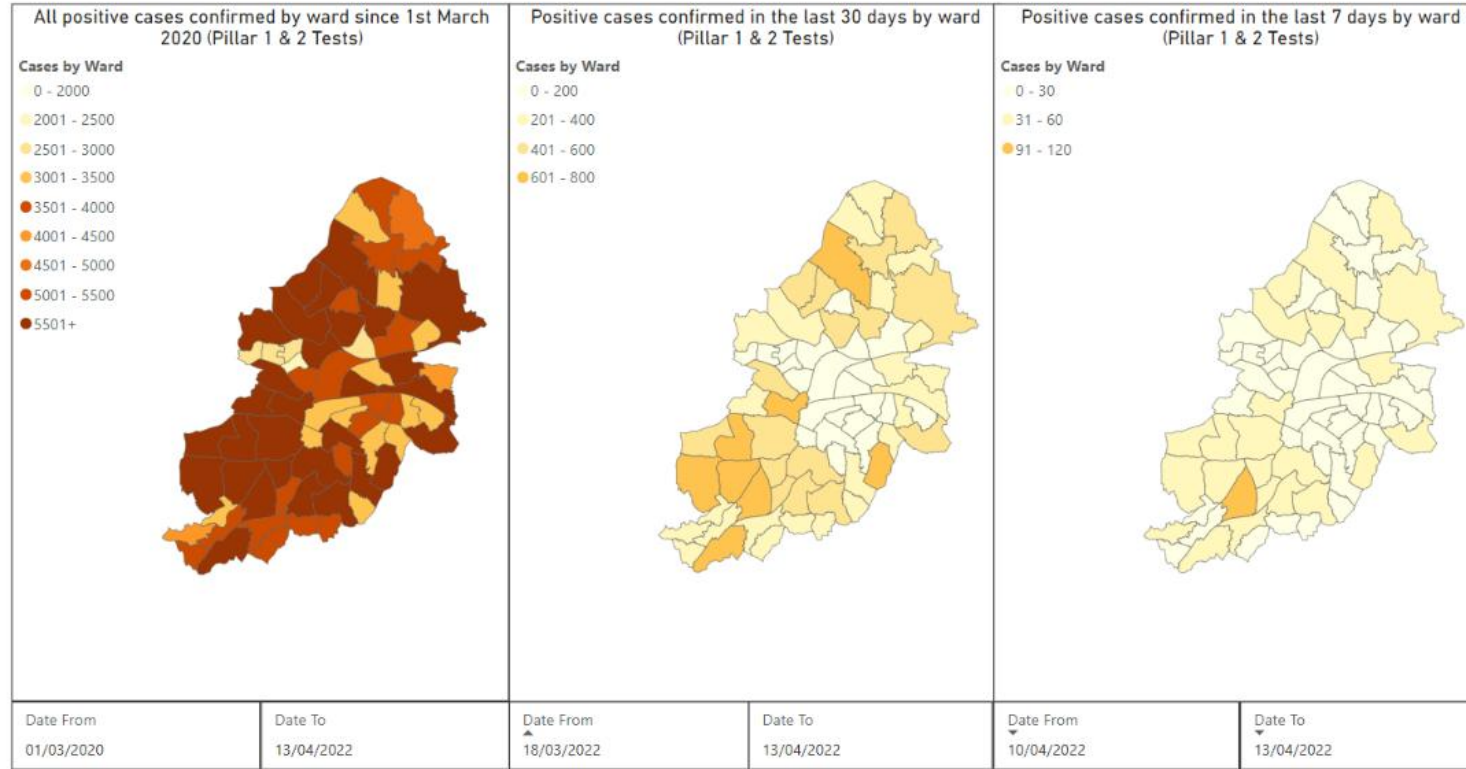
Week ending	ONS modelled % testing positive for COVID-19 in Birmingham in a week	Estimated weekly number of people testing positive in Birmingham**	Weekly reported number of cases in Birmingham
13/02/2022	4.8	54,289	3,996
20/02/2022	4.0	45,051	2,720
27/02/2022	unavailable*	unavailable*	1,839
06/03/2022	3.1	35,128	2,143
12/03/2022	3.8	43,682	2,899
20/03/2022	5.0	56,570	4,706
26/03/2022	6.2	70,142	5,491
03/04/2022	6.6	75,161	4,564

*Data unavailable due to ONS statistical processing issue

** Estimates calculated using ONS modelled percentage and Birmingham's population estimate

- The latest ONS Infection Survey shows modelled cases increasing in the West Midlands and Birmingham, potentially reaching a peak in the most recent weeks.
- Up until the end of 2021 we have seen a strong correlation between ONS measured prevalence (blue) and reported positive cases (green). However, from mid-January 2022 this **correlation has been broken**, coinciding with reduction in community testing and restrictions. This suggests that **COVID-19 cases could be far higher than those reported**.
- ONS estimates predict that in the week ending 4 April up to 75,161 cases could have occurred in Birmingham, compared to the 4,564 that were reported.

Confirmed Cases by Ward for Pillar 1 and 2 Tests



Total

Last Month

Last Week

There has been a recent decrease in confirmed cases. A possible reason for this could be the decrease in the rate of testing following the end of free lateral flows devices on 1 April 2022

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Top Ten Case Rates by Ward

Ward	Previous month, 19 February to 18 March		Current month, 19 March to 15 April		Change between last two months	Absolute difference (comparing this month against last month)	
	Cases	Rate	Cases	Rate	%	Absolute difference	
Sutton Trinity	196	2,113.7	261	2,814.6	33%	700.9	↑
Sutton Wylde Green	158	1,847.5	231	2,701.1	46%	853.6	↑
Stirchley	192	1,919.2	268	2,678.9	40%	759.7	↑
Sutton Four Oaks	192	2,107.3	240	2,634.2	25%	526.9	↑
Sutton Roughley	247	2,142.1	295	2,558.3	19%	416.2	↑
Sutton Mere Green	243	2,478.1	242	2,467.9	0%	-10.2	↓
Sutton Walmley & Minworth	286	1,809.7	386	2,442.4	35%	632.7	↑
Bournville & Cotteridge	347	1,935.8	425	2,371.0	22%	435.2	↑
Northfield	164	1,619.9	231	2,281.7	41%	661.8	↑
Frankley Great Park	153	1,305.8	265	2,261.7	73%	955.9	↑

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Variants of Concern



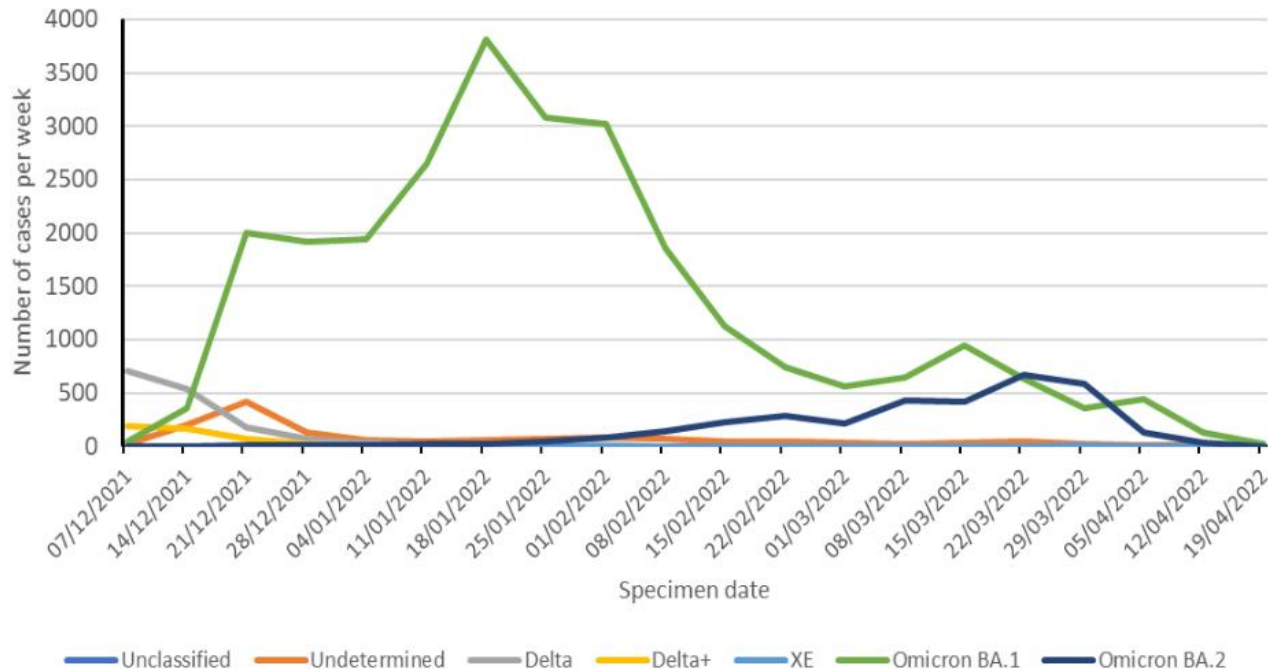
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Variant of Concern

- The Omicron variant (VOV-21NOV-01) remains the dominant variant of COVID-19 in the UK.
- Since the beginning of December 2021 (up to 14 April), 33,094 cases of COVID-19 have been reported in Birmingham. Around 90% (29,631/33,094) of these cases are of the Omicron variant. Of these, 13,269 are confirmed and 16,362 are probable cases. Around 12% of these cases are re-infections.
- The [UKHSA](#) designated the Omicron variant sub-lineage known as BA.2 discovered in the UK on the 10 January, as a Variant Under Investigation (VUI-22JAN-01). There are currently 374,445 BA.2 variant (Omicron sub lineage - VUI-22JAN-01) cases in the UK, of which 73% (275,008/374,445) are in England. As of 14 April, 3,331 of such variant are confirmed/probable cases in Birmingham.
- On 6 April 2022, the [Variance Technical Group](#) classified another recombinant variant, XE (of the Omicron BA.2 family). The variant shows evidence of community transmission. So far, 1,125 cases have been identified in England. In Birmingham, 12 cases have been identified.
- The latest growth rate of COVID-19 infections in England suggests that in Birmingham, the number of new infections could be growing by between -2% and 1% every day, similar to England.

Variant distribution of cases in Birmingham (Dec 2021 to date)



- Variant cases have been on a downward trend since beginning of March.
- In the last 10 days (up to 15 April), 162 cases of BA.2 were reported, compared to 585 cases in last 7 days up to 5 April, a 72% fall in cases.
- In same period, 159 BA.1 cases were reported compared to 436 cases the previous 7 days (up to 5 April), a 64% fall in cases.

Testing



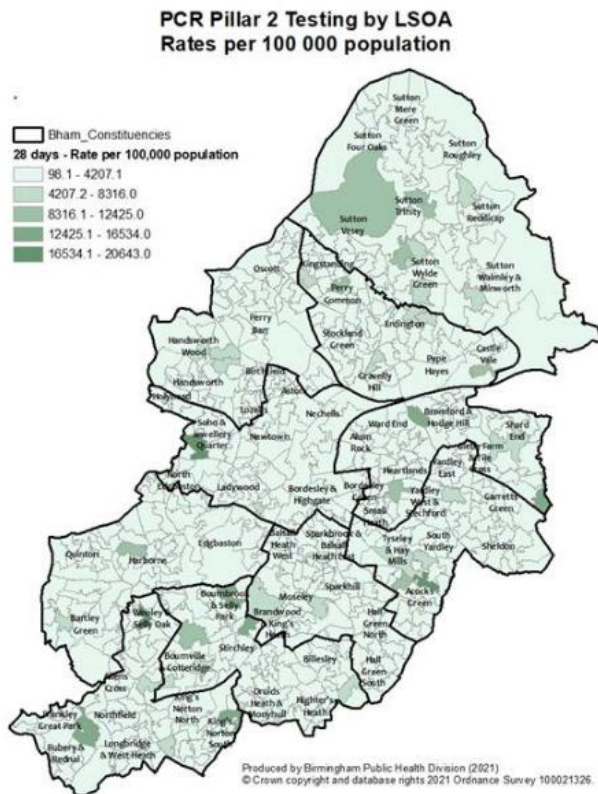
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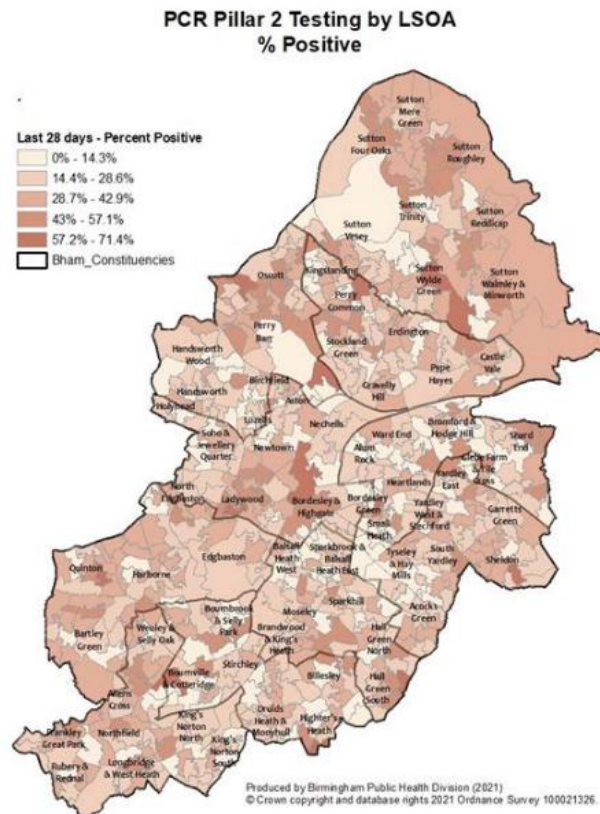
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PCR Testing (Pillar 2) by LSOA: 28 days up to 13 April 2022

**PCR Tests
per 100k
(rate)**



**PCR
positivity
(%)**

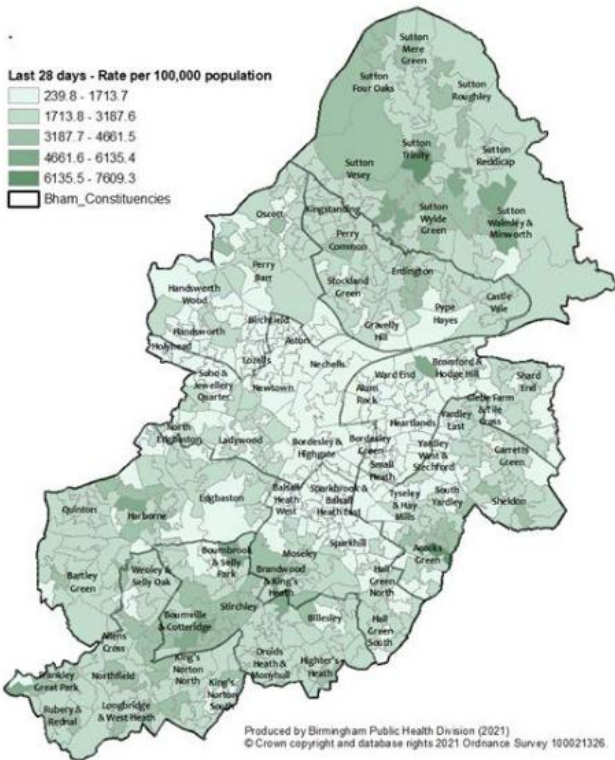


Source: UK Health Security Agency Covid-19 Situational Awareness Explorer

LFD Testing (Pillar 2) by LSOA: 28 days up to 13 April 2022

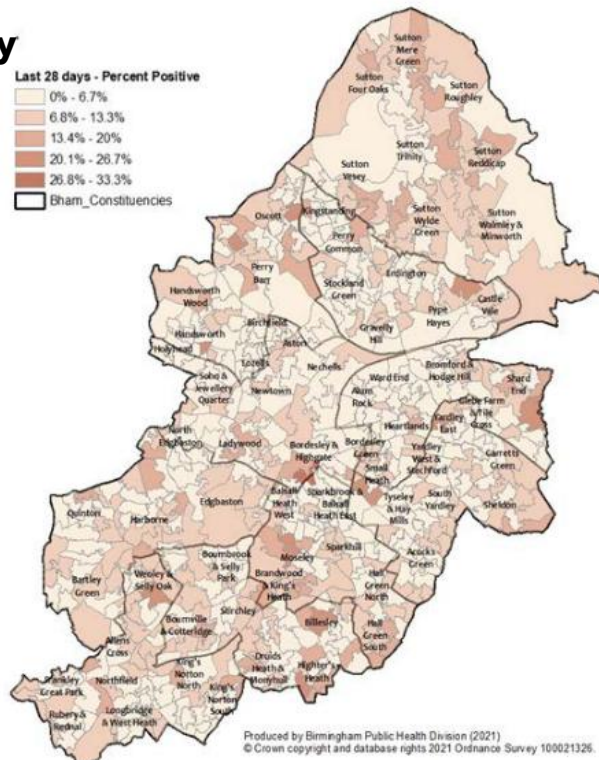
LFT Pillar 2 Testing by LSOA

LFD Tests
per 100k
(rate)

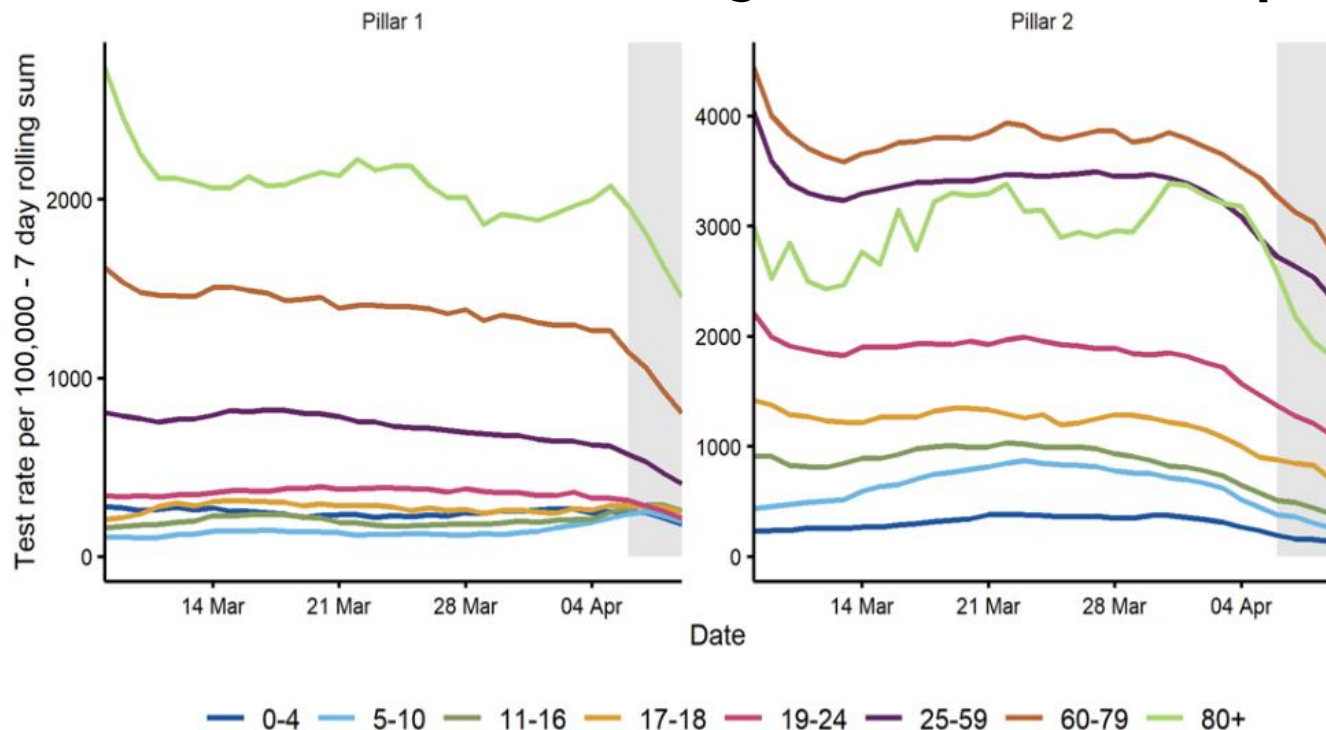


LFT Pillar 2 Testing by LSOA

LFD
positivity
(%)



Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 8 March to 10 April 2022



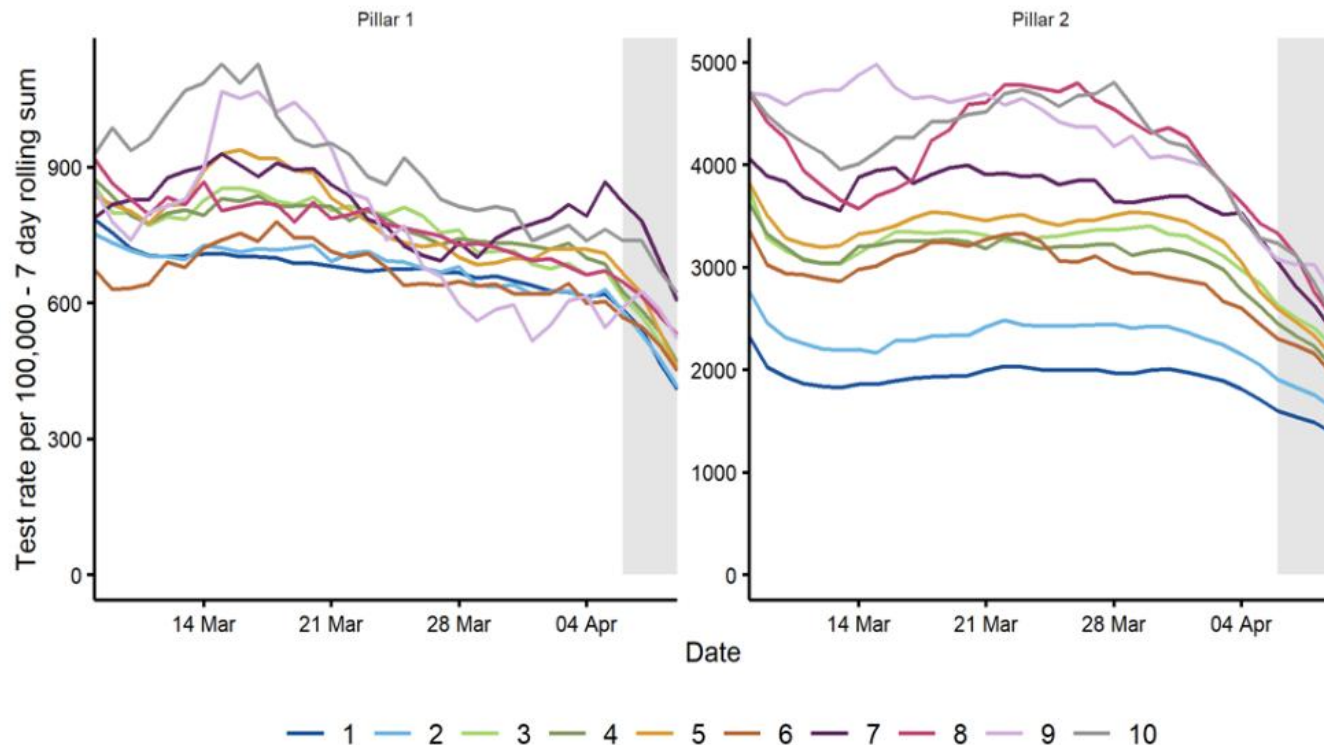
- Testing rates have been fairly stable since the peak in January, decreasing in recent weeks.
- The highest test rates are in the older age groups, 60-79, 25-59, and 80+.

The 4 most recent days are provisional - indicated by a grey background.

Excluding 350 tests with missing age data.

Source: UKHSA COVID-19 Local Authorities Report Store

Index of Multiple Deprivation-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Birmingham Residents: 8 March to 10 April 2022



- Testing rates are falling in all IMD bands.
- Rates are consistently lower in the most deprived LSOAs.

The 4 most recent days are provisional - indicated by a grey background

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.

Source: UKHSA COVID-19 Local Authorities Report Store

Case Demographics



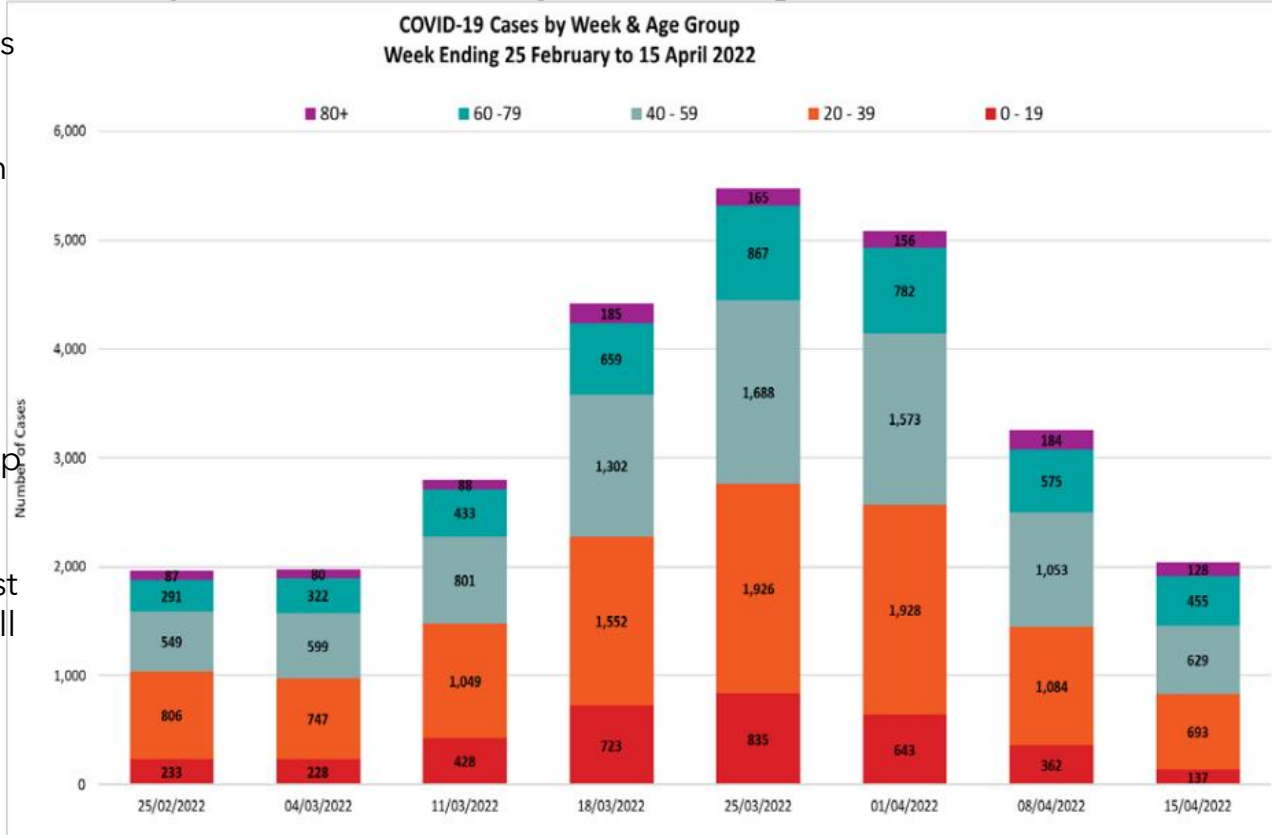
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Cases by Week & Age Group

- In the 7 days up to 15 April, cases decreased in all age groups.
- The largest decrease was 62%, in the 0-19 age group, followed by 40% in the 40-59 and 36% in 20-39 age group.
- The 20-39 age group accounted for 34% of all cases, followed by 40-59 (31%) and 60-79 age group accounting for 22%.
- ONS modelled estimates suggest that there is under-reporting in all age groups.

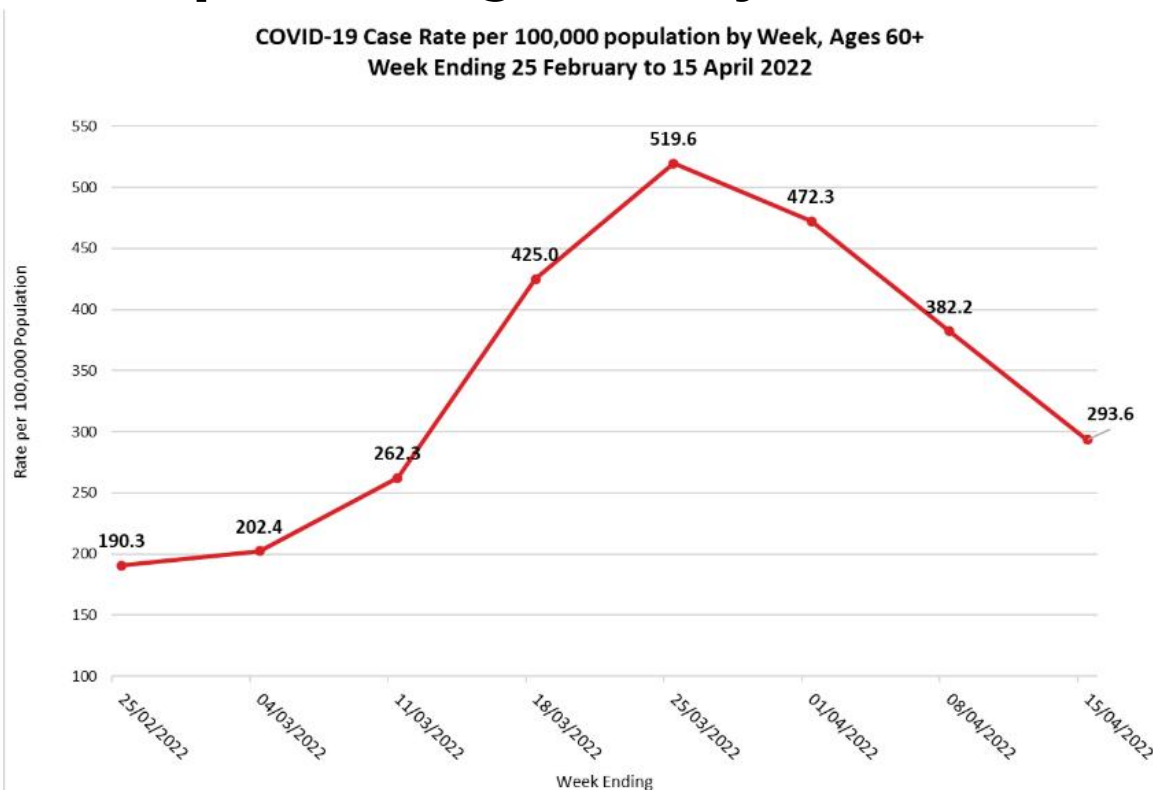


Cases are grouped by week ending Friday

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Case Rate in Population aged 60+ years

- Case rates in the 60+ age group have been falling consistently over the last three weeks.
- In the 7 days up to 15 April, the case rate was 293.6/100k, a decrease of 23% compared to the previous week's rate of 382.2/100k.



Cases are grouped by week ending Friday

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Case Rates by Ethnicity

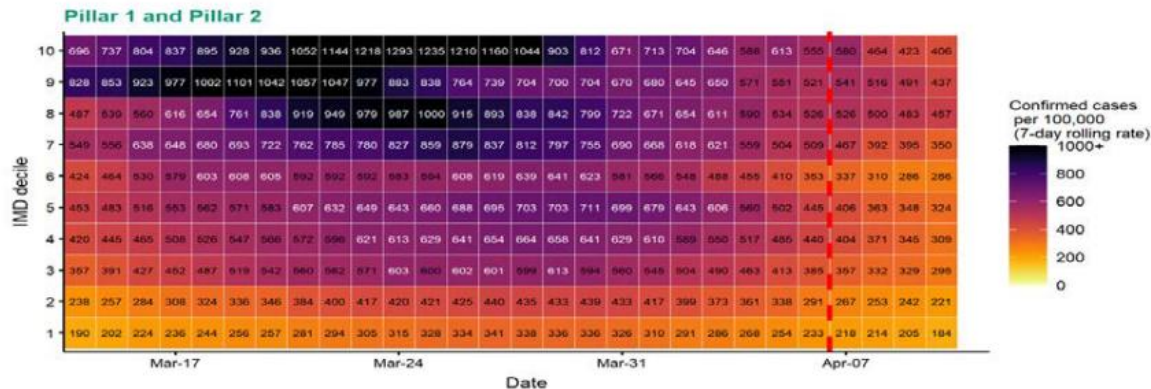
- In the 7 days up to 15 April, cases decreased in all ethnicities.
- The ethnicities with the highest case rates were:
 - British (214.3/100k)
 - Any Other Mixed/Multiple ethnicity (200.6/100k)
 - Any Other White ethnicity (186.3/100k)
 - White & Black African (186.2/100k)
 - African (126.7/100k)

Case Rates by Ethnicity (per 100k) Week Ending 25 February to 15 April 2022									
Ethnicity	25/02/2022	04/03/2022	11/03/2022	18/03/2022	25/03/2022	01/04/2022	08/04/2022	15/04/2022	7-day change
British	183.1	194.0	292.9	460.7	550.8	505.1	336.2	214.3	-36.3%
Any Other Mixed/Multiple ethnicity	153.4	200.6	236.0	271.4	601.7	519.1	283.2	200.6	-29.2%
Any Other White ethnicity	300.1	262.2	320.8	593.3	758.9	665.7	376.0	186.3	-50.5%
White & Black African	93.1	124.1	186.2	434.4	403.4	310.3	279.2	186.2	-33.3%
African	140.0	113.4	206.7	246.7	310.1	243.4	216.7	126.7	-41.5%
Caribbean	107.1	115.4	130.1	149.0	279.2	264.5	222.5	121.7	-45.3%
Any Other Asian ethnicity	83.5	89.9	138.1	202.3	269.7	295.4	195.8	105.9	-45.9%
Any Other Black/African/Caribbean	74.8	69.4	48.1	138.8	197.6	160.2	101.5	101.5	0.0%
Indian	122.3	123.8	147.0	269.3	323.4	338.9	181.1	89.8	-50.4%
White & Black Caribbean	89.0	44.5	145.6	178.0	198.2	303.4	149.7	80.9	-45.9%
Any Other ethnicity	100.9	110.1	123.8	238.5	362.3	270.6	165.1	78.0	-52.8%
Chinese	141.6	62.9	141.6	251.7	306.8	322.5	141.6	70.8	-50.0%
White & Asian	89.4	35.8	160.9	196.7	196.7	187.7	116.2	62.6	-46.2%
Irish	40.1	44.6	107.0	71.3	209.6	147.1	84.7	58.0	-31.6%
Pakistani	79.5	72.6	83.7	123.8	158.3	157.0	96.1	56.0	-41.7%
Bangladeshi	83.0	49.2	43.0	86.1	110.7	110.7	67.6	49.2	-27.3%

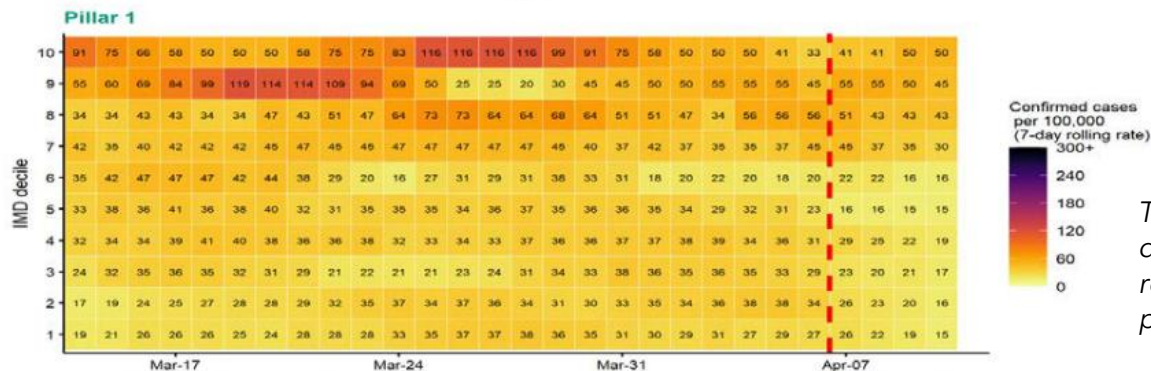
Cases are grouped by week ending Friday

Excluding ethnicity data classified as unknown/not available.

Index of Multiple Deprivation-Specific 7-Day Rolling Case Rates per 100,000 Population in Birmingham: 14 March to 10 April 2022



- Case rates are highest in the mid-range IMD bands, and lowest in the most deprived LSOAs.



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

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.

Source: UKHSA COVID-19 Local Authorities Report Store

NHS Situations



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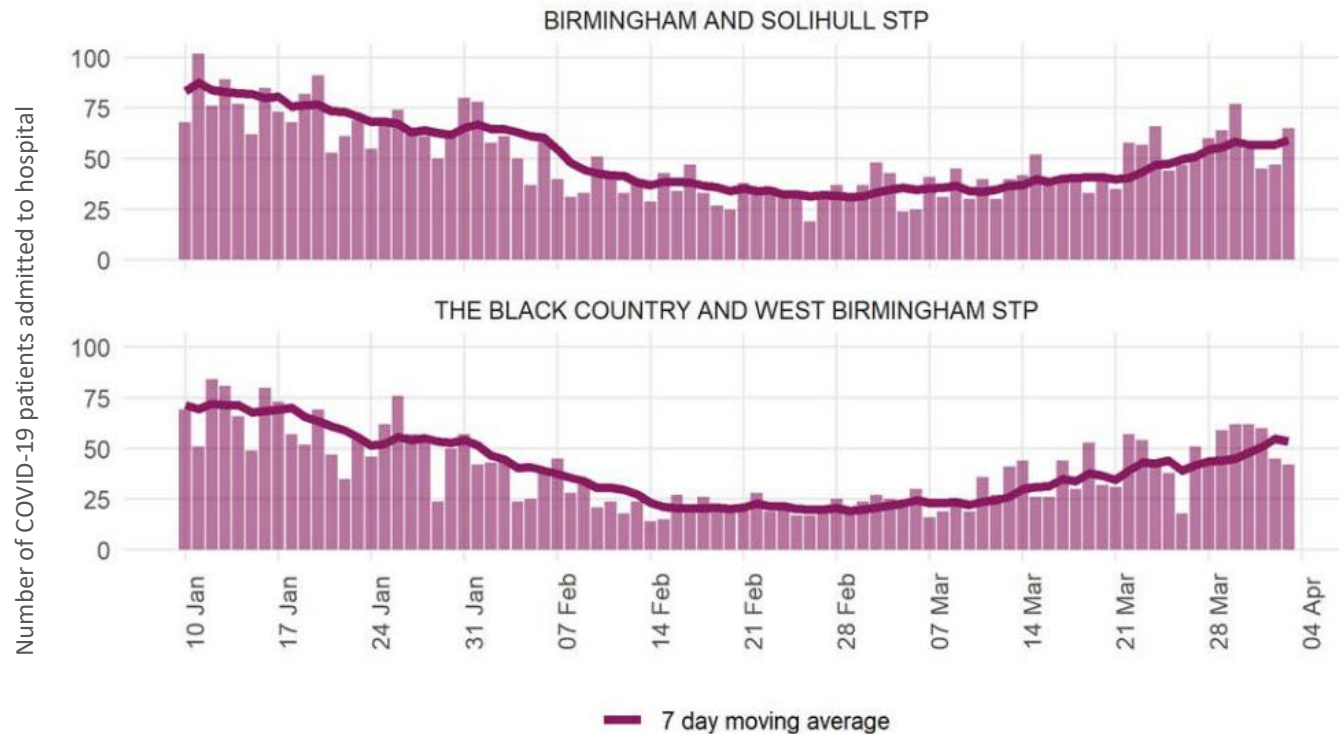
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COVID-19 Hospital Metrics Data

Hospital Trust	Total COVID-19 admissions in the last 28 days, 14 March to 10 April 2022	COVID-19 Hospital In-Patients 12 April 2022	COVID-19 Patients on Mechanical Ventilation 12 April 2022
University Hospitals Birmingham NHS Foundation Trust	1,286	410	4
Sandwell & West Birmingham Hospitals NHS Trust	284	121	3
Birmingham Community Healthcare NHS Foundation Trust	59	22	0
Birmingham Women's & Children's NHS Foundation Trust	78	7	1
Birmingham & Solihull Mental Health NHS Foundation Trust	47	31	0

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

Daily COVID-19 hospital admissions in Birmingham Sustainability & Transformation Partnerships (STPs) 10 January to 3 April 2022



Source: UKHSA COVID-19 Local Authorities Report Store

Deaths



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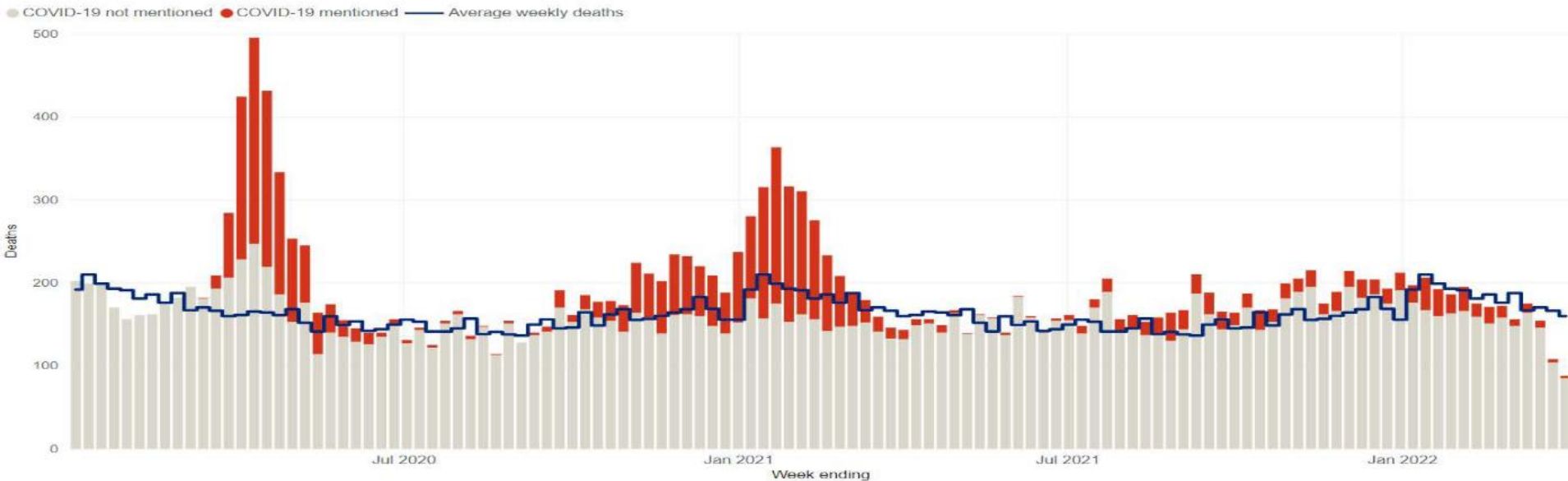
Death Data

The most recent death data, where death occurred within 28 days of a positive COVID-19 test, is for the week ending 13 April, which reported **58 deaths**, equivalent to a death rate of **5.1/100k** population.

More accurate data, based on COVID-19 being mentioned on the death certificate, is historical and the most recent available data is for 28 days ending 1 April, which reported **27 deaths** registered in Birmingham. Of these, 22 occurred in hospital and 5 in a care home.

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Excess Death: All Deaths up to 1 April 2022



For most of the pandemic, deaths have been above the 5 year average, with significant numbers of COVID-related deaths, particularly early in the pandemic and during the peak in January 2021. However, excess deaths have been below the 5-year average in the last three weeks, with non-COVID deaths significantly contributing to causes of deaths.

*Average counts by week use 2015-2019 data

Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

Situations

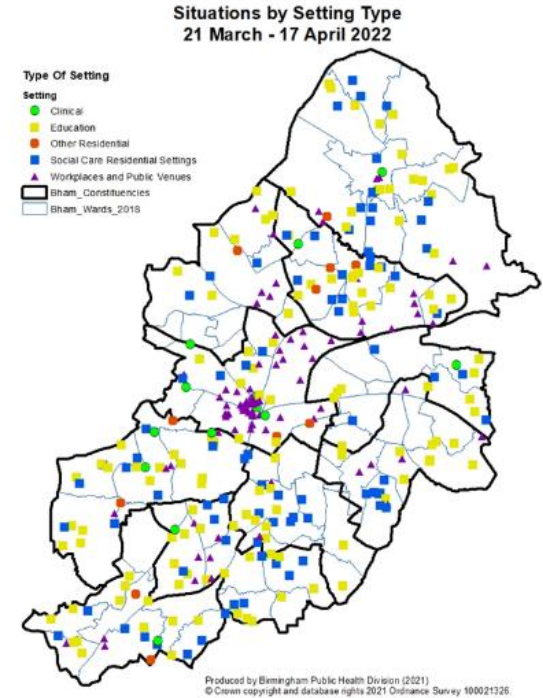
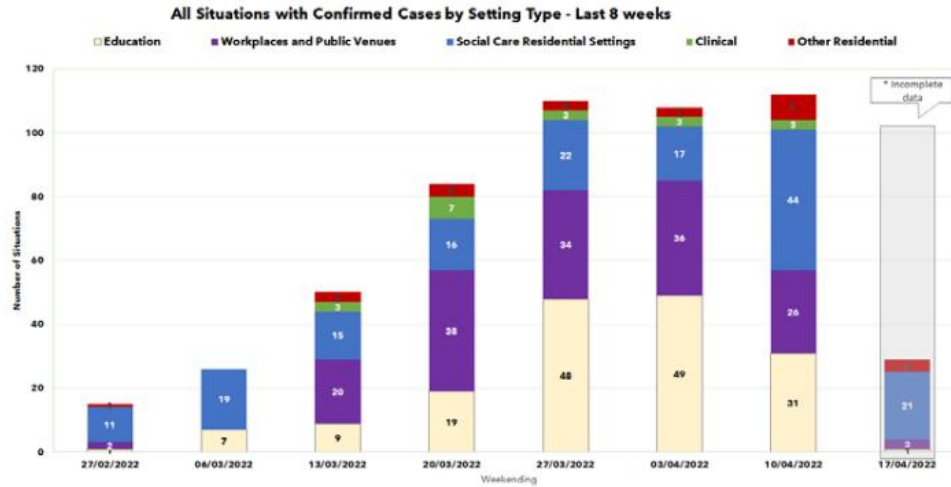


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Confirmed Situations in Birmingham: Last Month & Last 7 days



Last 28 days: 21 March to 17 April 22

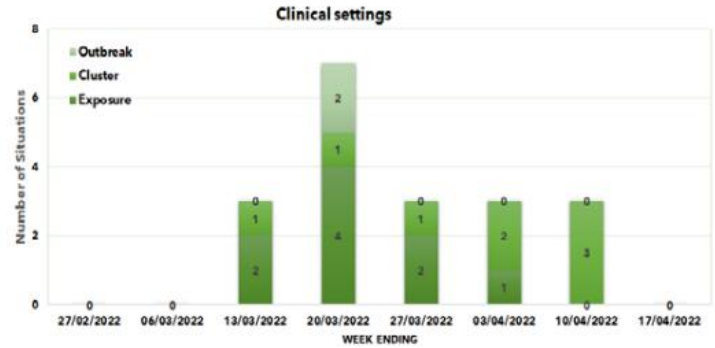
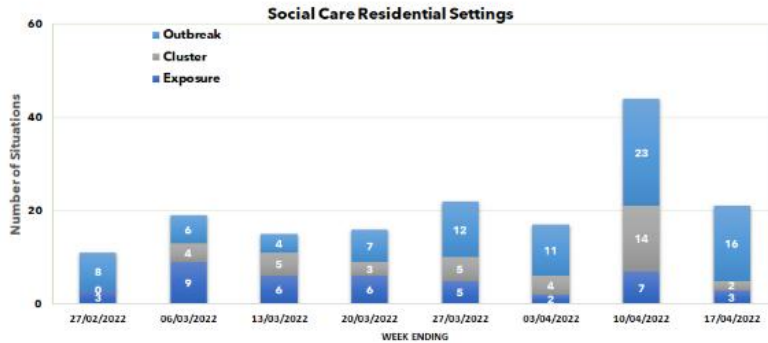
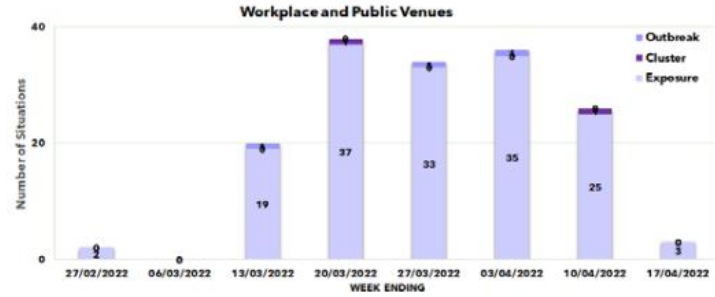
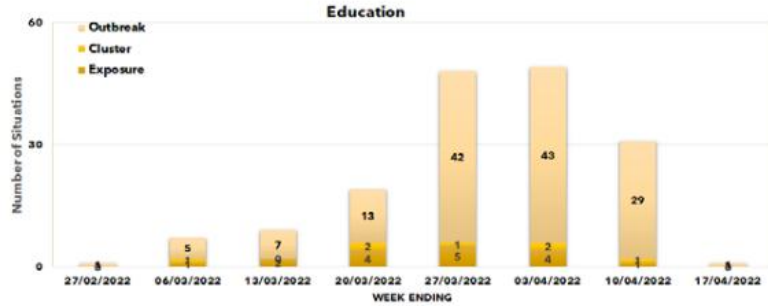
- In the last 28 days, 359 situations were reported across Birmingham settings.
- Most of the situations were in Education settings (129), followed by Social Care Residential Settings (104), and Workplaces and Public Venues (99).

Last 7 days: 11 April to 17 April 2022

- In the most recent 7 days, 29 situations were reported, 72% of which were in Social Care Residential Settings.

This map shows Postcode location of COVID Situations by type of setting active in the last month

Situations by Type of Setting, 8 weeks: Up to 17 April 2022



Situations data is gathered by the Test & Trace Health Protection Response Team, using information sent in by Managers (Headteachers, Care Home Managers Retail and Workplace Managers) across Birmingham, via the Contract Tracing email: contacttracing@birmingham.gov.uk

Contact Tracing



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Contact Tracing Local Authority Partnership

Service Update

- Free Pillar testing has ended, the early indication is that testing data is only coming in from Pillar 1 LFD & PCR testing rather than private testing at pharmacies or other labs.
- Focus is also on welfare, we contact citizens to see how we can assist with their stay at home. With their consent, vital information is obtained to help us identify possible outbreak sources.
- Information will be passed to the relevant health response teams in real time along with real time dashboards showing the current trends.
- Central government have announced that new variants could mean more lockdowns. This usually means more testing.
- The team are meeting with UKHSA to present BCC case tracing solution to support UKHSA during the commonwealth games. It is anticipated that the Contact Tracing Team will also handle other infectious diseases in support of the games.
- A presentation was made on how the contact centre can support the health protection response teams for the commonwealth games and function as surge capacity.
- The team are also documenting a contingency plan in case there is another surge, including adding much needed features like self service and put in place the processes to streamline our solution further. The aim is that BCC, or anyone can take one web link and from there have all they need to offer a high volume case tracing service.

Progress Update

- Over the past 7 days the Contact Tracing Team handled 1,197 cases with a completion rate of 33%
- Early analysis of the raw data suggests cases are reducing, but this could be due to reduced testing as a result of the end of free testing rather than a decline in the virus itself.

Schools COVID Update



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Attendance data as at Thursday, 7 April 2022

- Data comes from the returns schools provide to the DfE
- These returns are now weekly and do not ask for information on COVID absence
- The attendance rate for Birmingham was 88.7%, compared to a national figure of 88.6%
- At the last presentation (data from 4 March), the attendance rate for Birmingham was 88.2%, compared to a national figure of 89.9%

Pupil Group	Birmingham	Core Cities	Statistical Neighbours	West Midlands	England
Pupils onsite	88.7	87.2	88.2	88.8	88.6
Children with EHCP	80.9	80.4	82.8	83.4	83.5
Children with social worker	80	79.5	81.7	82.9	82.1
FSM Eligible	87.4	85.3	87.1	87.1	86.4

Attendance data as at Thursday, 7 April 2022

- Pupils attending on site by phase, compared to the data presented previously:

Phase	Fri 04/03 (Birmingham)	Fri 04/03 (National)	Thu 07/04 (Birmingham)	Thu 07/04 (National)
Primary	90.5	92.4	92.1	91.8
Secondary	86.3	87.2	85.9	85.2
Special	77.9	83.2	75	81.5
PRU/Alternate	48.8	54.7	38.2	51.8
16 Plus	72.9	78.4	69.9	76.6
Not Applicable	90.3	90.8	92.7	85.5
State Funded	88.2	89.9	88.7	88.6



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Guidance for schools

- Public Health Birmingham continues to offer regular, updated guidance and support to schools
- Schools should still have outbreak management plans in place.
- BCC has provided a template: [BCC Outbreak Management Plan Template](#).
- Schools continue to work with Health Protection teams in cases of local outbreaks
- Local Health Protection teams may advise schools to consider additional measures, including temporarily restricting attendance, during an outbreak if other measures do not contain the spread
- Officers have shared NHS resources with primary schools regarding the vaccination programme for children aged 5+

Vulnerable pupils

- Officers from Children and Families continue to work closely with their colleagues in Birmingham Children's Trust to ensure support is in place for vulnerable pupils during the pandemic
- Schools are able to submit referrals using the [Right Help Right Time](#) threshold document for any children they are concerned about
- The [Family Connect Form](#) can also be submitted by schools or other professionals to request support for families through the early help system
- The early help service contacts/visits children of concern that are not open to social workers
- Social work team managers linked to schools provide general support to schools



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Ongoing BCC support for schools and settings

- [Outbreak management plan template](#)
- [Regular webinars \(Public Health, ventilation, attendance etc\)](#)
- Close liaison with Birmingham Public Health and UK Health Security Agency
- [Public Health documents](#) including FAQs, checklist and flowchart, regularly updated to take account of most up to date guidance
- Regular bulletins sent to schools and posted on our [Noticeboard site](#)

Communications & Engagement



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



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Communication and Engagement updates March to 11 April 22

Communication Channels

Social media key messages: Living with Covid safely: vaccination, safe behaviours, workplace, schools, and education settings. Linking Covid relevant information to wider public health issues including cancer and mental health. Continued support for government and BSOL/ICS messaging.

- Vaccination drive - Evergreen, Spring Booster, 5-11 and 16-17 year olds, and pregnancy.
- Living with Covid - Covid is still around, safe behaviours.
- Long Covid - what it is, support.
- Covid support in various languages.

Website: Updating the website with tangible products to support COVID awareness. Testing, Business and Education pages updated.

Partners: Regular engagement with ICS to coordinate efforts. Engaging with wider PH colleagues to begin planning for CWG including Covid briefing for the CWGs Engagement Team and preparation of public facing "Get set for the games" Covid content.

Communities

Aim: Encourage continuous positive dialogue and offer advice from credible sources to support communities with uptake of COVID-19 safety measures. Topics: Modifiable risk factors for COVID-19, celebrating religious activity safely

Champions: Physical engagement paused while survey is live to find out how Champions want to engage with BCC further

- Survey still open until 15 April
- 48 responses received so far
- Newsletters continue to be shared providing health information
- Community Providers contract has now come to an end. Final reports to be provided by end of April
- Evaluation underway (with National Institute for Health Research and Public Health Intervention Responsive Studies Teams).

Faith Groups: Physical engagement paused while survey is live to find out how faith leaders want to engage with BCC further

- Survey closed 8 April, currently being analysed
- New Faith Leaders newsletter launched to share information and continue engagement with this group
- Programme review underway as the narrative around COVID changes. Discussions begun around transitioning this work into Business As Usual PH Teams

Communication and Engagement updates 11 April 2022

Best performing social content

COVID-19 guidance explainers - languages



Healthy Brum @healthybrum

COVID-19 resources are available in a variety of languages.

If any of these resources would be useful to you or your community and you would like more information, please get in touch at COVID19CommunityChampions@birmingham.gov.uk pic.twitter.com/vbo666FtTS

COVID-19 guidance explainers – end of free testing



Healthy Brum @healthybrum

Free testing for Covid has ended for most people

You may be able to get free tests if you:

- ➡ are going into hospital
- ➡ are at high risk of getting seriously ill from Covid
- ➡ work or live in high risk settings

For more info visit <http://nhs.uk/get-tested> pic.twitter.com/HzpckU1gss

Communication and Engagement Future Plans

Representation

- Continue to share people's stories from across our communities of place, identity, interest and key stakeholders such as elected members with impactful public health risk messages to encourage continuous caution and safety.
- Progress evaluation and learning from engagement with faith leaders and Champions and use to shape and plan future engagement.
- Increase vaccination narrative representation and reach by working with partners across the council to develop clear strategy for wider vaccination uptake.

Reach

- A slight change in COVID narrative to reiterate the importance of keeping safe and the impact of modifiable risk factors associated with increased COVID mortality such as smoking.
- Messages to be further integrated into BAU public health messaging.
- Expansion of peer to peer mentorship programme to support dissemination of information into wider communities.
- New commissioning activity to develop a BCC response to improving life-course vaccination.

Response

- Support and develop BCC wide response to CWG, including working with CWGs Engagement Team and Health Protection to develop key public health messages.
- Evaluation of commissioned provider work and considerations for more work with Blind, Black African & Caribbean and young people.
- Working with Public Health Communication team and BAU PH Teams to build new engagement framework for interested residents/champions, creating a legacy of engagement at BCC.



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

