

Birmingham Local Outbreak Engagement Board COVID-19 Overview

Birmingham Public
Health Division
22/02/2022



Overview



Policy Update

- **Living with COVID Plan - Moving from restrictions to personal responsibility**
 - All remaining restrictions will be lifted.
 - COVID-19 surveillance, including the Office for National Statistics infection survey will remain.
 - The voluntary COVID status certification will end.
- **Testing**
 - Travellers no longer need to take any COVID-19 travel tests or self-isolate on arrival in England if they are fully vaccinated. They will need to fill out a passenger locator form (PLF).
 - Vaccinated individuals and those under 18 will no longer be told to test for seven days after being in contact with someone who has COVID.
 - From 1st April, free symptomatic and asymptomatic (universal) testing for the general public will end, but oldest age groups and those most vulnerable will still get free tests.
 - Guidance to undertake twice weekly testing in education will be removed.
 - The government will retain the ability to ramp testing back up in the NHS and other settings if necessary.

Policy Update (2)

▪ Self-isolation

- From Thursday 24th February, the legal requirement to isolate following a positive test will end.
- Self-isolation payments and routine contact tracing will end.

▪ Vaccine

- Vaccines and treatments will form the "first line of defence" going forward.
- Those aged over 75 years and the most vulnerable will be offered a 4th jab.
- From 1 April, the current guidance on voluntary COVID-status certification in domestic settings will be removed. The recommended use of NHS COVID Pass in certain venues will no longer be required.

Vaccine Roll Out

- 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/>
- Booster jabs will continue to be offered to all adults (aged 16 and over) and some children aged 12 to 15 in the at-risk groups.
- Children aged 12 to 15 can now get their second vaccine dose from 12 weeks after their first vaccine dose. They can get the vaccines either:
 - at school
 - book online for appointments at vaccination centres or pharmacies
 - through walk in sites, which are available at [locations across Birmingham](#).
- Children aged 5 to 11 years are now being offered two low doses vaccine, at least 12 weeks apart.
- Figures from the [GOV.UK](#) website indicate that 91.4% of the English population aged 12 years and over have had their 1st vaccine dose, 84.8% their 2nd dose, and 65.5% their booster dose. This compares to 68.3%, 61.7% and 40.6% in Birmingham.

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

Coronavirus in Birmingham

Total deaths

(Data up to 21 Feb)

3,343

Latest daily figure

0

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 21 Feb)

315,224

Latest daily figure

307

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 21 Feb)

29,331

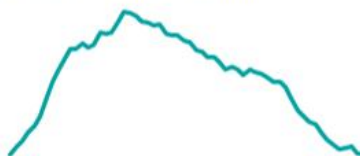
Latest daily figure

25

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation Operational Dashboard

Over 60's cases

(Data up to 19 Feb)

33,830

Latest daily figure

48

60+ new cases

60-day trend

(based on seven-day averages).



Source: PHE

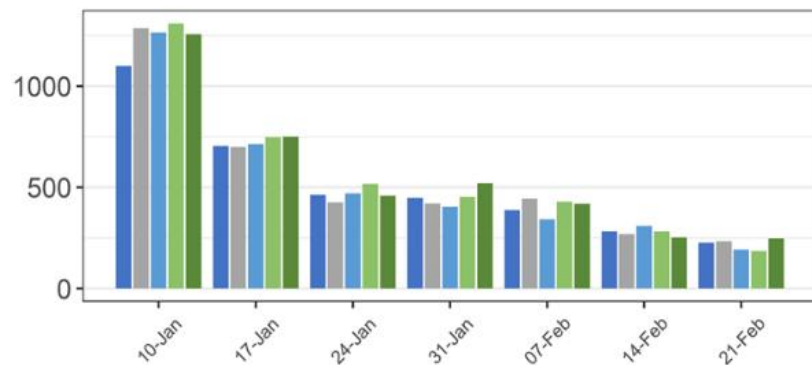


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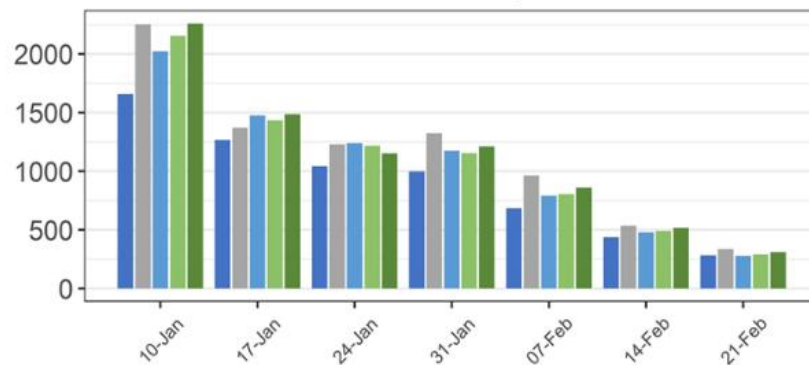


Birmingham and the Black Country Direction of Travel

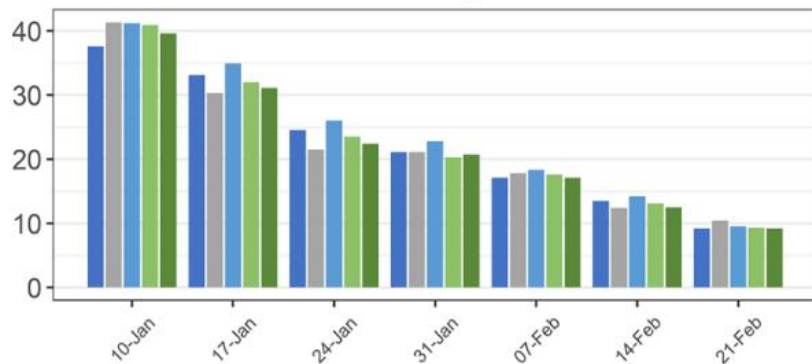
Case rate - 60+



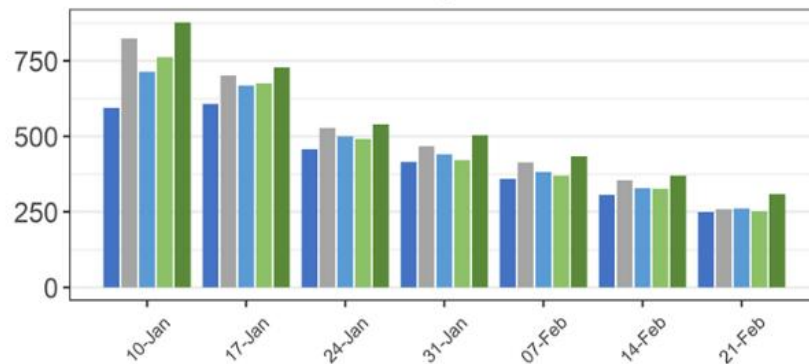
Case rate - all ages



Positivity



Testing rates



■ Birmingham
■ Dudley
■ Sandwell
■ Walsall
■ Wolverhampton

Source: UKHSA Direction of Travel Birmingham and Black Country

7 Day Cases, Testing & Vaccination Summary

7 Day Rolling Case Rate at 18th February



(Pillar 1 & 2): **256.7/100k**

- Rate on 11th February: 383.9/100k
- Ranked 13th (of 14 LAs), with Worcestershire ranked 1st (508.6/100k)

Vaccination aged 12+ (as at 21st February)

- 1st Dose: 67.6%
- 2nd Dose 61.9%
- Booster Dose 41.2%

7 Day Pillar 2 PCR testing rate 18th February: 850/100k

- Rate of testing on 11th February: 1,282/100k
- Ranked 13th in the region



7 Day LFD testing rate at 18th February 4,985/100k

- Rate of testing on 11th February: 5,728/100k
- Ranked 14th, the lowest testing rate in the region



% of Pillar 2 positive PCR tests at 18th February: 14.8%

- Rate on 11th February: 18.2%



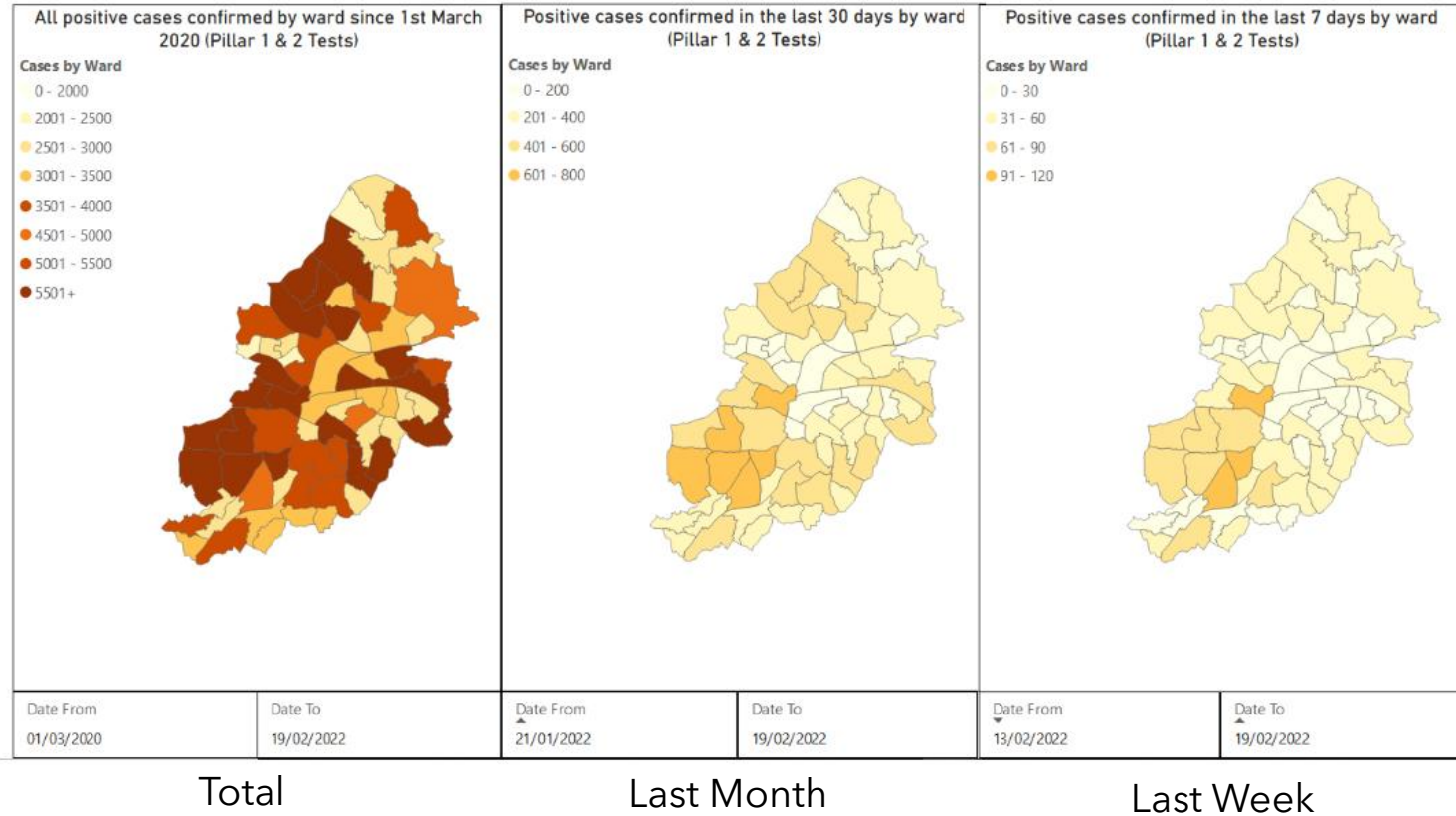
% of positive LFD tests at 18th February: 4.3%

- Rate on 11th February: 5.3%



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

Confirmed Cases by Ward for Pillar 1 and 2 Tests



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

Top Ten Case Rates by Ward

Ward	Previous week, 5 th to 11 th February		Current week, 12 th to 18 th February		Change between last two weeks	Absolute difference (comparing this week against last week)	
	Cases	Rate	Cases	Rate	%	Absolute difference	
Bournville & Cotteridge	115	641.6	98	546.7	-15%	-94.8	↓
Longbridge & West Heath	110	549.5	88	439.6	-20%	-109.9	↓
King's Norton South	48	429.8	49	438.8	2%	9.0	↑
Harborne	119	479.5	104	419.1	-13%	-60.4	↓
Shard End	41	339.9	50	414.6	22%	74.6	↑
Bartley Green	113	498.3	91	401.3	-19%	-97.0	↓
Sutton Mere Green	33	336.5	38	387.5	15%	51.0	↑
Bournbrook & Selly Park	247	976.5	98	387.4	-60%	-589.0	↓
Brandwood & King's Heath	70	378.4	71	383.8	1%	5.4	↑
Weoley & Selly Oak	128	526.7	92	378.6	-28%	-148.1	↓

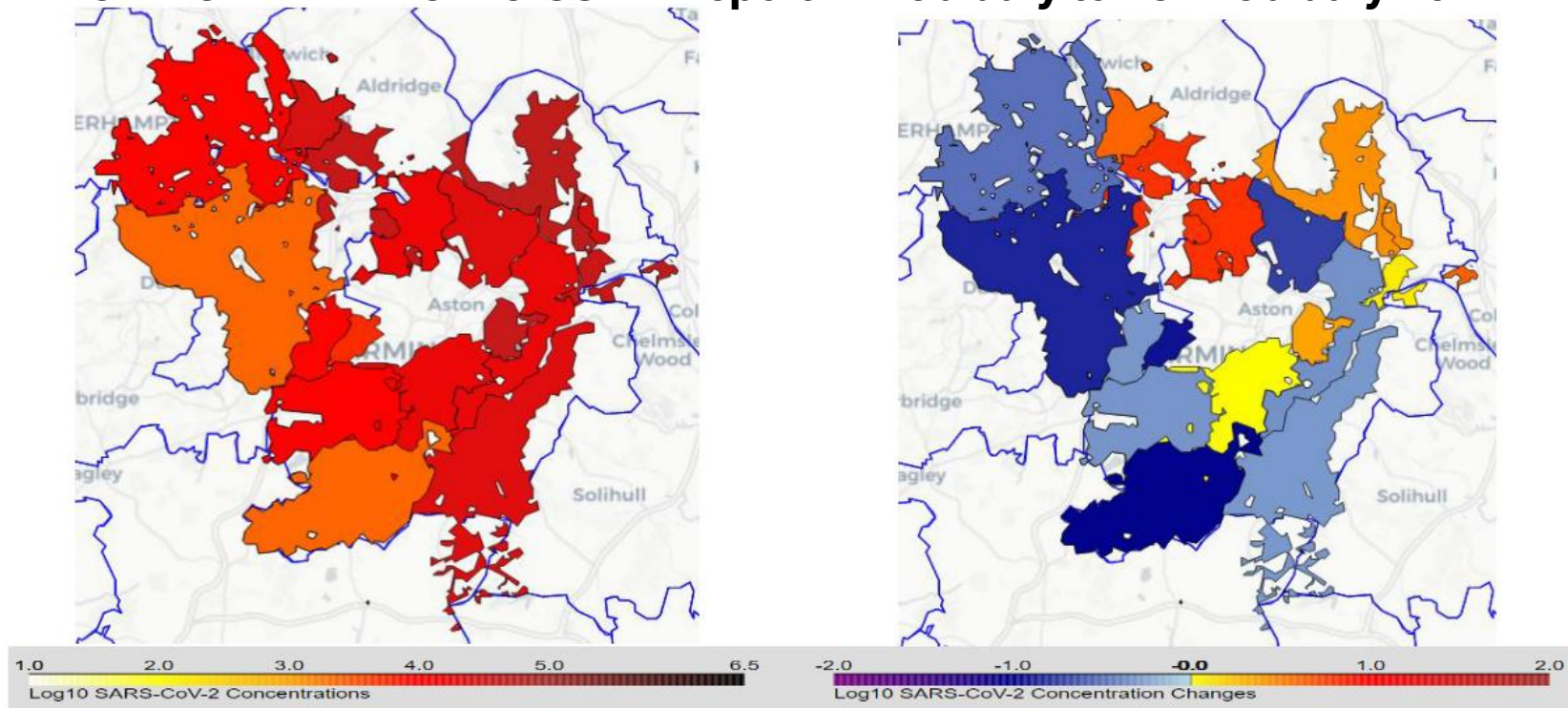
Source: UK Health Security Agency COVID-19 Situational Awareness Explorer

ONS COVID-19 Infection Survey, 18th February 2022

- The ONS infection survey estimates the percentage of the **Birmingham** population who were COVID positive in the 7 days up to 13th February was **4.8%**, a decrease compared to the previous week's estimate of 5.7.
- In the **West Midlands**, in the 7 days up to 12th February, the estimated percentage testing positive was **4.0%**, a decrease compared to the previous week's estimate of 4.9%.
- In **England**, in the 7 days up to 13th February, the estimated percentage testing positive was **4.5%**, a decrease from 5.2% last week, and equivalent to 1 in 20 people.
- In England, in the 7 days up to 12th February, the percentage of people testing positive varied substantially across age groups, remaining highest in those aged 2 years to school Year 6 (7.6%), and lowest in those aged 70 years and over (2.2%).

Source: ONS COVID-19 Infection Survey

NHS WASTEWATER SARS-COV-2 Report 7th February to 13th February 2022



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.

Source: NHS Test & Trace: WASTEWATER SARS-COV-2REPORT

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. The variant is highly transmissible, five times more likely to re-infect than the Delta variant. However, recent trends show falling cases nationally.
- Since the beginning of December 2021 (up to 19th February), 25,512 cases of COVID-19 have been reported in Birmingham. Around 88% (22,346/25,512) of these cases are of the Omicron variant. Of these, 9,168 are confirmed and 13,178 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 10th January, as a Variant Under Investigation (VUI-22JAN-01). There are currently 23,544 BA.2 variant (Omicron sub lineage – VUI-22JAN-01) cases in the UK, of which 88% (20,534/23,544) are in England. As of 19th February, 391 were confirmed in Birmingham.
- The latest growth rate of COVID-19 infections in England suggests that in Birmingham, the number of new infections could be decreasing by up to 5% every day.

Testing



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Test Locations

PCR: There is currently 1 active drive-in mobile testing unit site:

- Fox Hollies Leisure Centre, B27 7NS

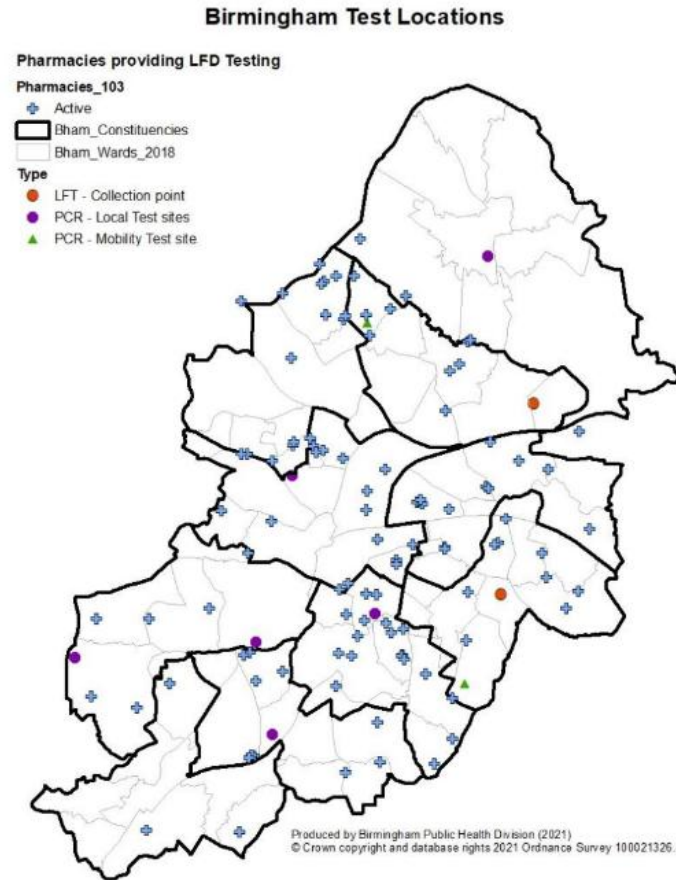
There are currently 6 active walk-in local testing sites (LTS):

- 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

LFT : There are currently 2 LFT Collection sites: 21-25 Feb 2021

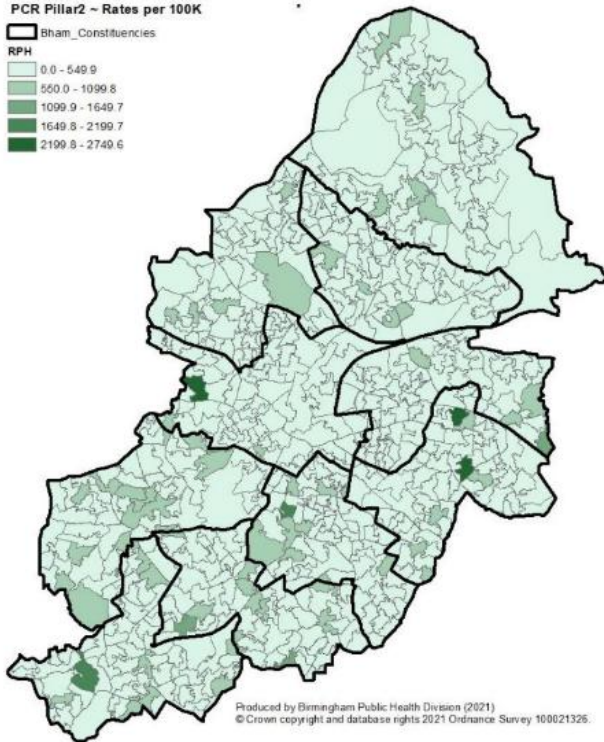
- Tesco - Springhill, B18 7BH. 10:00hrs – 17:00hrs
- Morrisons - Small Heath, B10 0XA. 09:00hrs – 16:00hrs

Pharmacies: There are a total of 103 pharmacy collection points

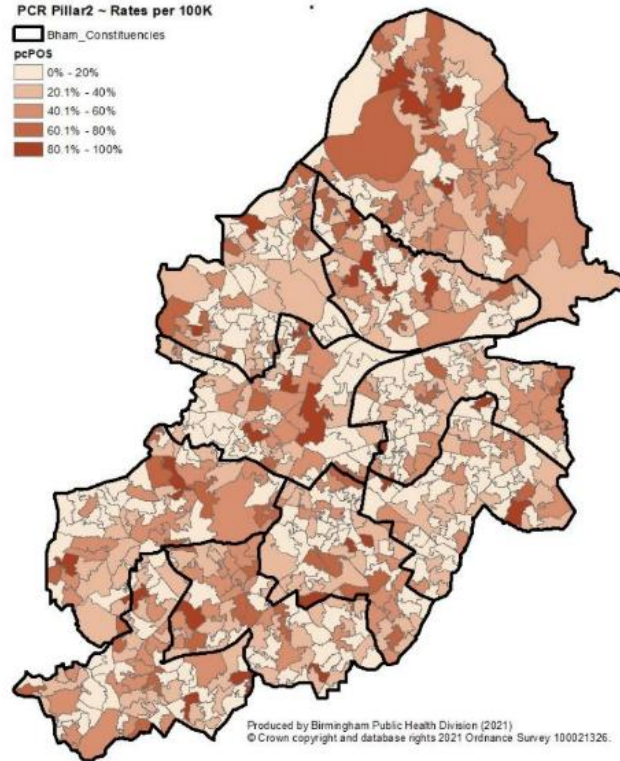
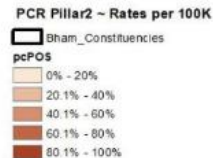


PCR Testing (Pillar 2) by LSOA: 7 days up to 17th February 2022

PCR Tests per 100k (rate)



PCR positivity (%)

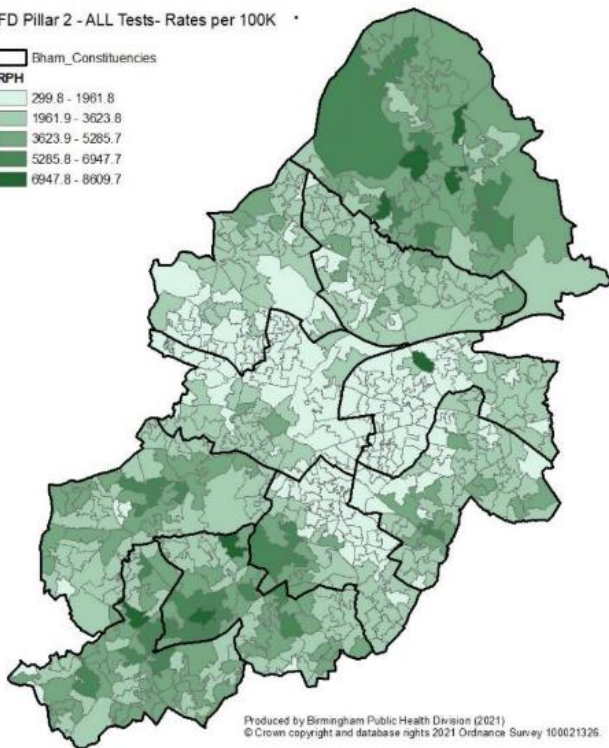


Source: UK Health Security Agency Covid-19 Situational Awareness Explorer

LFD Testing (Pillar 2) by LSOA: 7 days up to 17th February 2022

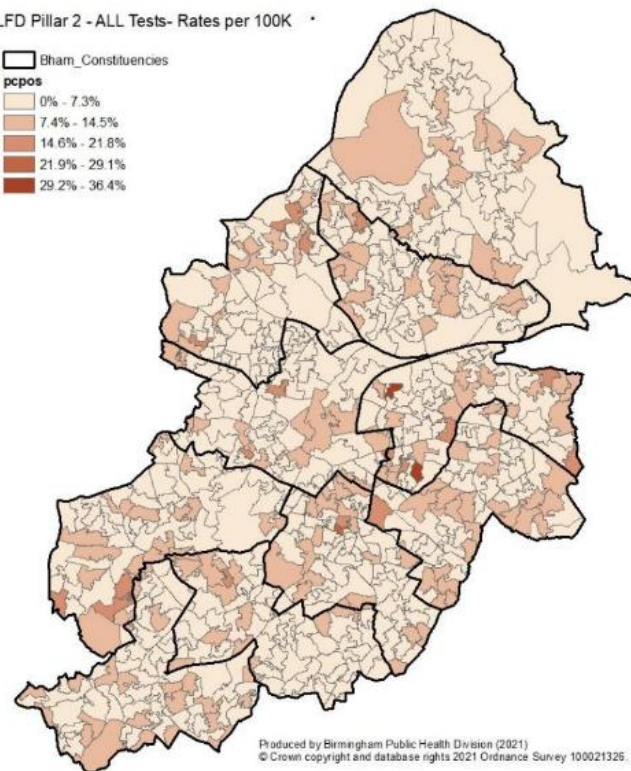
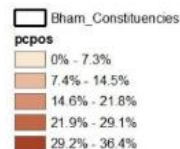
LFD Tests per 100k (rate)

LFD Pillar 2 - ALL Tests- Rates per 100K *

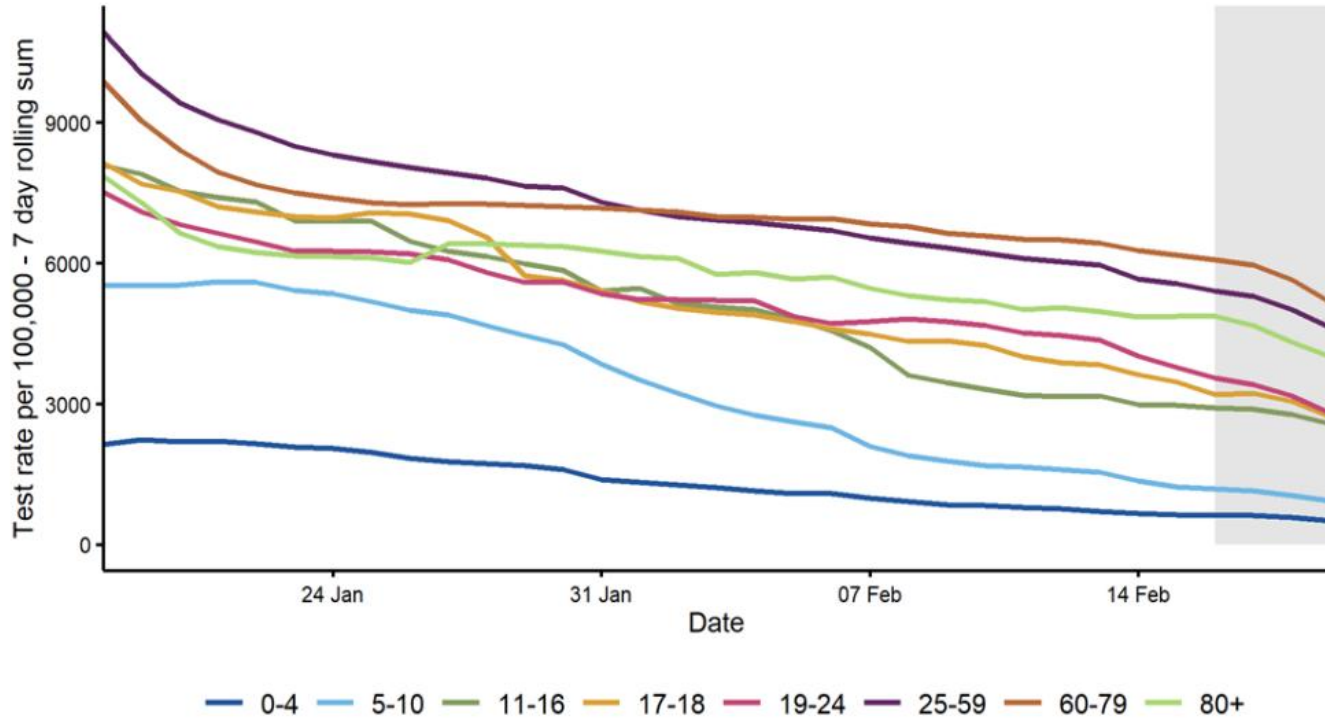


LFD positivity (%)

LFD Pillar 2 - ALL Tests- Rates per 100K *



Age-Specific 7-Day Rolling Pillar 1 & 2 Test Rates per 100,000 Population Among Residents of Birmingham: 18th January to 20th February 2022



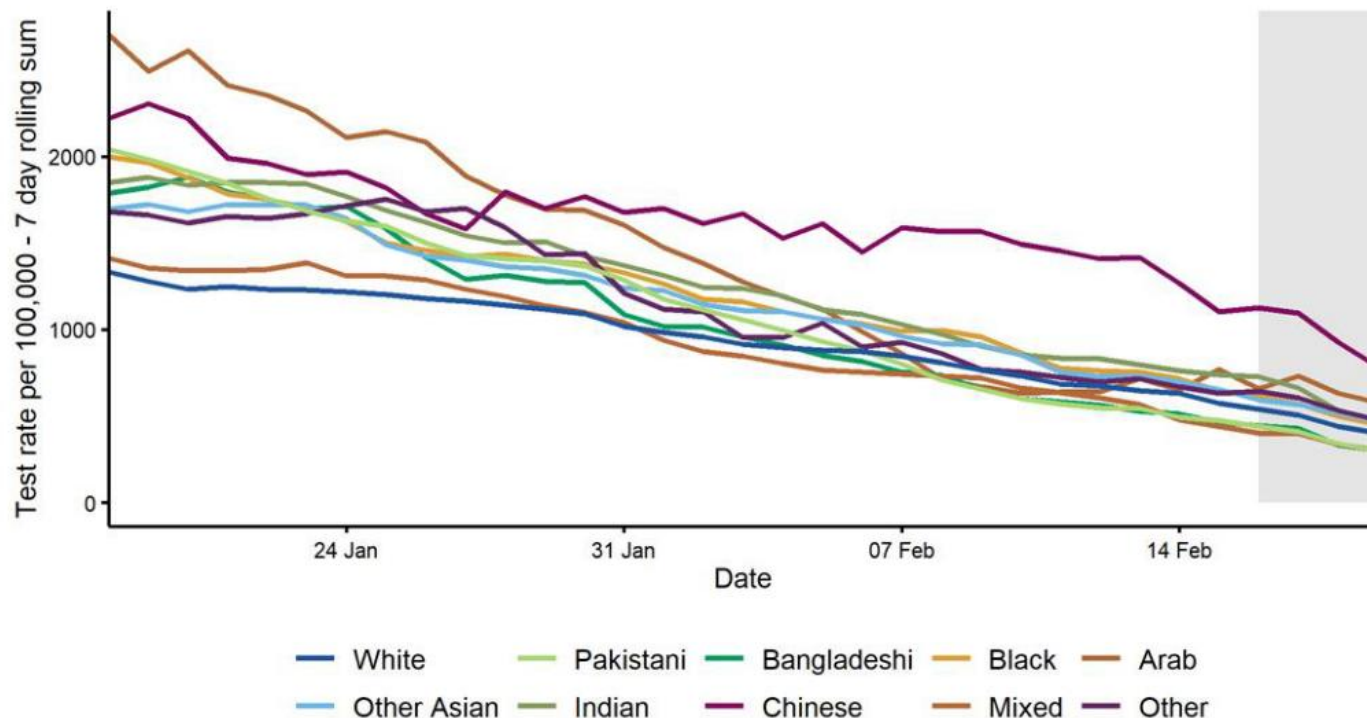
Testing rates have been fairly stable since the peak in January, decreasing very slightly in recent weeks.

The highest 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 1276 tests with missing age data.

Ethnicity-Specific 7-Day Rolling Pillar 2 Test Rates per 100,000 Population Among Birmingham Residents: 18th January to 20th February 2022



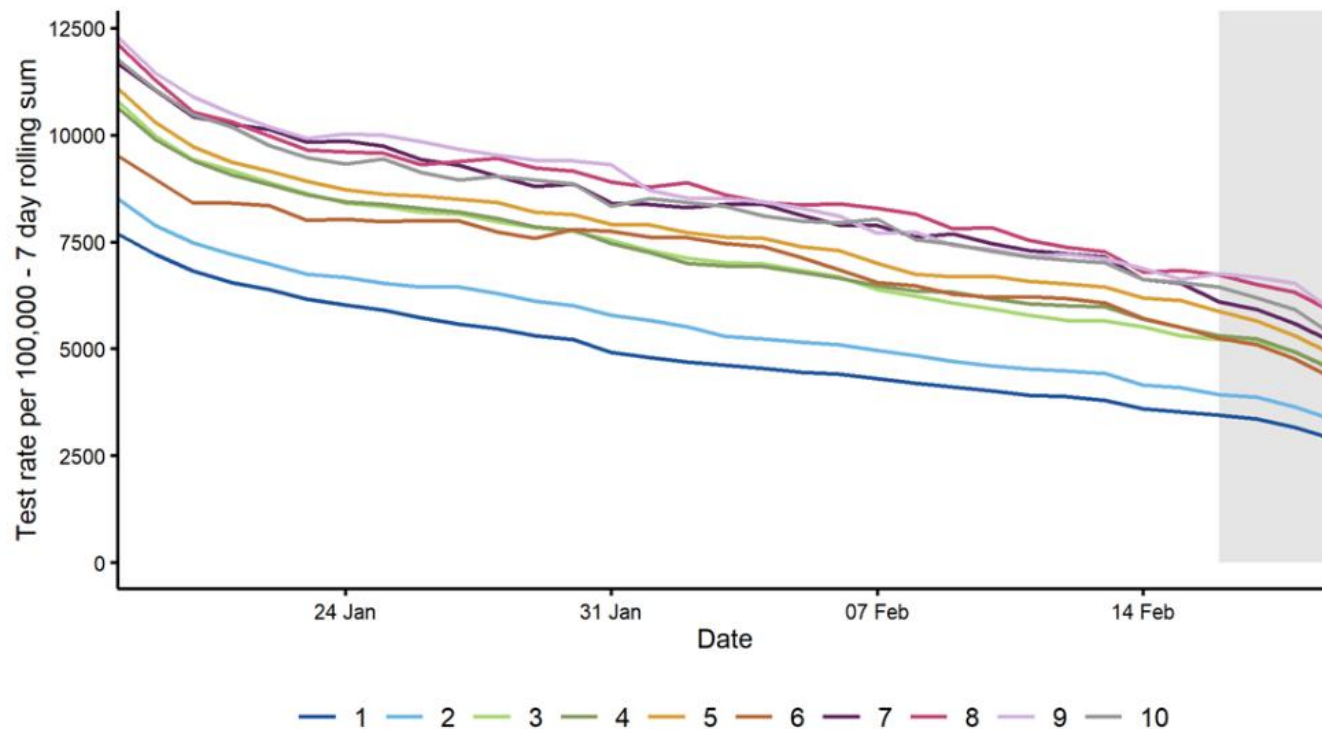
Excluding 240109 pillar 2 tests with missing ethnicity data.

- Testing rates are falling in all ethnicities.
- In recent weeks, the highest rate of testing is in Other ethnicity.

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

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: 18th January to 20th February 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.

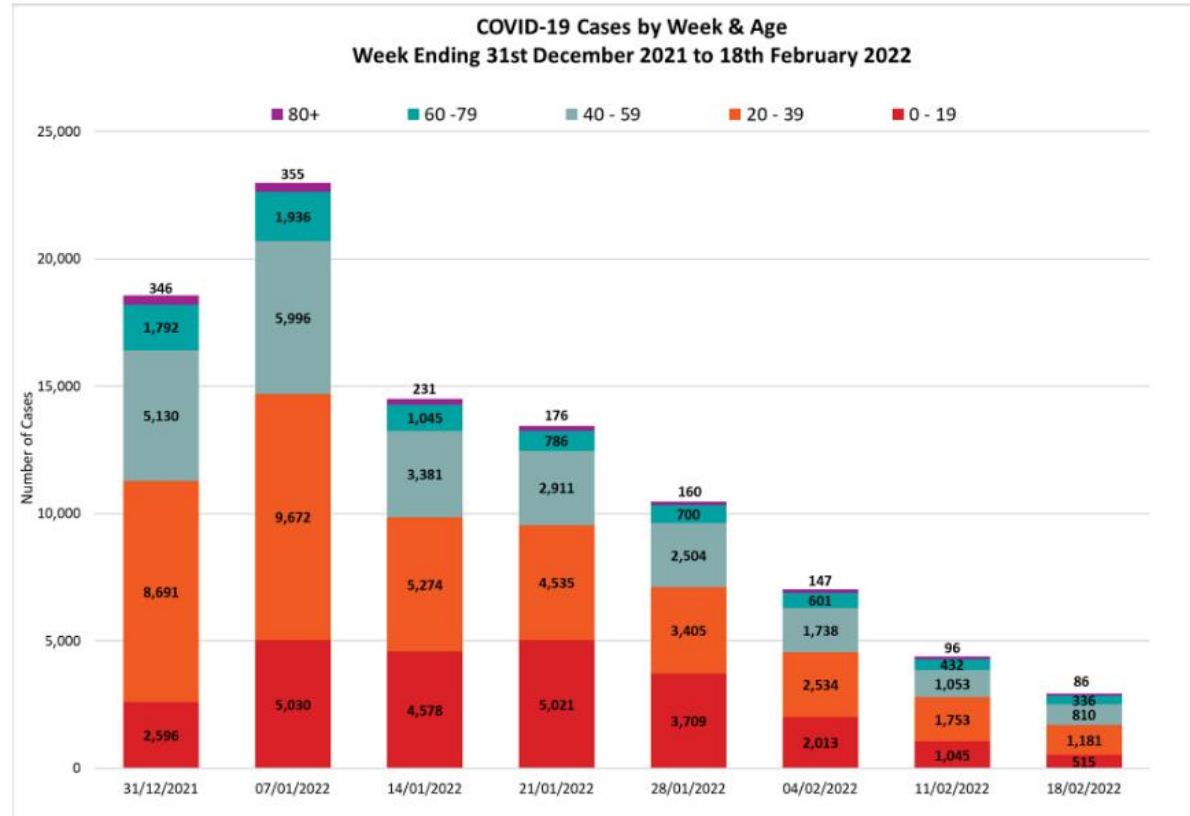
Source: UKHSA COVID-19 Local Authorities Report Store

Case Demographics



Cases by Week & Age Group

- In the 7 days up to 18th February, cases decreased in all age groups.
- The largest decrease was 51%, in the 0-19 age group, followed by 33% in 20-39, and 23% in the 40-59 age group.
- The 20-39 age group accounted for 40% of all cases, followed by 40-59 (28%) and 0-19 age group accounting for 18%.

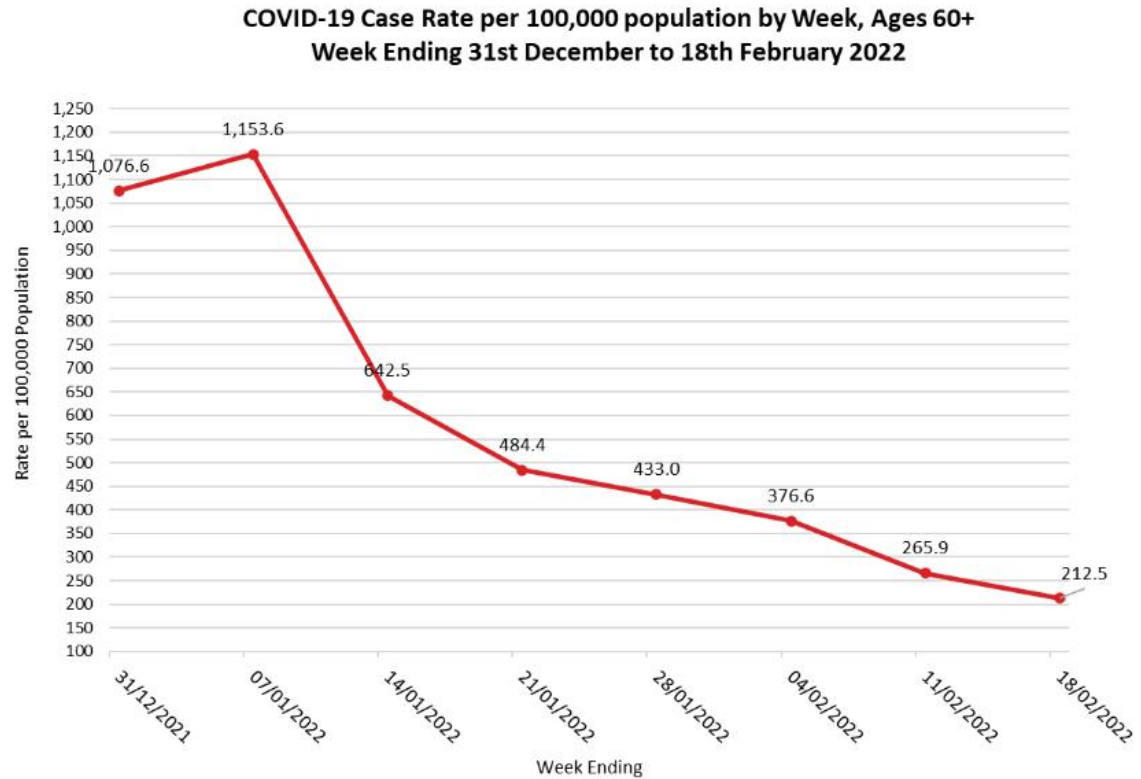


Cases are grouped by week ending Friday

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 since the peak in early January.
- In the 7 days up to 18th February, the case rate was 212.5/100k, a decrease of 20% compared to the previous week's rate of 265.9/100k.



Cases are grouped by week ending Friday

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

Case Rates by Ethnicity

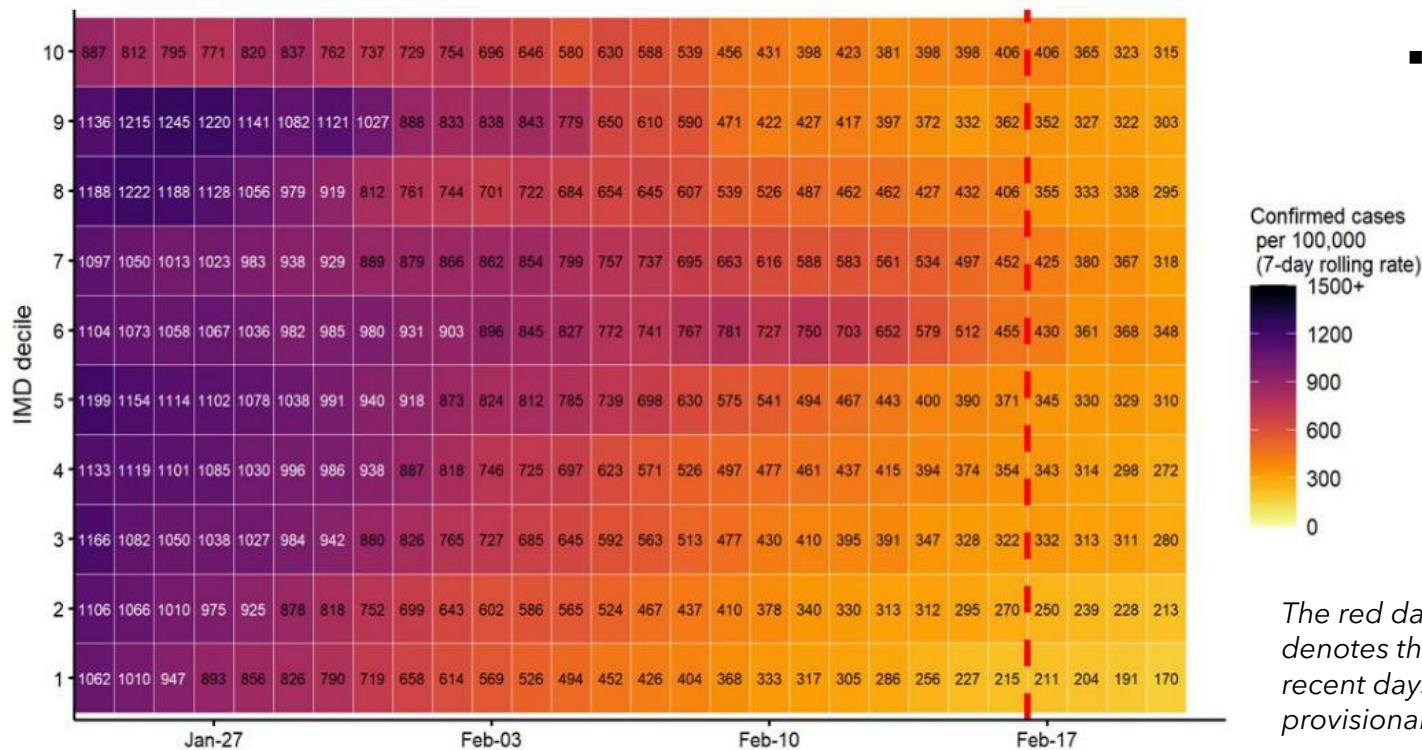
- In the 7 days up to 18th February, cases decreased in all ethnicities.
- The ethnicities with the highest case rates were:
 - White & Black African ethnicity (403.4/100k)
 - Any Other White ethnicity (344.9/100k)
 - Any Other ethnicity (302.9/100k)
 - Any Other Mixed/Multiple ethnicity (295.0/100k)
 - British ethnicity (271.5/100k)
- Compared to the previous week, the largest decrease were in Irish and Chinese ethnicities (both 60%), followed by White and Asian (57%), Any Other Mixed/Multiple (52%), Any Other (48%), and African (43%) ethnicities.
- White British ethnicity accounted for 53% of all cases (1,548 of 2,928).

Case Rates by Ethnicity (per 100k) Week Ending 31st December 2021 to 18th February 2022								
	31/12/2021	07/01/2022	14/01/2022	21/01/2022	28/01/2022	04/02/2022	11/02/2022	18/02/2022
Ethnicity								
White & Black African	2,233.9	1,954.7	1,272.1	868.8	775.7	837.7	558.5	403.4
Any Other White ethnicity	1,790.3	2,328.4	1,521.2	1,704.0	1,424.6	910.7	510.5	344.9
Any Other ethnicity	1,927.7	3,607.5	2,643.7	2,175.5	1,790.0	1,092.3	578.3	302.9
Any Other Mixed/Multiple ethnicity	1,687.1	2,501.2	2,005.7	1,687.1	1,286.0	802.3	613.5	295.0
British	1,551.9	1,701.3	944.6	929.5	804.8	550.7	377.6	271.5
Any Other Asian ethnicity	1,216.8	1,874.9	1,374.1	1,322.7	940.7	574.7	298.6	211.9
Indian	1,278.2	1,400.5	945.5	1,012.1	841.8	552.5	253.8	185.7
African	2,230.7	2,927.5	1,960.6	1,487.1	1,013.6	690.2	320.1	183.4
Pakistani	1,101.5	2,173.9	1,766.6	1,523.2	1,022.6	591.2	268.3	152.8
Caribbean	1,568.0	1,775.8	862.7	642.3	445.0	373.6	155.3	142.7
Chinese	637.2	731.6	652.9	778.8	652.9	440.5	330.4	133.7
Any Other Black/African/Caribbean	1,212.1	1,238.8	768.9	667.4	368.4	256.3	144.2	117.5
Bangladeshi	716.2	1,355.6	1,045.1	1,134.3	703.9	405.8	190.6	116.8
White & Black Caribbean	1,128.6	1,355.2	780.7	716.0	509.7	291.3	194.2	113.3
White & Asian	616.8	929.7	795.6	902.9	634.7	330.8	232.4	98.3
Irish	395.1	426.9	199.8	190.7	172.6	131.7	113.5	45.4

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: 24th January to 20th February 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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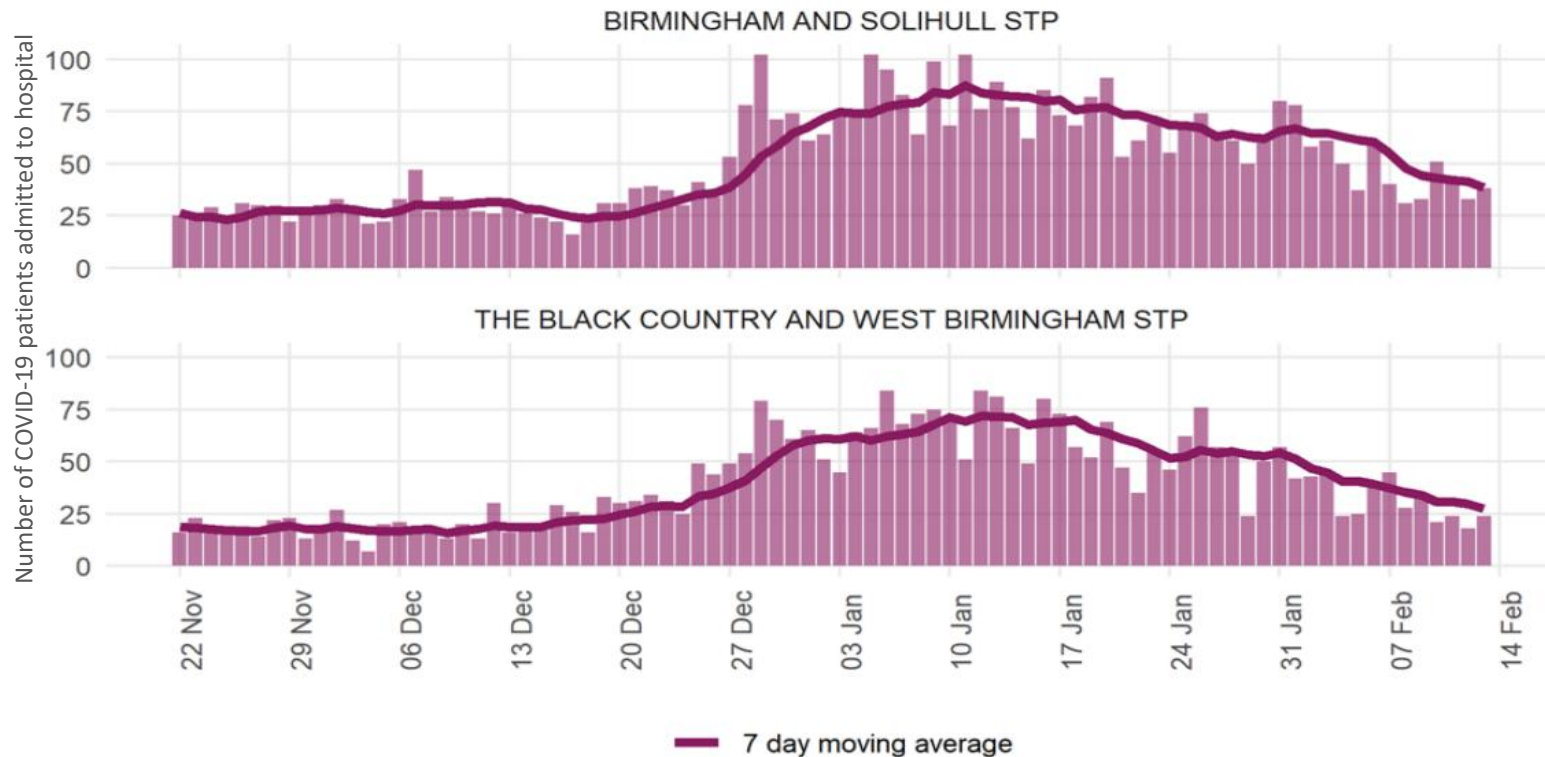
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COVID-19 Hospital Metrics Data

Hospital Trust	Daily admissions (7 day average) 10 th February 2022	Hospital in-patients 15 th February 2022	Patients on Mechanical Ventilation 15 th February 2022
University Hospitals Birmingham NHS Foundation Trust	34.7	284	12
Sandwell & West Birmingham Hospitals NHS Trust	6.3	83	2
Birmingham Community Healthcare NHS Foundation Trust	0.6	9	0
Birmingham Women's & Children's NHS Foundation Trust	2.9	5	0
Birmingham & Solihull Mental Health NHS Foundation Trust	0.1	9	0

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

Daily COVID-19 hospital admissions in Birmingham Sustainability & Transformation Partnerships (STPs), 22nd November 2021 to 13th February 2022



Source: UKHSA COVID-19 Local Authorities Report Store

Deaths



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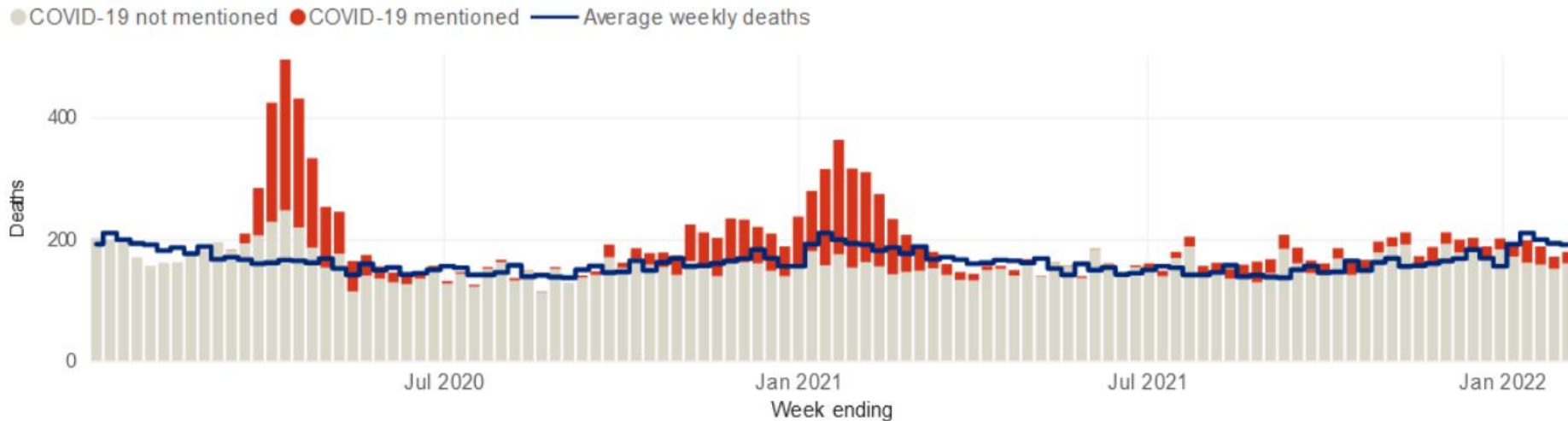
Death Data

The most recent death data, where death occurred within 28 days of a positive COVID-19 test, is for the week ending 20th February, which reported **9 deaths**, equivalent to a death rate of **0.4**/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 week ending 4th February, which reported **19 deaths** registered in Birmingham. Of these, 12 occurred in hospital, 4 in a care home, 2 at home, and 1 occurred elsewhere.

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

Excess Death: All Deaths up to 4th February 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 5 weeks, with non-covid deaths significantly contributing to causes of deaths.

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

Situations

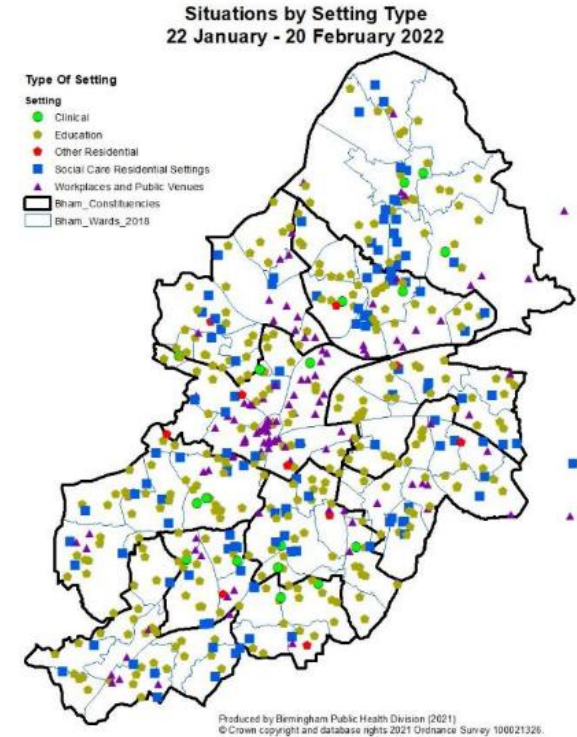
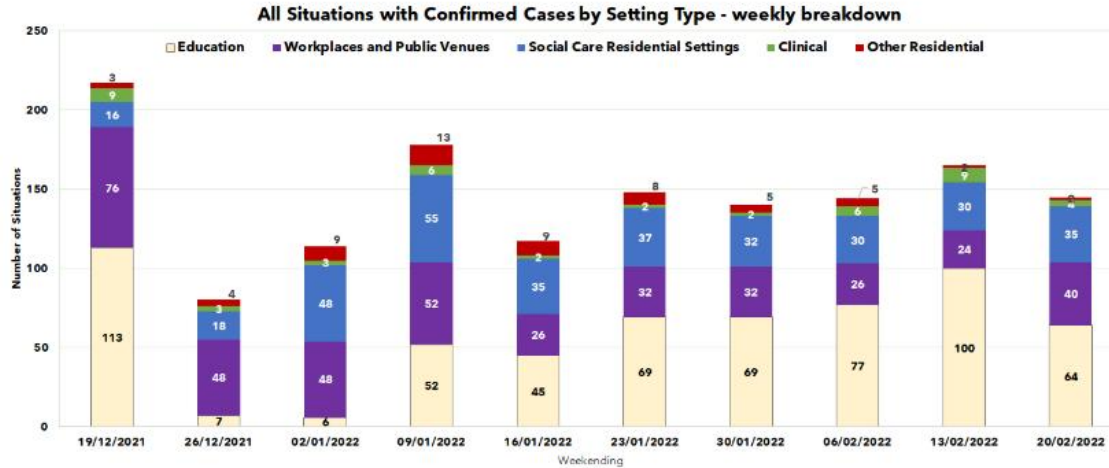


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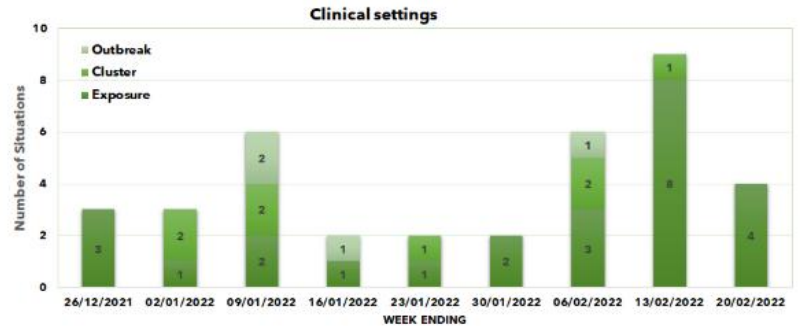
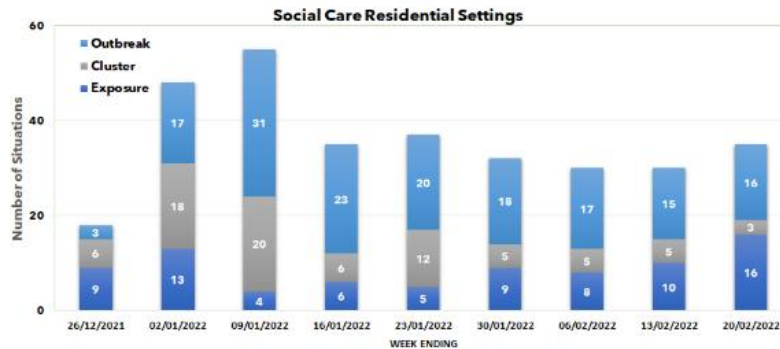
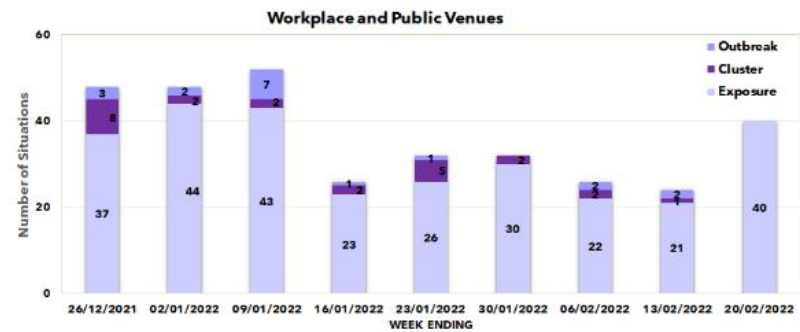
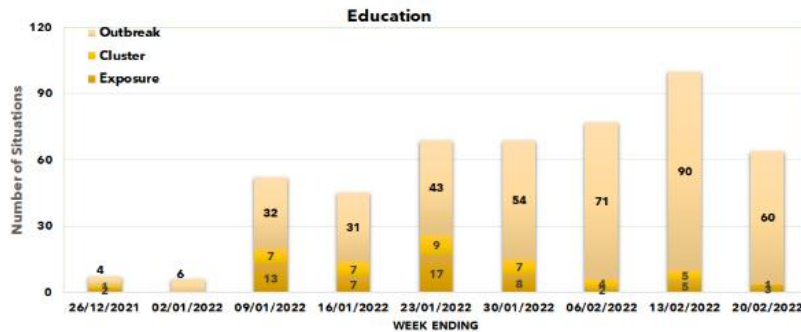
Confirmed Situations in Birmingham: Last Month & Last 7 days



- In the 7 days up to 20th February, situations decreased by 56% in Clinical settings, and 36% in Education settings, compared to the previous week.
- Compared to the previous week, in the 7 days up to 20th February, situations increased in Workplace & Public Venues increased by 67%, and Social Care Residential increased by 17%.
- Situations in Other Residential settings remained stable.

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 20th February 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

Common Exposure Events Reported by Cases Resident in Birmingham

12th December 2021 to 19th February 2022

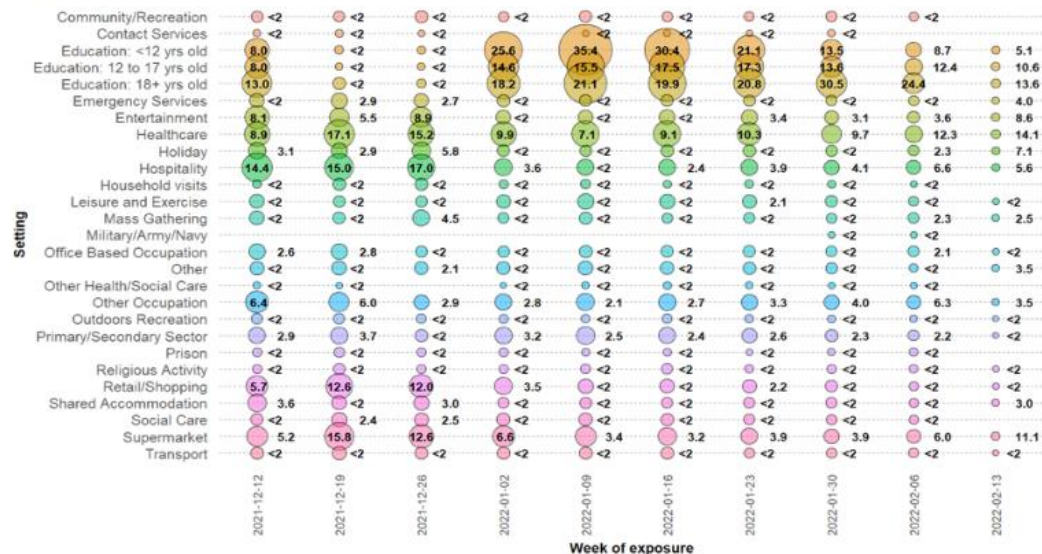
Number and proportion of cases reporting backward events that have common exposures by week of symptom onset

Produced 2022-02-20 with data up to prior day.

Number of cases reporting common exposures* (Proportion out of cases reporting backwards events)**	1251 (70.8)	4217 (72.2)	4646 (67.2)	3916 (65.4)	5439 (78.1)	6040 (79.8)	4352 (77.7)	2559 (74.1)	1651 (69.6)	715 (63.2)
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Number (size of circle) and proportion (number) of common exposure events by setting and by week of event

Produced 2022-02-20 with data up to prior day.



Reported in the 7-3 days before symptom onset, where at least 2 cases visit the same property 7-3 days before symptom onset and within 7 days of each other.

- Common Exposures were highest in **Healthcare** settings (14.1)
- Exposures were also **high** in **Education** settings, 13.6 in **18+** yrs, 10.6 in **12-17** yrs and 5.1 in **<12** yrs.
- Other significant settings were:-
 - Supermarket** (11.1)
 - Entertainment** (8.6)
 - Holiday** (7.1)
 - Hospitality** (5.6)
- Common exposures **are not** proof of transmission in a setting but provide evidence of where transmission **might** be taking place.

Source: UKHSA COVID-19 Local Authorities Report Store

Contact Tracing



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City Council

Contact Tracing Local Authority Partnership

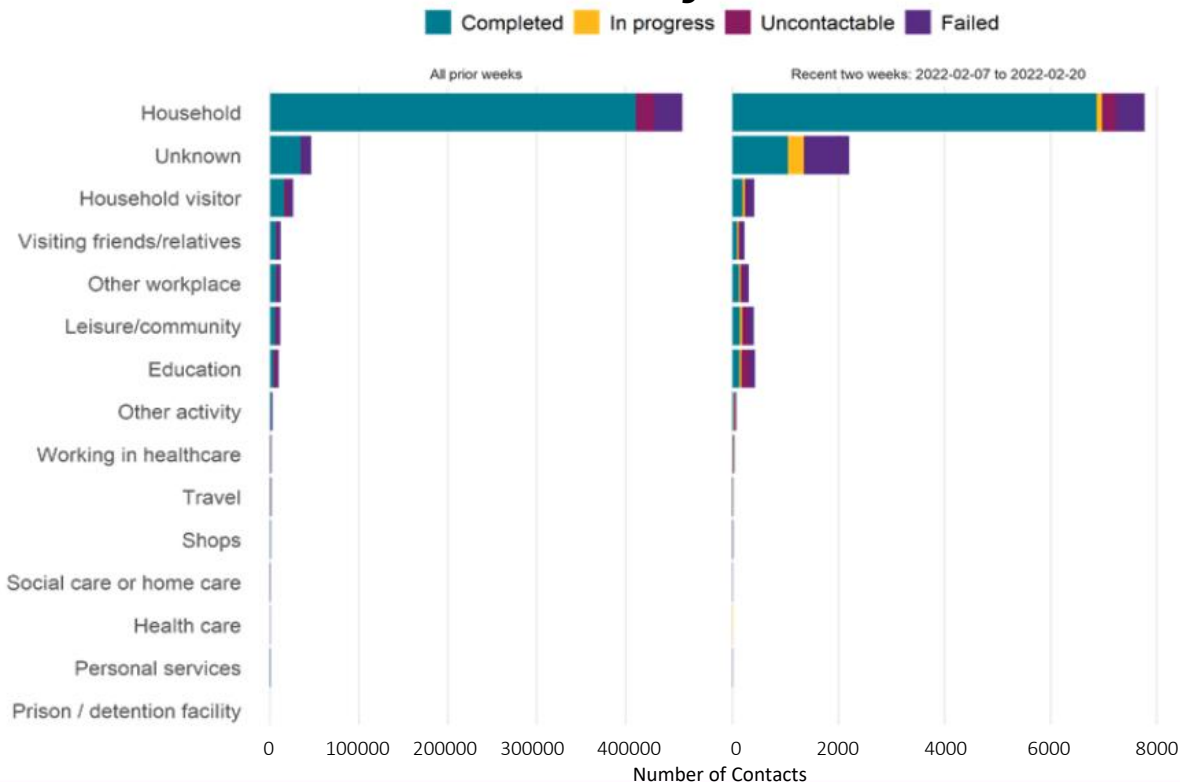
Service Highlights

- Contact Tracing Service now **covers all wards in the Local-8 model.**
- A team **providing face-to-face visits** is in place for positive cases that:
 - **cannot be reached by telephone** (2 attempts, including voicemail and texts). These are referred to Environmental Health for follow-up (approx. 6-12 cases/day at present)
 - **refuse to self-isolate.** These are referred to Environmental Health for follow-up visits (approx. 5 cases/day) and if necessary escalated to the Police, however the police are currently only dealing with the most severe of isolation breaches.
- The service also **provides support and welfare services to those who require food, financial or general support** during their isolation

Latest Updates

- **Case Tracing:** For the **previous 7 days we handled 1,395 cases** vs 1,025 in the previous week. Of those, 893 were complete giving us a completion rate of 64%. This is due to the move to full Local-8.
- **Welfare Support:** For the **previous 7 days we handled 276 support cases** vs 452 in the previous week. The reduction is due to a decrease in positive cases in Birmingham and moving to Local-8 means more citizen needs are met during the case tracing interview stage.
- This week we switched to a full Local-8 model for all wards.

Test & Trace Contacts by Exposure/Activity Setting & Current Outcome: 28th May 2020 to 20th February 2022



- Over the past 2 weeks the total number of contacts decreased by 30% to 11,750.
- The most common exposure /activity setting has been the **Household** (7,800).
- In the past two weeks, over 8,700 contacts were successfully completed, i.e. asked to self-isolate

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.

Source: UKHSA COVID-19 Local Authorities Report Store

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

Communications Update - Digital Engagement: January 2022



Communication Channels

Content

Plan A. Post festivity messaging including safe behaviours and testing while returning to home/educational settings/work. Amplifying vaccination drive across all cohorts- evergreen offer. Myth-busting, and details of walk-in centres across Birmingham (grab a jab), JabCab (22 request). Testing - LFD directed towards online and 119 ordering. Safe behaviour, changes due to Plan A, face covering, COVID-19 App, travel especially around events and celebrations, Omicron variant update as it develops. COVID-19 perception survey.

Audiences

- Key stakeholders across the city inc. residents, in education settings, businesses, champions, faith and BAME groups.

Channels

- Online and Community Q&As, Radio, Podcasts & TV (with Dr Justin Varney and our Public Health Consultant)
- 1x interviews on BBC Midlands Today on 5.1.22, focusing on Vaccination and Testing in Birmingham.

Emails & Newsletters

- Birmingham City Council internal communications newsletter to introduce plan A changes (12k staff)
- COVID-19 Champions (824 Birmingham Community Champions and 96 Youth Champions)
- Commissioned Partners (21 Commissioned partners with far reaching audiences across Birmingham)
- Update for high streets and businesses (12 BIDs which represent 4,447 businesses and other business groups approx. 500 businesses).

Verbal

- Updating key partners, groups and community champions on Plan A and its implications.

Communications Update - Digital Engagement: January 2022



Social Media – Healthy Brum



Instagram

Reach – 5.5k

Impressions – 6k

Facebook

Post reach – 16k

Engagement – 83

Twitter

Post engagements – 300

Post traffic (clicks) – 3.2k

Key take-outs: best performing posts were Birmingham centric rather than gov or BSOL content and content that explained isolation, testing guidance.

Website

Over 500,000 visits to COVID-19 pages

Website Updates:

- Continued updates of COVID-19 content
- Creating the "Resources Asset Hub" - a central location to share COVI-19 assets with all stakeholders – due live early 2022.

Partner Website Updates

- Latest vaccination walk-ins: <https://www.birminghamandsolihullcovidvaccine.nhs.uk/walk-in/>
- Latest rapid LFD test pick-up sites: [LFD collection sites | Lateral Flow Device \(LFD\) Information | Birmingham City Council](#)
- Available communications shared: <https://www.birminghamandsolihullccg.nhs.uk/get-involved/campaigns-and-toolkits>

Social Media

Key messages COVID-19

- Plan A guidance
- Testing explained
- Isolation explained
- Questions from our Bham communities
- Returning from festivity break safe behaviour.
- Pregnancy - vaccination
- Fraud – testing, passes, vaccinations
- Business support – plan A changes
- Myth-busting
- NHS COVID-19 App – close contact
- Covid-19 vaccine survey

Wider Public Health Topics

- International day of women and girls
- Blue Monday



**A BOLDER
HEALTHIER
BIRMINGHAM**



Communications Update - Digital Engagement: January 2022



Best Performing Social Content

1.



2.



For 2 weeks from tomorrow, we are offering an Assisted Testing Site for the general public who require a LFT for daily contact testing from the Maypole Youth Centre, Edmiston Croft, B14 5NJ.

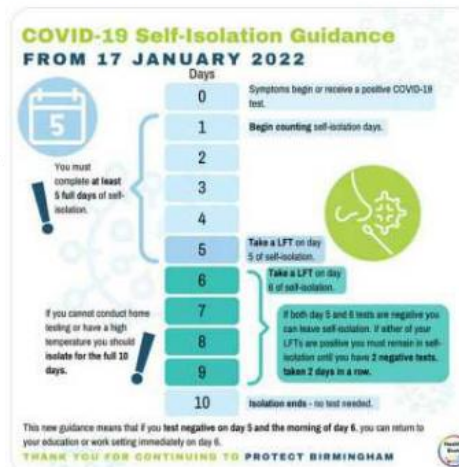
🕒 Opening hours 🕒
Mon to Fri 9am to 5pm
Sat 8:30am to 4pm
Sun 10am to 4pm

4:02 PM · Jan 7, 2022 · Hootsuite Inc.

||| View Tweet activity

9 Retweets 6 Likes

3.



4.



Communication Updates - Digital Engagement: January 2022



A selection of the content we have published

Plan A

From Thursday 27 January:

There is no longer a legal requirement to wear your face covering in any setting

Venues and events are no longer required by law to check your NHS COVID-19 Pass. However the pass can be used on a voluntary basis



0:18 / 0:24



From 27 January, there is no longer a legal requirement to wear face coverings. Choosing to wear a **face covering** in crowded and enclosed spaces can help to stop the spread of COVID-19.



From 27 January, there will no longer be a legal requirement to present your **COVID PASS** for nightclubs or large scale events. Some venues may still choose to run the COVID PASS voluntarily and request it.

Other Messages

If you're seeing loved ones this evening to blow away the Monday blues after the festive period, make sure to blow away the virus too, open the windows to keep the room ventilated.



Make it your New Year resolution to get your 1st, 2nd or booster #COVID19 vaccine. Getting fully vaccinated reduces serious illness by up to 80%.

If you need support reaching your nearest vaccination site use a FREE BirminghamJobCab. Find out more at birmingham.gov.uk/birminghamjobcab

The vaccine is proven to reduce your chance of catching all strains of the virus.

Whichever job you're eligible for: 1st, 2nd or booster, you can book or walk-in now

Search Birmingham and Solihull COVID vaccination to find out more



Vaccination

COVID-19 VACCINATION SURVEY

Tell us your thoughts



GET BOOSTED NOW

BIRMINGHAM

NECHELLS PHARMACY (EL ABBAS ISLAMIC CENTRE)
LAUREL ROAD COMMUNITY SPORTS CENTRE (HANDSWORTH)

[NHS.UK/COVIDVACCINATION](https://nhs.uk/covidvaccination)

A BOLDER
HEALTHIER
BIRMINGHAM



PROUD
HOST
CITY



Communication Updates - Digital Engagement: January 2022



A selection of the content we have published

Safe Behaviours + Testing

Assisted LFD Testing Site
Monday to Saturday 8am - 6pm
Sunday 10am - 4pm
16 December 2021 - 24 December 2021
Maypole Youth Centre
Idmiston, Maypole,
Birmingham B14 5BD

COVID-19 Self-Isolation Guidance
FROM 17 JANUARY 2022

Days

0 Symptoms begin or receive a positive COVID-19 test. Begin counting self-isolation days.

1

2

3

4

5 Take a LFT on day 5 of self-isolation.

6 Take a LFT on day 6 of self-isolation.

7 If both day 5 and 6 tests are negative you can leave self-isolation. If either of your LFTs are positive you must remain in self-isolation until you have 2 negative tests, taken 2 days in a row.

8

9

10

Isolation ends - you test negative.

This new guidance means that if you test negative on day 5 and the morning of day 6, you can return to your education or work setting immediately on day 6.

THANK YOU FOR CONTINUING TO PROTECT BIRMINGHAM

Pregnancy

COVID-19 vaccination and pregnancy
The COVID-19 vaccine is safe and effective for pregnant women. If you haven't already, don't delay – book in for your COVID-19 jab.

Don't wait until baby arrives. Get vaccinated or boosted now.
nhs.uk/covidbooster

I'm pregnant am I at more risk from the omicron variant?
If you are pregnant, you have been prioritised for vaccination against all known variants of COVID-19. All existing COVID-19 variants could make you and your baby significantly ill and even increase your risk of death.

Data shows that 1 in 5 critically ill people in hospital with COVID-19 are pregnant and unvaccinated. You can get the vaccine as soon as possible, when it's convenient for you. Please talk to your midwife as vaccination is strongly protective against severe disease.

Wendy Olayiwola, BEM, RN, RM,
National Maternity Lead for Equality

Education Settings

After this weekend, if your child is in secondary school or college they must take a lateral flow test before returning to school. Let's keep COVID-19 out of the classroom.

Please report the result here ow.ly/INSA5OHqRsRG

Help to keep everyone safe.
Take a rapid Covid-19 test before you go back to university.
And get boosted, if you haven't already.
nhs.uk/get-tested

Can you head back, make sure Covid-19 doesn't
Take a rapid Covid-19 test before you return to study if you haven't already.
Get boosted.
Get-tested

Community and Partnership Engagement

Content Shared

Key Messages

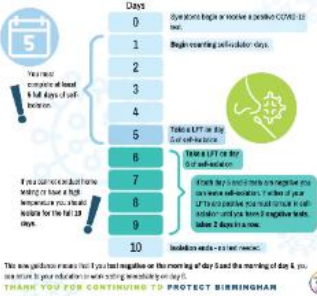
- Content shared this month has had a focus on the following messages:
- Relaxation of Plan B (move to Plan A)
 - Explanations of the current guidance
 - Produced in response to many stakeholders being confused about testing/self-isolation
 - Wellbeing and COVID-19
 - Promotion of BirminghamJabCab
 - Continuing to stay safe during COVID-19

We began sharing resources via a toolkit to increase engagement with resources.

COVID-19 Close Contact Guidance JANUARY 2022



COVID-19 Self-Isolation Guidance FROM 17 JANUARY 2022



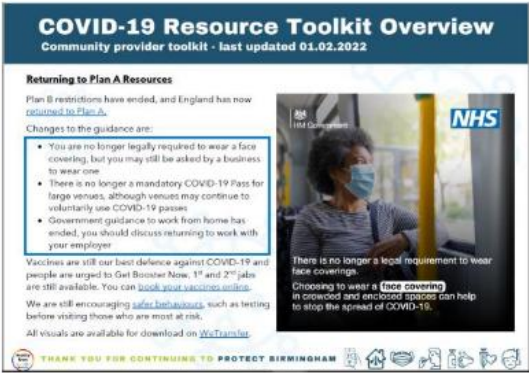
Community and Partnership engagement

Plan A

On 19th January Boris Johnson announced that Plan B will be relaxed and **guidance will fully return to Plan A from 27th January 2022.**

In response, assets have been produced by both central government and Birmingham City Council to help providers inform their communities of the changes to COVID-19 guidance and rules.

Plan A Assets Shared



Community and Partnership Engagement

Feedback and Future Planning

Pregnancy Resources

Shared pregnancy assets with community providers and received key feedback:

“[Resources] do not necessarily give reassurance”



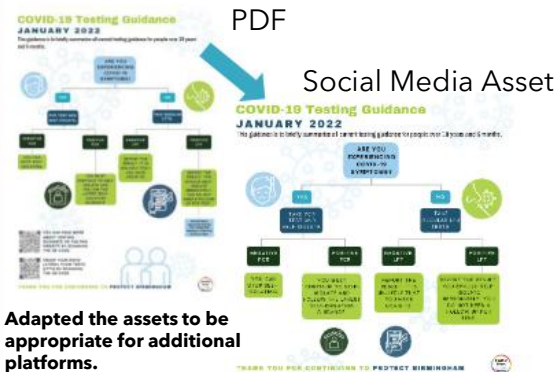
Also received feedback that many of those who are pregnant tend to be less concerned about themselves and more with the baby.

Plan: create original resources with a positive tone surrounding pregnancy and COVID-19 vaccine

Resource Feedback & Future Planning

Received positive feedback from providers on flow diagrams produced to help understand current COVID-19 guidance:

“I wondered if you had the guidance PDF in a social media asset? or a video? only I think that would be a really useful document to put on social media for young people.”



As engagement with these assets was much higher than usual we plan to use similar styles and answer similar questions i.e. “how long do I have to wait before getting a vaccine after having COVID-19?”

Also **shifting focus to living with COVID** (long-COVID, mental health and wellbeing etc)



COVID Champions Programme

Birmingham Covid-19 Champions
~ January 2022

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

Coverage of champions across all 69 wards

824 Community Champions (adult), 96 Youth and 20 Business Champions

Key themes discussed:

Concerns about Plan A, access to GP appointments and COVID apathy

Want to become a COVID champion?

Find out more [here](#)

Engagement

- Engagement via fortnightly webinars and newsletters
- Working with Adult Social Care to run x3 Carer webinars around vaccination education
- Making contact with new parts of the community (Eastern Orthodox Community)
- Good representation of people from different faiths and backgrounds

Reflection

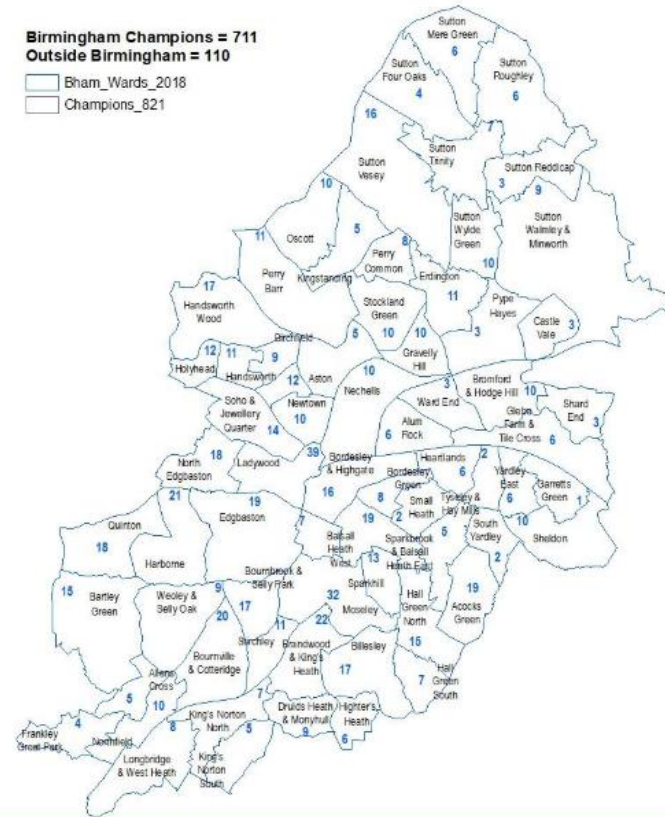
- Analysis of output of engagement activity to produce tailored social media posts
- Reflect on a [champion story on the Healthy Brum Youtube](#)
- Celebration of Champions Programme with Dr Varney

Future

- Exploring ways to incentivise champions!

Birmingham Champions = 711
Outside Birmingham = 110

□ Bham_Wards_2018
□ Champions_821



Upcoming Projects

Evaluation of Champions Programme

Stakeholders and champions involved with National Institute for Health Research (NIHR), Public Health Intervention Responsive Studies Teams (PHIRST) to support evaluation



Vaccination Uptake

Department for Levelling-up Housing and Communities have committed money to improving vaccine uptake

Potentially working with UKHSA to improve vaccine uptake

Vaccine engagement



Addressing Vaccine Inequalities

- Next steps on Housing Dept engagement following B8/Alum Rock project
- Preparation of in-depth vaccination engagement proposal via commissioned providers
- Development of Living with COVID Strategy
- Reconvening of West Birmingham Hesitancy Group
- Vaccine inequalities workshop
- Liaison with BSOL Oversight Group regarding engagement activities across the board

Further Work in Development



Representation

- Continue to working partnership and strengthening of 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.





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

