

Birmingham

Local Outbreak Engagement Board

Covid-19 Overview

Data from 01/06/2020 – 18/01/2021

Birmingham Public Health Division
20/01/2021



Coronavirus in Birmingham

Total deaths

(Data up to 16 Jan)

1,846

Latest daily figure

13

new deaths

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Total cases

(Data up to 16 Jan)

75,909

Latest daily average figure

1127

new cases

60-day trend

(based on seven-day averages).



Source: coronavirus.data.gov.uk

Hospital admissions

(Data up to 16 Jan)

12,635

Latest daily figure

162

new admissions

60-day trend

(based on seven-day averages).



Source: NHS COVID-19 Situation Operational Dashboard

Over 60's cases

(Data up to 16 Jan)

11,701

Latest daily figure

105

60+ new cases

60-day trend

(based on seven-day averages).



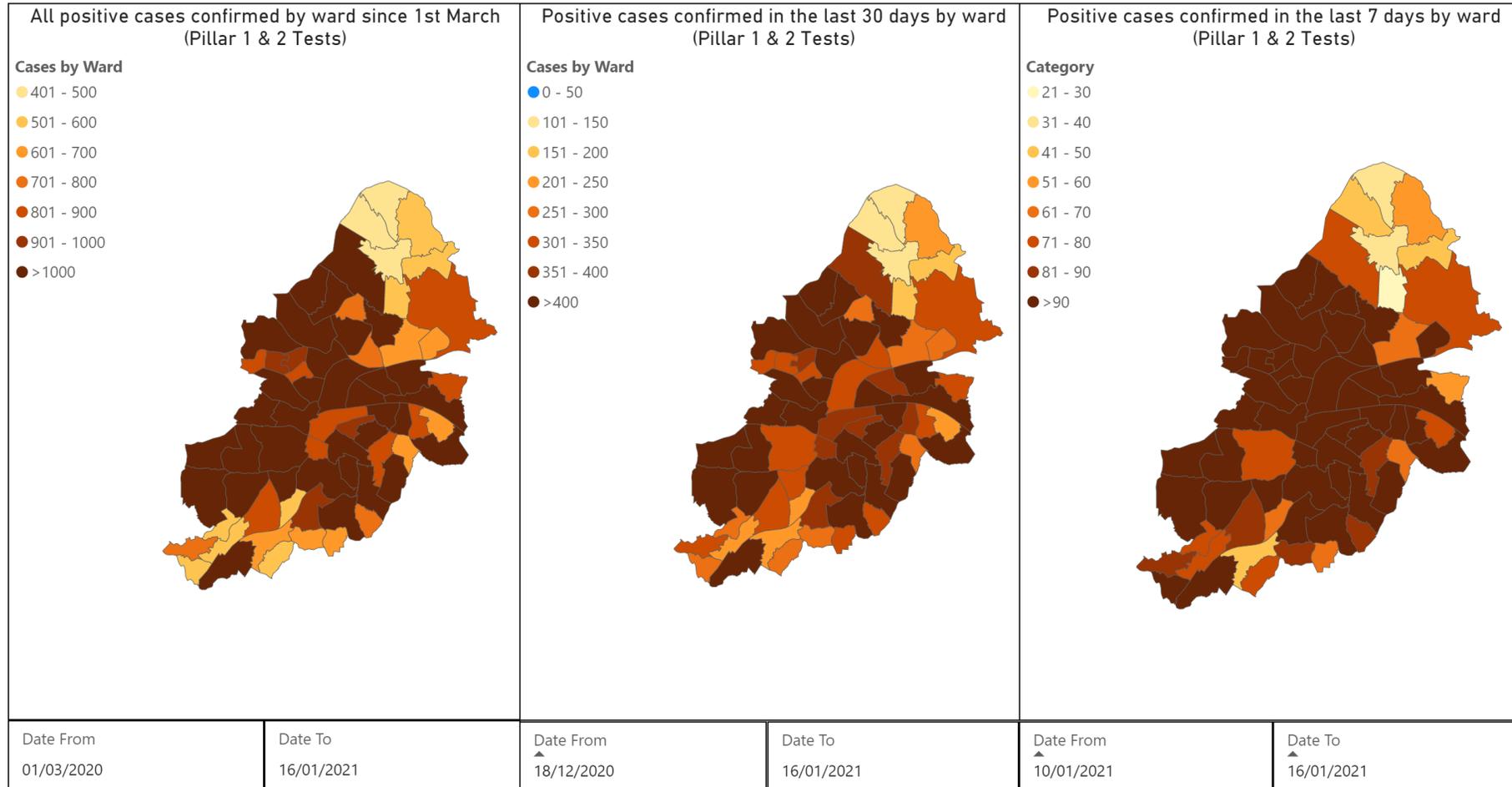
Source: PHE

Testing & Cases Summary

■ Total cases up to 18 th January <small>(by published date – most recent available data; incomplete)</small>	75,963 cases	
• Increase since 11 th January of 8,341 cases (12.3% increase)		
■ 7 Day Pillar 2 PCR testing rate at 16 th January	3,133/100K	
• Rate of testing on 9 th January	3,294/100K	
• Ranked 10 th highest in the region		
■ 7 Day lateral flow testing rate at 16 th January	1,447/100K	
• Ranked 13 th highest in the region		
■ % of Pillar 2 positive PCR tests at 16 th January	21.9%	
• Rate on 9 th January	23.5%	
■ % of positive lateral flow tests at 16 th January	1.4%	
■ 7 Day Rolling Case Rate to 16 th January (pillar 1 & 2)	691.1/100K	
• Rate on 9 th January	785.6/100K	
• Ranked 4 th in the West Midlands region, with Sandwell ranked 1 st (916/100K)		

Cases by ward (total, last month & last week)

Confirmed Cases by Ward for Pillar 1 & 2 Tests



All Cases

Last Month

Last Week

Note: Cases for the week 10th to 16th January are likely to be an under-estimate due to time-lags in reporting

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Top Ten Case Rates by Ward

Ward	Total		Prior week (2021-01-01 to 2021-01-07)		Most recent week (2021-01-08 to 2021-01-14)		Change between last two weeks	
	Case	Rate	Case	Rate	Case	Rate	Absolute difference	Change
Lozells	1049	10717.2	111	1134.0	129	1317.9	183.9	=
Sparkbrook & Balsall Heath East	2314	8956.5	290	1122.5	306	1184.4	61.9	=
Small Heath	1797	8624.1	225	1079.8	224	1075.0	-4.8	=
Castle Vale	702	7200.0	103	1056.4	103	1056.4	0.0	=
Acocks Green	1859	7677.4	260	1073.8	253	1044.9	-28.9	=
Sparkhill	1997	9224.0	266	1228.6	226	1043.9	-184.7	=
Aston	1951	8150.2	171	714.3	249	1040.2	325.9	Increase
Hall Green South	790	7675.1	82	796.7	106	1029.8	233.1	=
Hall Green North	1984	8704.4	284	1246.0	226	991.5	-254.5	Decrease
Birchfield	991	7940.1	100	801.2	121	969.5	168.3	=

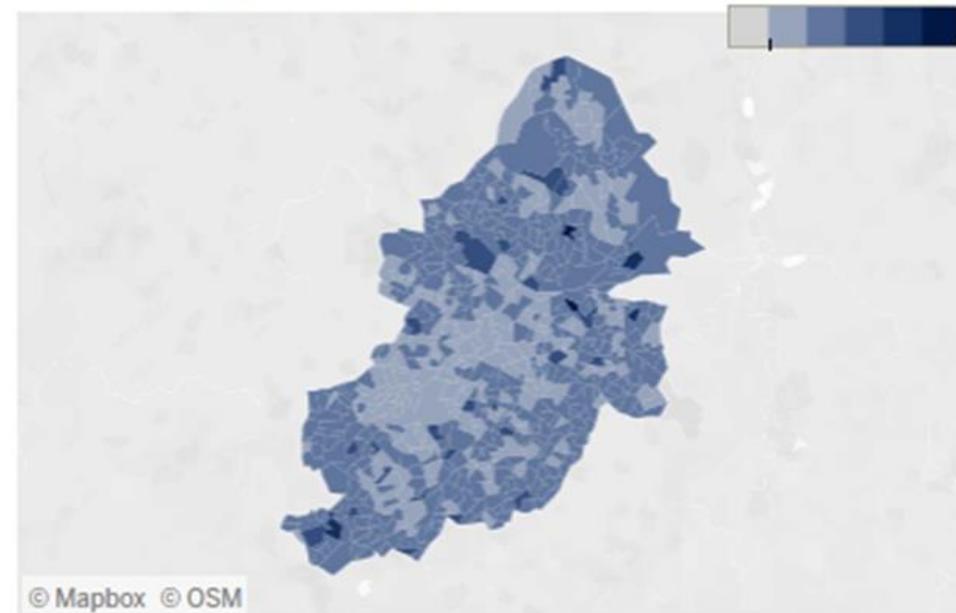
5 wards have shown a significant increase in case rates between the most recent week and the prior week., these are Aston (714 to 1,040), Sheldon (650 to 857), Holyhead (610 to 843), Stockland Green (639 to 816) and Kingstanding (596 to 772). However, 13 wards showed a statistically significant decrease.

Pillar 2 testing by LSOA (PCR tests only, 7 days up to Jan 16th)

7-day rate of positive Pillar 2 tests LSOA
(per 100K population) Range 0.0 to 3,238.9

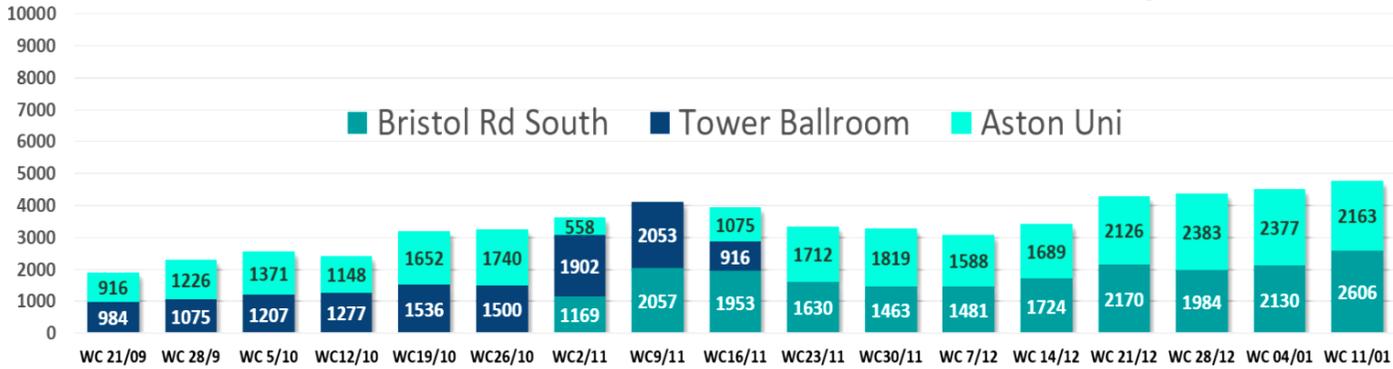


7-day rate of total Pillar 2 tests LSOA
(per 100K population) Range 0.8K to 12.4K

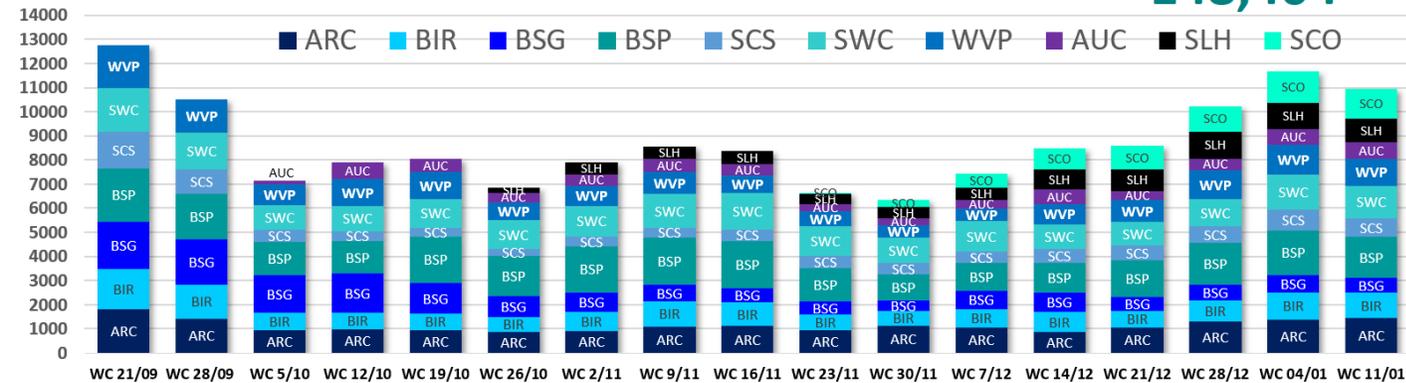


PCR Testing by Test Site Location

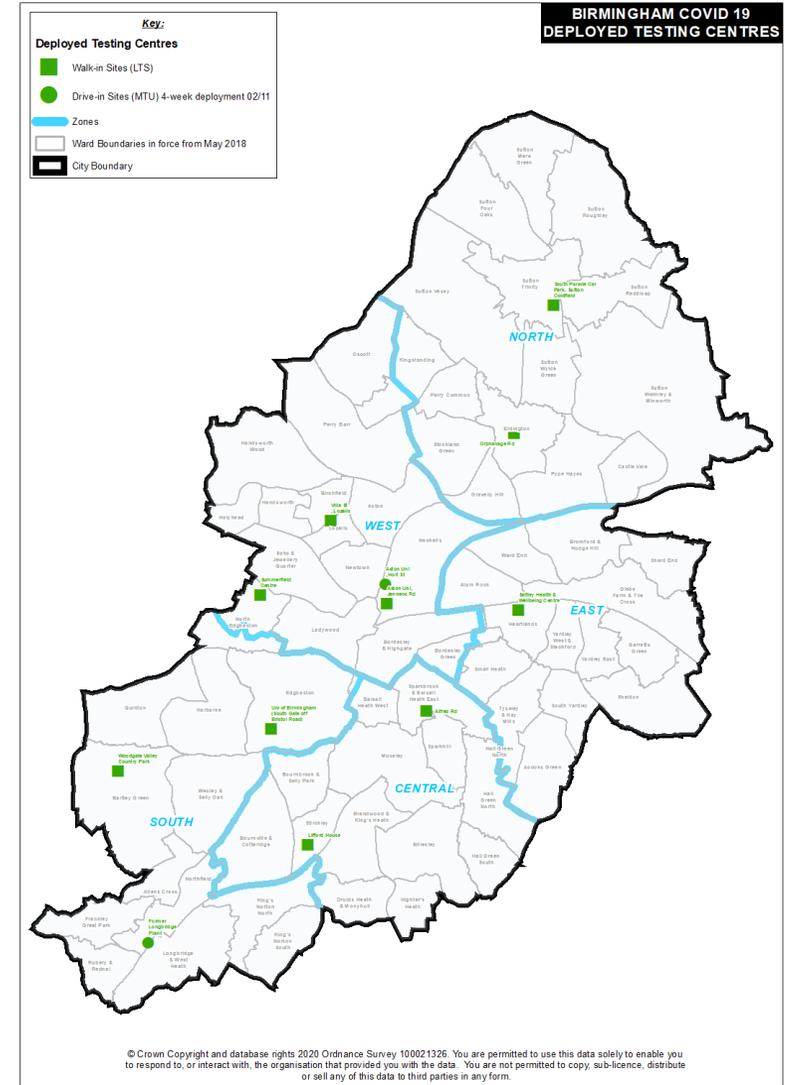
MTU Symptomatic Drive-in Testing Sites **58,360** (WC 21/09 - WC 11/01)



LTS Symptomatic Walk-In Testing Sites **148,404** (WC 21/09 - WC 11/01)



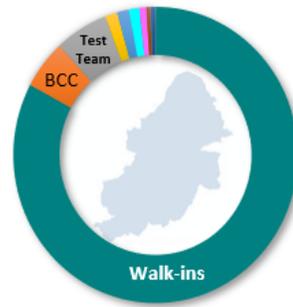
Alfred Park ARC Villa St Lozells BIR Sutton C'Field BSP Uni of B'ham South Gate BSG Erdington SCO
 Woodgate Park WVP Lifford House SLH Saltley Centre SWC Summerfield Park SCS Aston Uni AUC



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Lateral Flow Testing by Test Site Location

NIA Bookings & Test Data by Week & Rolling Total					NIA LF Tests by Population (Data from 10/12)		
Data from 07/12	Bookings	LF Test	PCR Test	Covid+ve	Population	Rolling Total	%
Rolling Totals	561	8089	266	119		8612	
wc 07/12	162	186	2	2	Walk-ins	7172	83%
wc 14/12	134	698	23	7	BCC	465	5%
wc 21/12	109	2798	66	33	Test Team	523	6%
wc 28/12	26	685	21	13	Blue Light	120	1%
wc 04/01	66	1438	72	24	Other	116	1%
wc 11/01	52	1907	71	32	Children's Trust	105	1%
wc 18/01	12	377	11	8	Railway	67	1%
wc 25/02	0	0	0	0	Arena	34	0%
					ACM Music Acad.	9	0%
					Military	1	0%
					Symptoms*Not Tested	46	
					Test Result VOID	31	



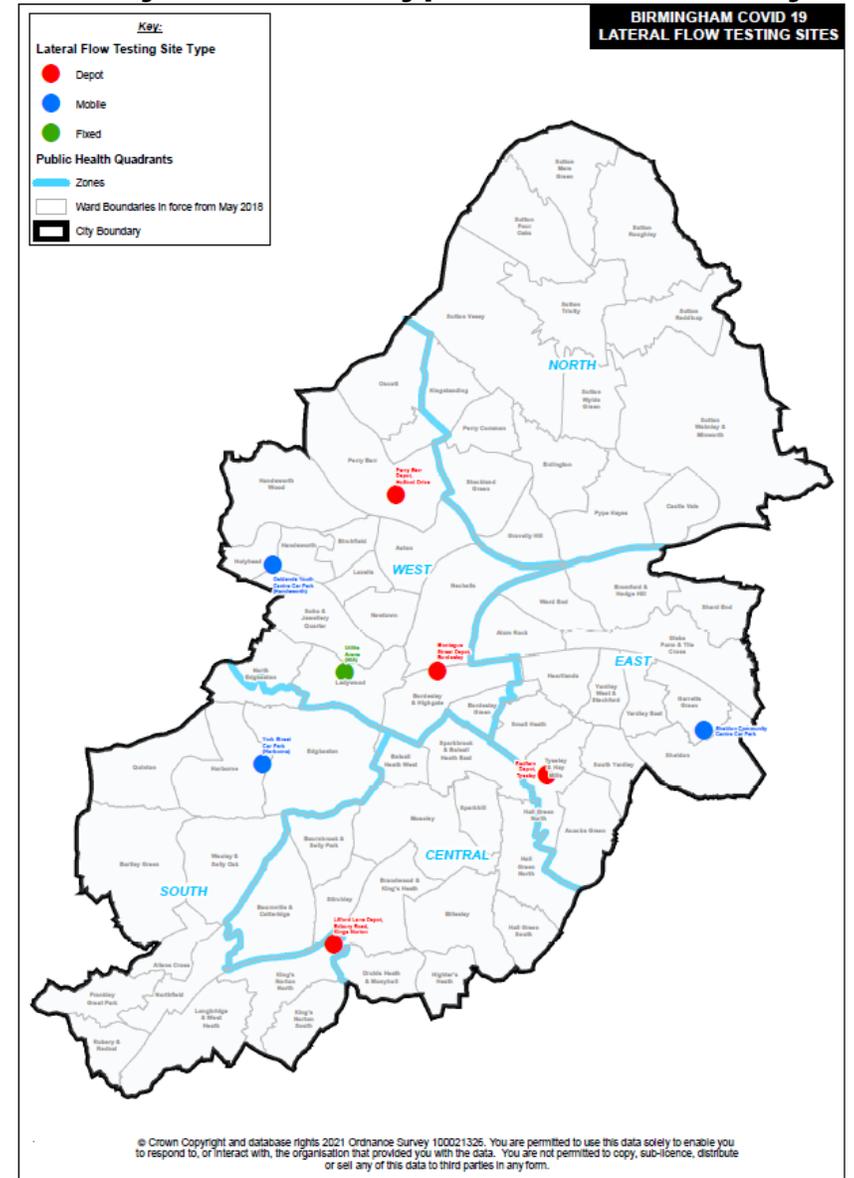
^Excluding Test Team

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The three mobile units relocated in the w/c 20/01 to:

- Arcadian Centre (Birmingham Southside, B5 4BJ)
- Maypole Youth Centre, B14 5BD
- Castle Vale Stadium, B35 7LQ

LF Testing by Rolling Total			
Data from 29/12 ↓	LF Test	PCR Test	Covid+ve
MOBILE - York St Harborne	1482	0	25
MOBILE - Sheldon Comm'ty Ctr	1949	0	61
MOBILE - Oaklands Ctr Handsworth	546	0	13
MOBILE - Birchfield Library	168	0	6
Total Mobile >	4145	0	105
Data from 22/12 ↓			
Lifford Depot Kings Norton	124	0	0
Redfern Depot Tysley	79	0	0
Perry Barr Depot	92	0	0
Montague St Depot Bordesley	257	0	1
Total Depot >	552	0	1



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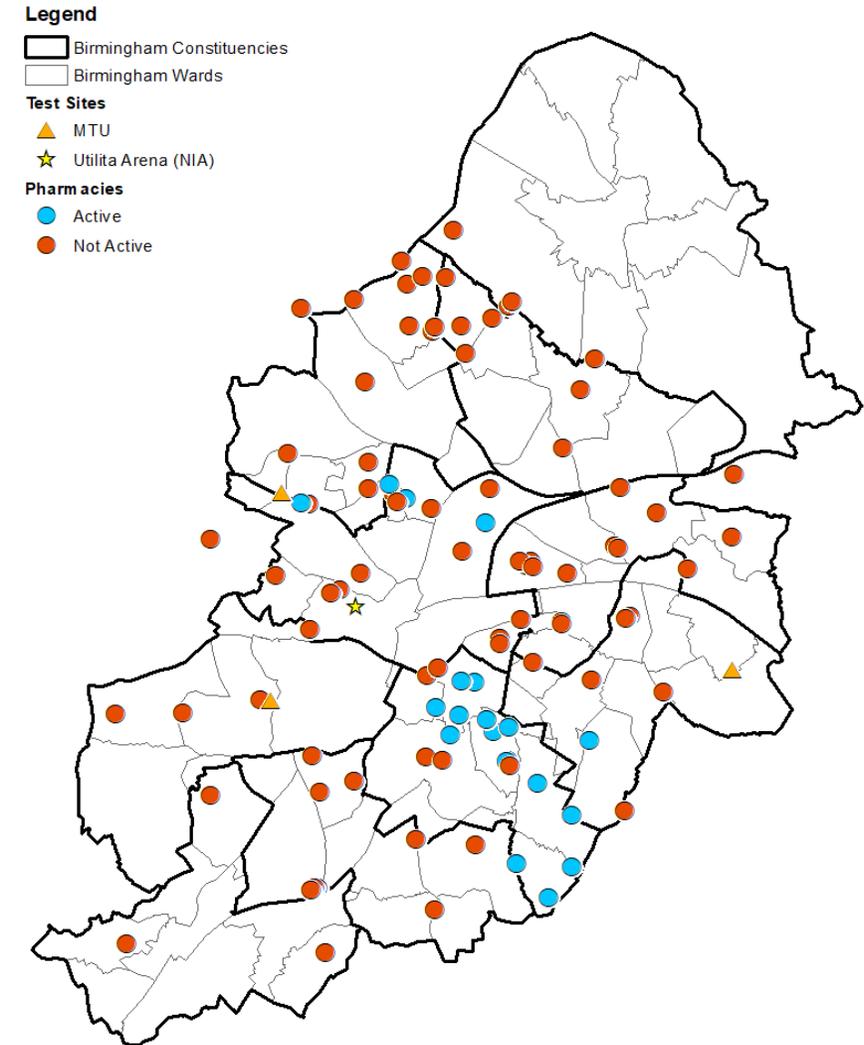
Lateral Flow Testing in Community Pharmacies

- Lateral flow testing is now offered through community pharmacies in Birmingham through booked appointments.
- Tests have already been completed in a number of pharmacies and the programme will be rolled out to more pharmacies in the coming weeks.

- Sutton Coldfield is underserved currently and we are working with the Local Pharmacy Committee to improve participation in the area.

Date	Count	Void	Negative	Positive
Totals	483	0	469	14
5th Jan	1	0	1	0
6th Jan	8	0	7	1
7th Jan	22	0	21	1
8th Jan	25	0	24	1
9th Jan	29	0	27	2
10th Jan	0			
11th Jan	57	0	52	5
12th Jan	57	0	56	1
13th Jan	69	0	69	0
14th Jan	67	0	65	2
15th Jan	102	0	102	0
16th Jan	36	0	35	1
17th Jan	10	0	10	0

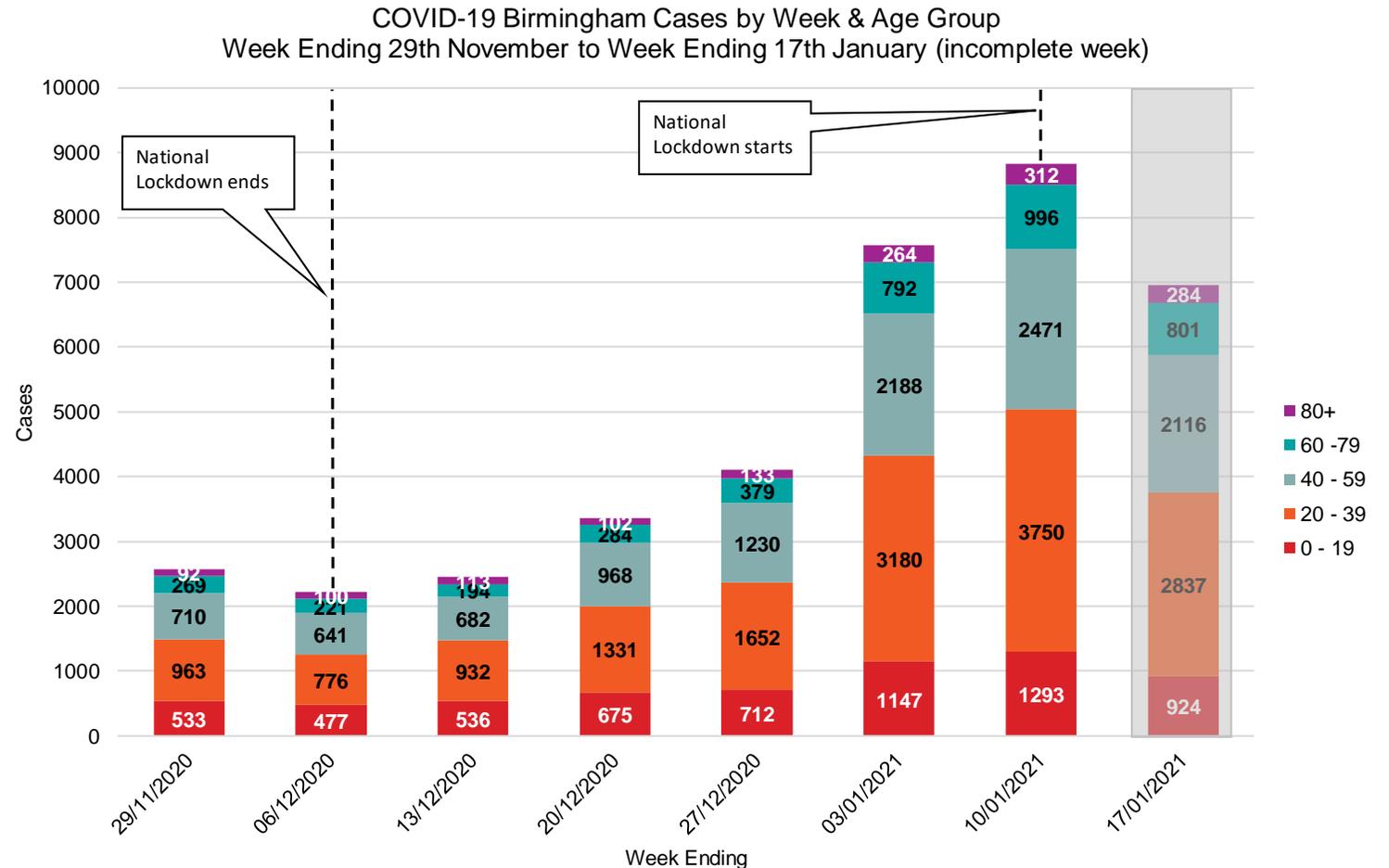
Birmingham Lateral Flow Device (LFD) Test Locations
19th January 2021



Source: Central Health Solutions produced 19th January 2021.
Produced by Birmingham Public Health Division (2021).
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Cases by Week and Age Group

- The rapid growth in cases that has been seen across all age groups appears to have slowed but there are high numbers of cases in all age groups.
- The 20 – 39 age group accounts for the highest number of cases followed by the 40 – 59 age group



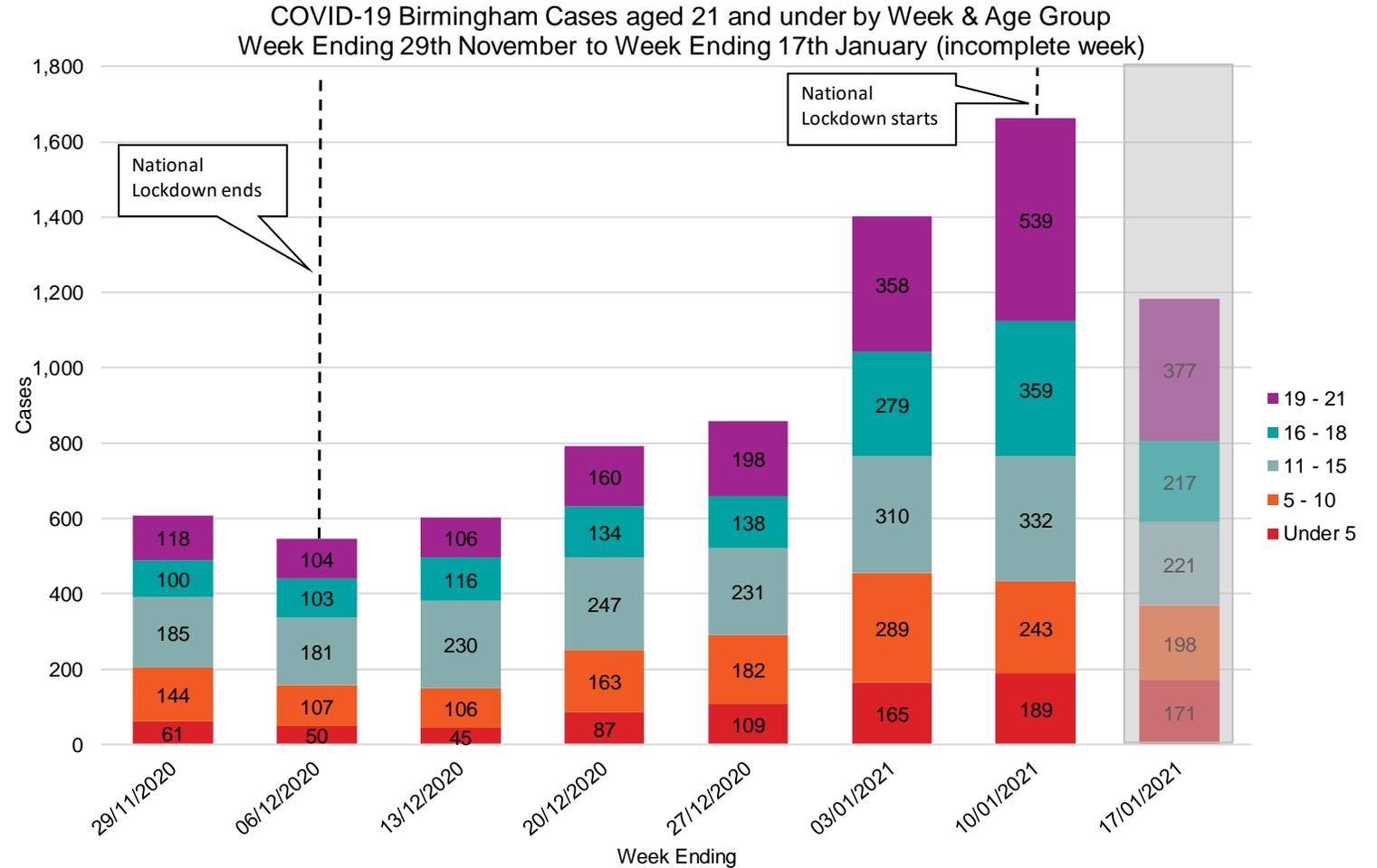
Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 11th to 17th January are likely to be an under-estimate due to time-lags in reporting

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Cases in Children & Young Adults

- Cases have increased for children and young adults in recent weeks but the growth has been more pronounced amongst teenagers and young adults.
- As with the general population the growth in cases appears to be slowing



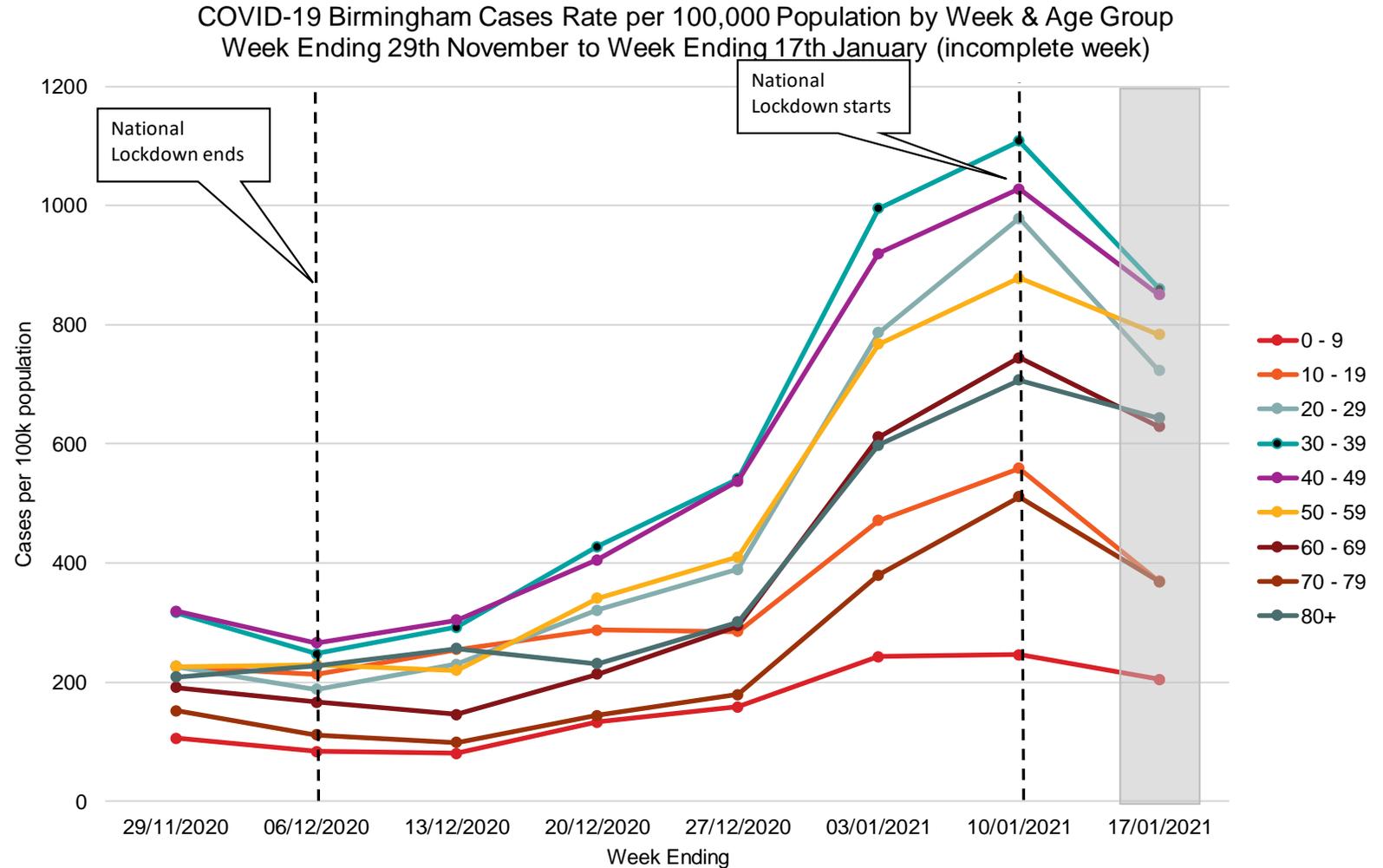
Data Source: PHE COVID-19 Situational Awareness Explorer

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Case rates by age

- Positive case rates have risen sharply in all age groups since the 13th of December 2020 but that growth appears to be slowing
- Growth in case rates has been highest amongst working age population and lowest in the 0 – 9 age group



Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 11th to 17th January are likely to be an under-estimate due to time-lags in reporting

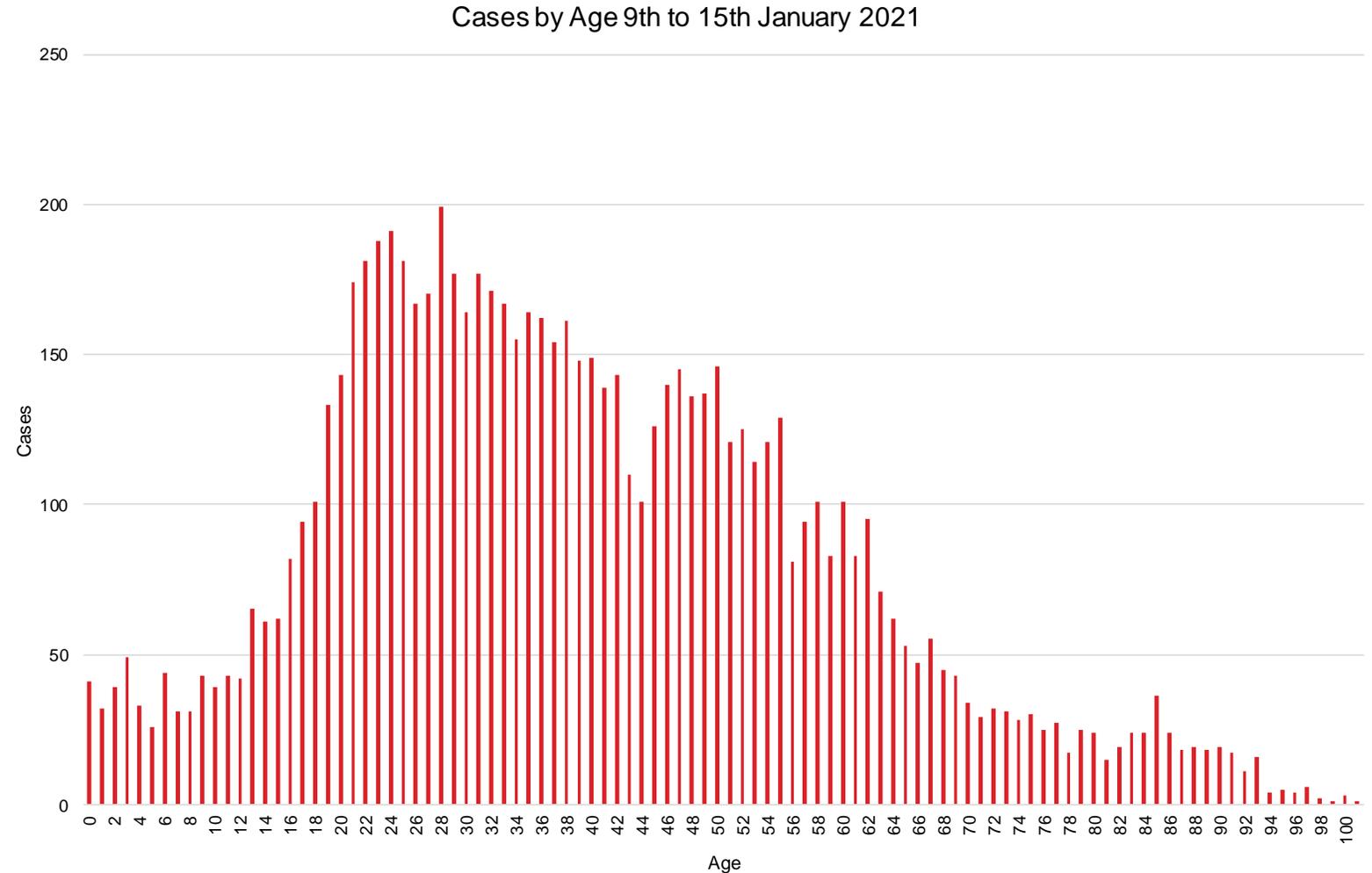
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Cases by single year of age in the last week

This chart shows the number of cases by age from 9th to 15th January 2021.

Number of cases increases through the teenage years, peak in the 20 to 30 age group, and declines thereafter.

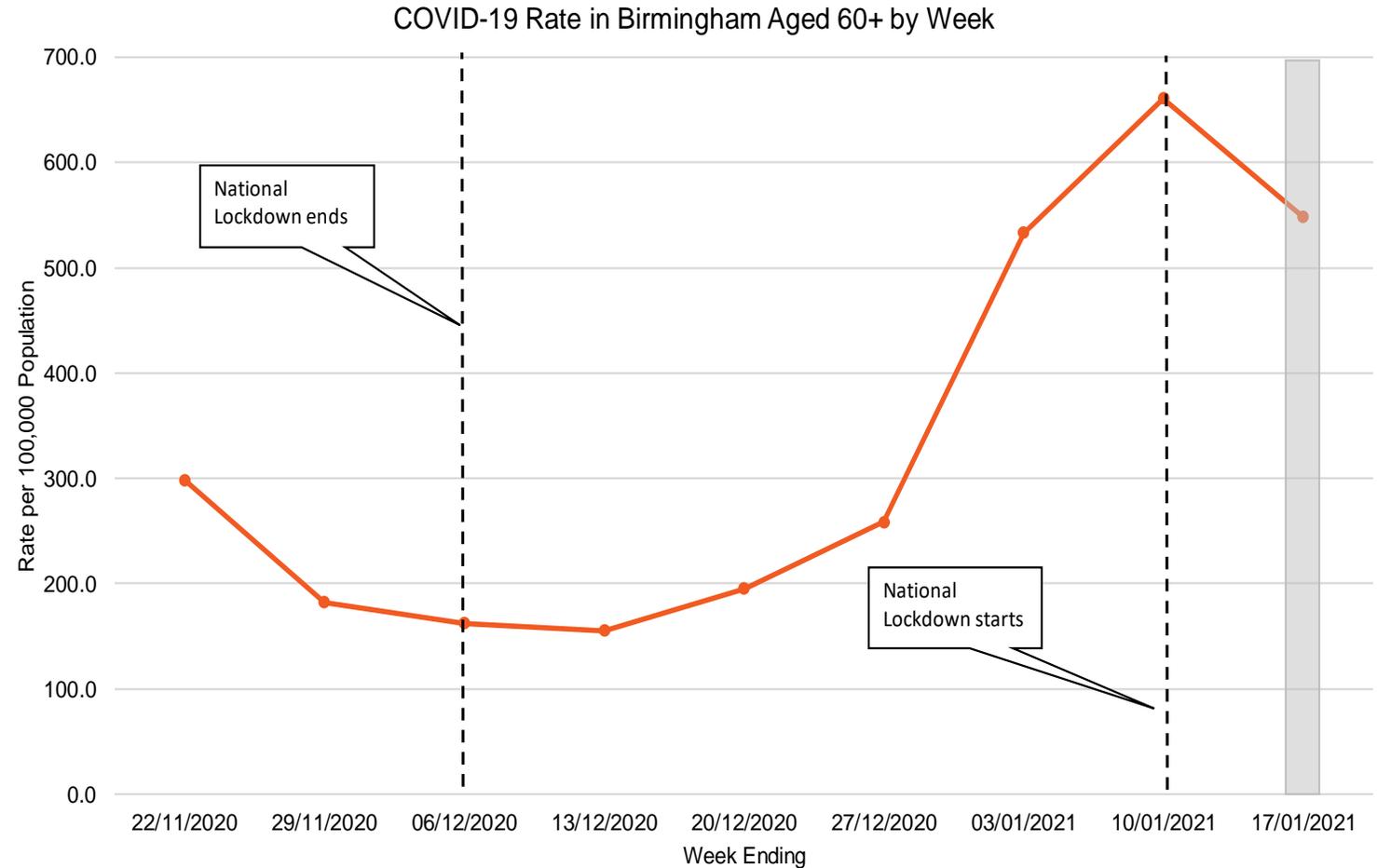
N.B. cases in the 0 year age group are being investigated to see if this is due to reporting error.



Data Source: PHE COVID-19 Situational Awareness Explorer

Case rate in 60+ population

- The case rate has risen since the second week of December 2020, with a steep rise at end of Dec/start of Jan but appears to have eased in the past week.
- Figures for the past week may yet rise due to delayed test results.
- High numbers of cases in this age group are reflected in increased hospital admissions for COVID and increased mortality.



Data Source: PHE COVID-19 Situational Awareness Explorer

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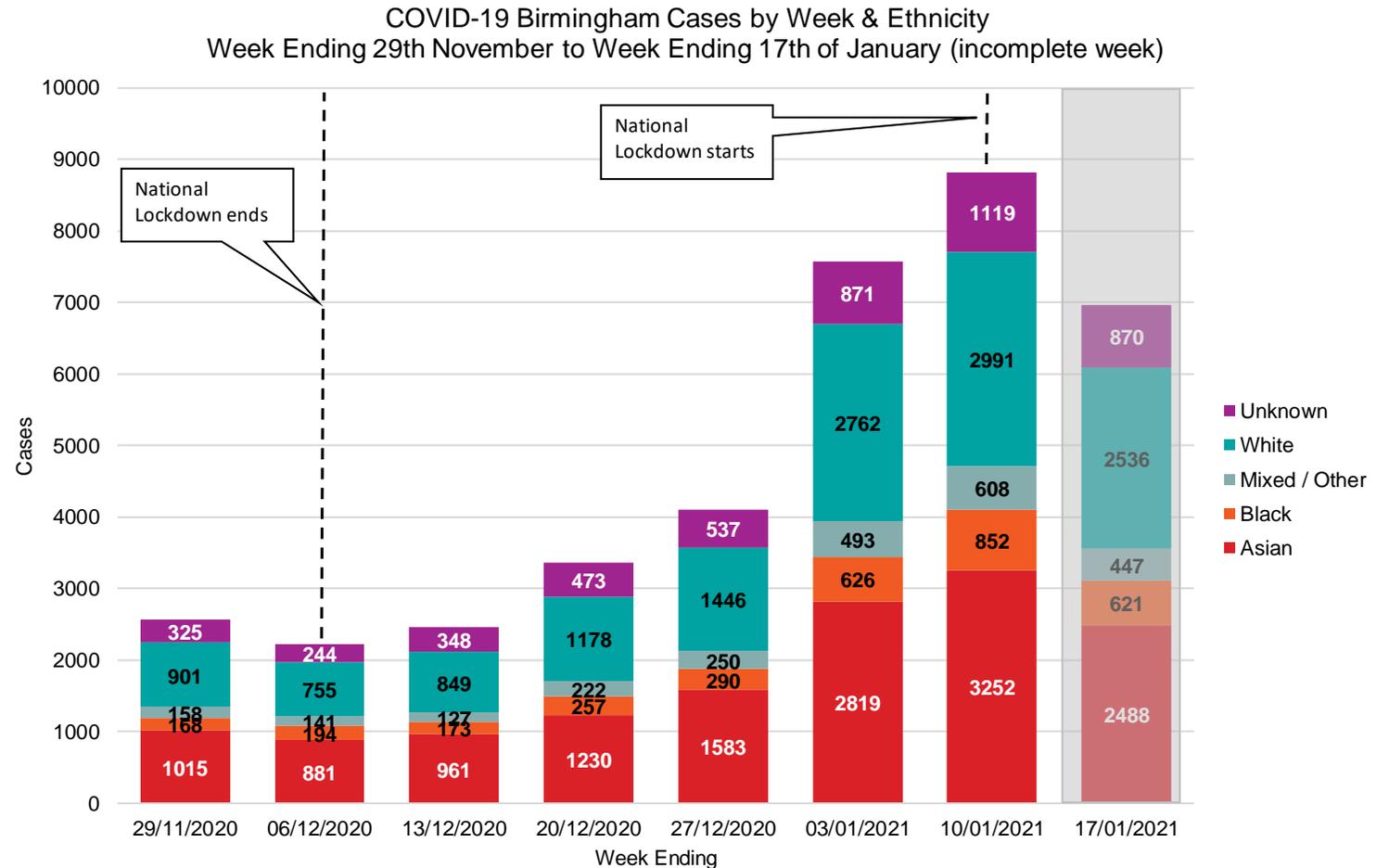
Young Adult Cases

- Cases in the 18-21 age group have fallen from 859 cases/100K (02 - 08/01/21) to 689 cases/100K (09 - 15/01/21) .
- Students studying at institutions within Birmingham have not returned to term time accommodation due to current restrictions, so these rates do not reflect current spread on campus or in student accommodation.

Age Group	Cases 09 – 15/01/21	Population	Rate per 100,000
Student 18-21	551	79,964	689.1
All Ages exc 18-21	7,618	1,061,852	717.4
Grand Total	8,169	1,141,816	715.4

Cases by Week and Ethnicity

- Across all ethnic groups, the rapid growth in cases appears to have slowed.
- Currently the White ethnicity group accounts for the highest number of cases followed by the Asian ethnicity group.
- The long term trend shows the Asian ethnicity group has seen the highest proportion of cases.



Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 11th to 17th January are likely to be an under-estimate due to time-lags in reporting

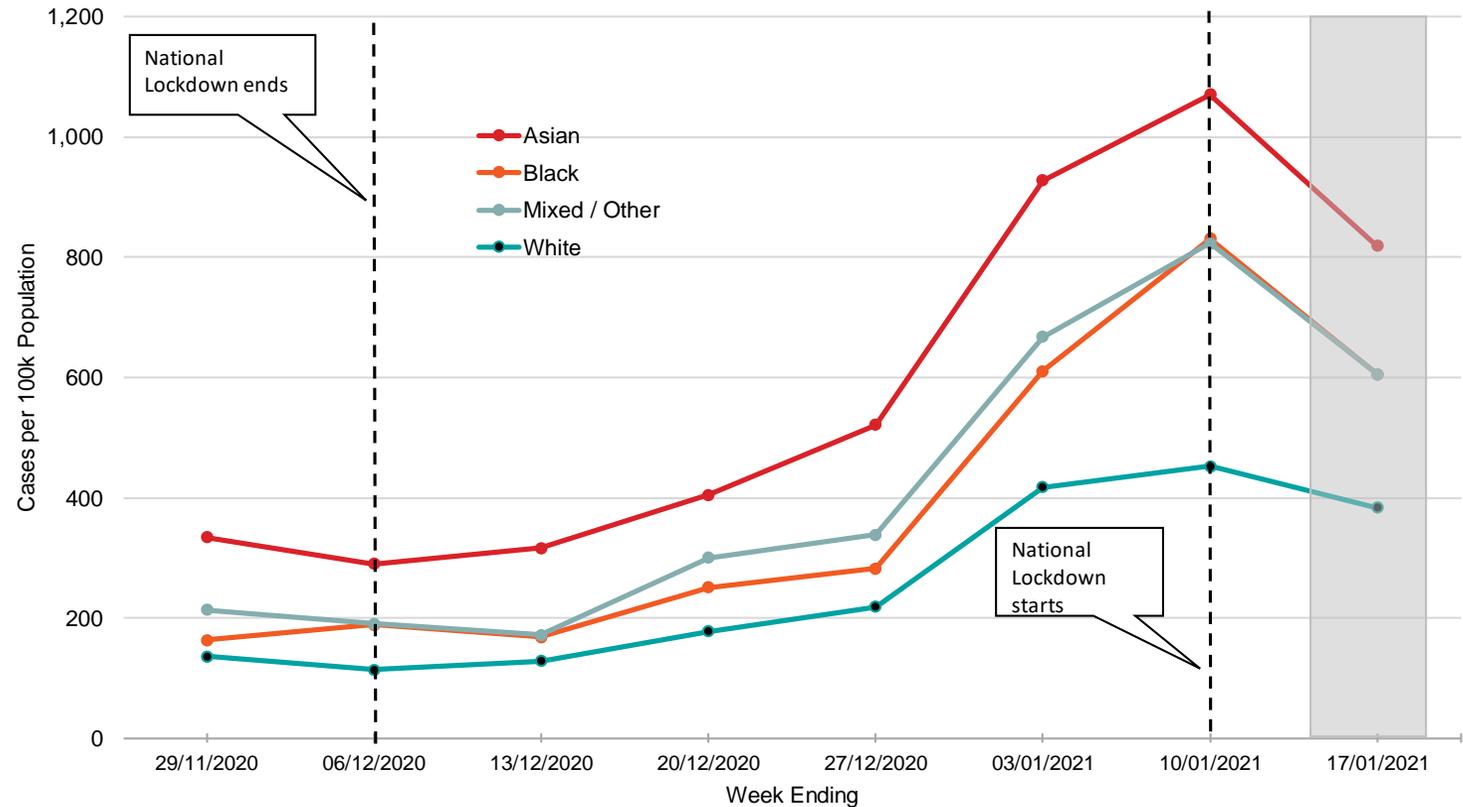
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Case rate by ethnic group

- The rate of cases and growth in case rate has been highest amongst the Asian population and lowest in the white population.
- Case rates have gone up three-fold in all ethnic groups since early December but appear to have fallen in the last week.

COVID-19 Birmingham Cases Rate per 100,000 Population by Week & Ethnic Group
Week Ending 29th November to Week Ending 17th January (incomplete week)



Data Source: PHE COVID-19 Situational Awareness Explorer

Note: Cases for the week 11th to 17th January are likely to be an under-estimate due to time-lags in reporting

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Situation Awareness

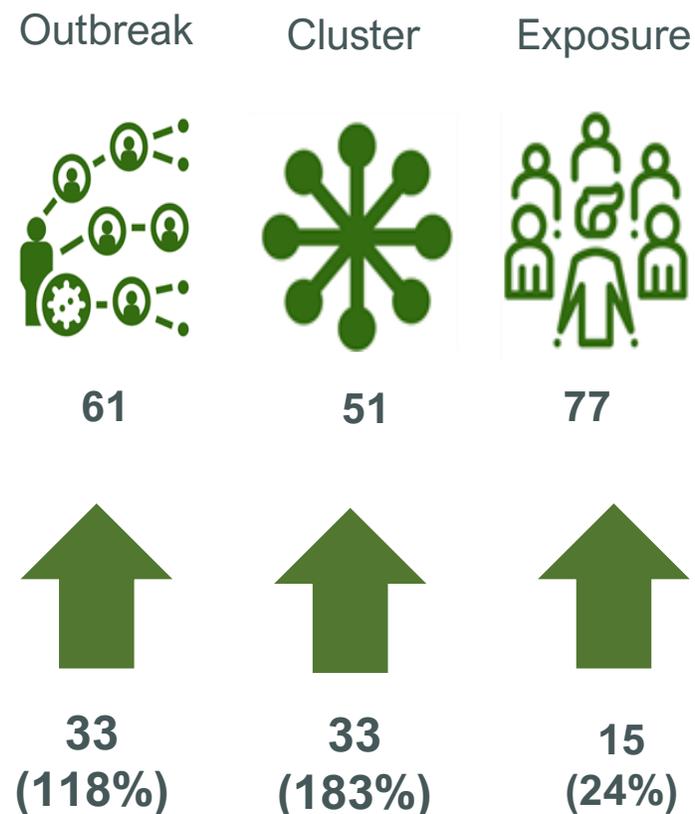
- There have been some ongoing education outbreaks carried through from last year, levelling of nursery situations, but as expected, large increase in primary and secondary education settings even though only keyworker/vulnerable pupils attending.
- 20% of situations in education settings required follow up from the Public Health Health Protection Covid response team, with 2.5 times more staff than children as cases.
- There has been an increase in situations in small clinical settings with 6 new situations relating to non-customer facing transmission
- Care home situations have increased, with 3 or more cases. Ongoing situations count is 19 situations with 21 new situations. A large number of these (16) have 10 or more cases.
- There has been an increase in BCC staff cases in neighbourhood services, contact services and homeless settings
- There is a possible link between outbreaks within CPS, HMCTS, and HMP Birmingham.
- There has been an increase in new outbreaks within food outlets (6) and other workplaces (11).

Public Health England define situations as:

- Cluster: A number of cases with possible but unconfirmed epidemiological link
- Outbreak: A number of cases with highly probable or confirmed epidemiological link
- Exposure: Where a person or a number of people have been exposed
- Issue: Where there is a local situation that requires monitoring
- Threat: A wider situation which required long term monitoring and planning

Type of Situation

11th January 2021 to
17th January 2021
WEEK

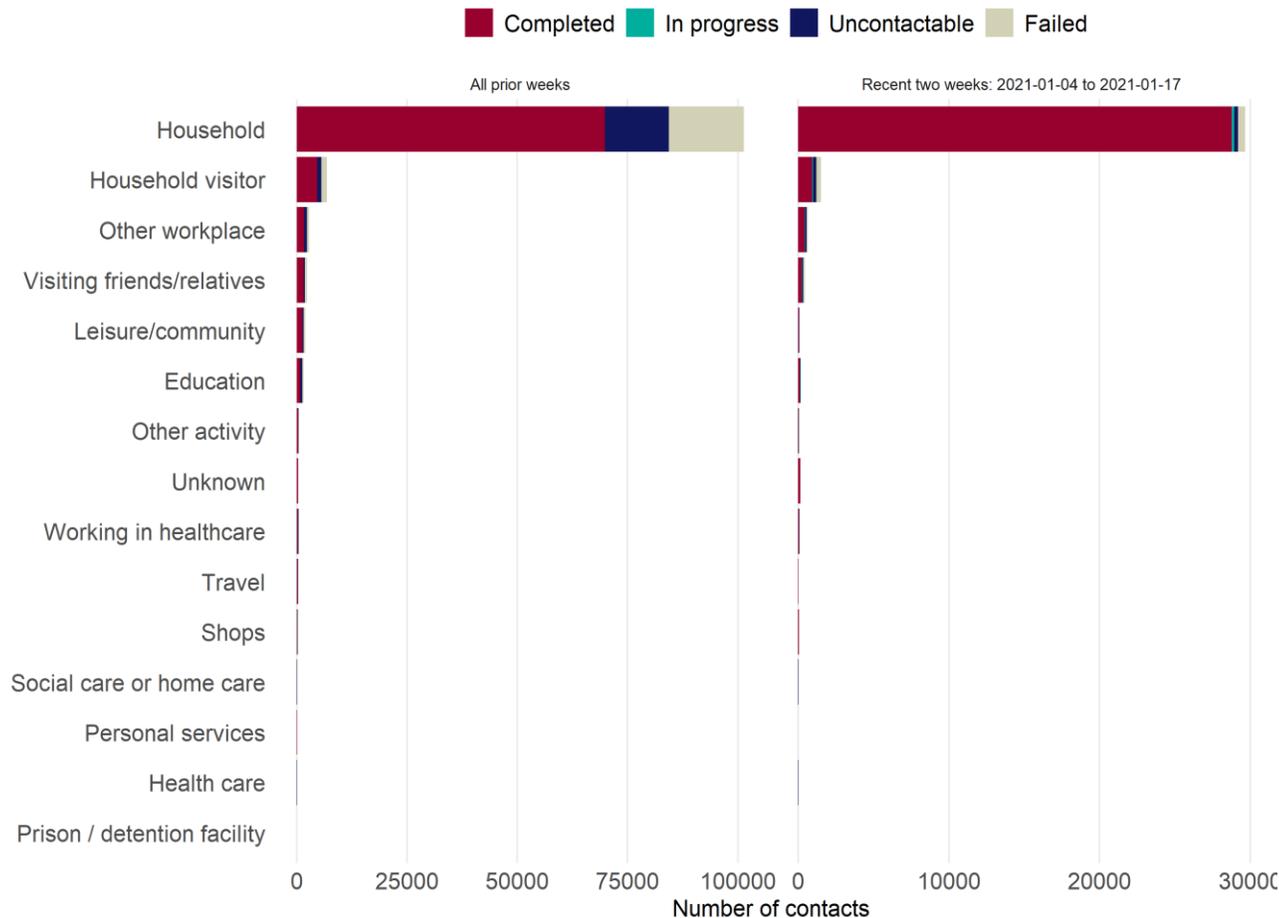


Contact Tracing

- In the week of 13th January, the national Contact tracing service:
 - Completed 79.9% of Birmingham cases referred to the system.
 - This compares to 84.6% across the West Midlands and 86.3% nationally.
 - The median number of contacts identified per case was 2 in Birmingham.
- The national Contact Tracing Service has improved its approach to take account of family units and has simplified the tracing process for children in families, ending multiple phone calls to each household.
- With improvements in national data, we have restarted locally enhanced contact tracing to improve completion rates in the city.

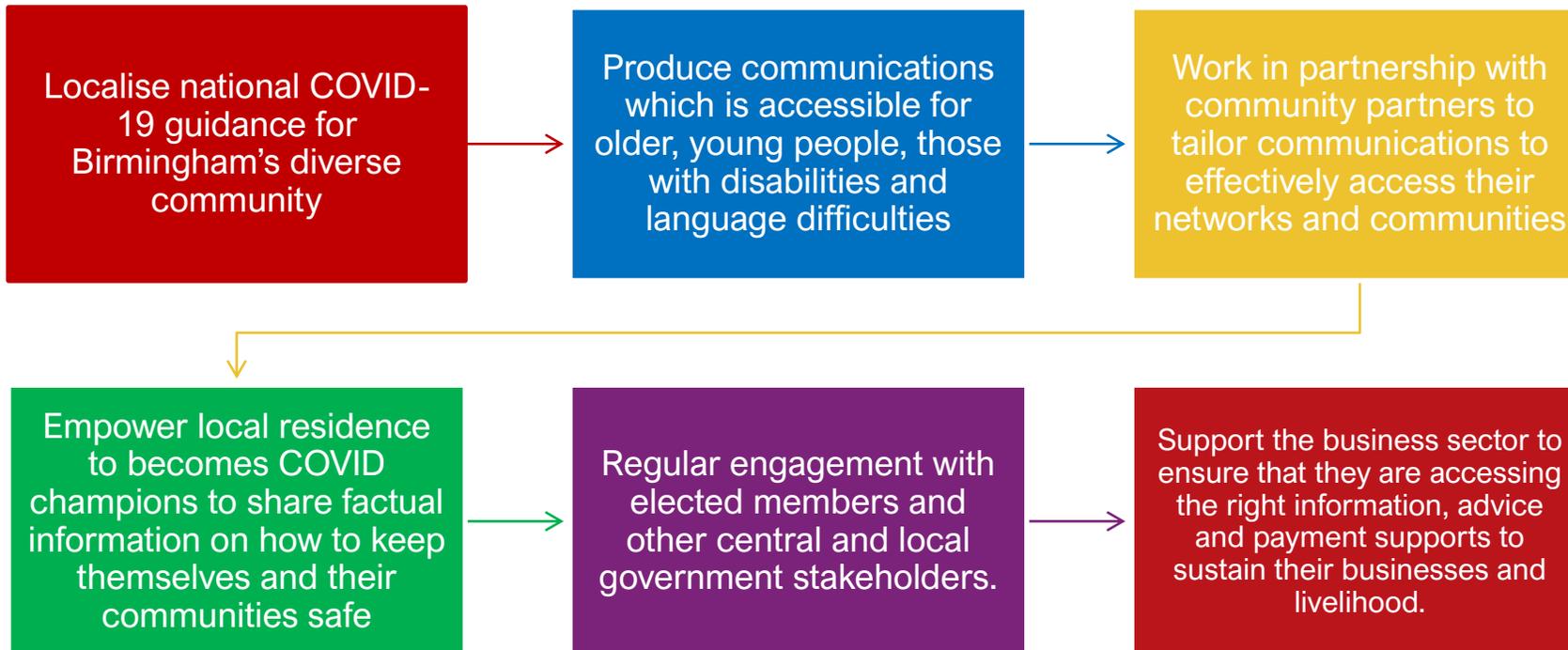
Contact Tracing Data

Contacts by exposure/activity setting and current contact tracing outcome in Birmingham (May 28 2020 to January 17th 2021) *Data has been collected by NHS Track & Trace (NTAT)*



- Households are the most common exposure/activity setting.
- This is followed by household visitors and visiting friends /relatives and then workplaces.
- In the past two weeks, nearly 30,000 contacts were successfully completed, i.e. asked to self- isolate.

COVID-19 Engagement Framework objectives



Methods of engagement

- Community Champions Programme
- Media, Press and Advertising
- Communities and Faith meetings
- Social Media (Healthy Brum)
- Community Provider Engagement

COVID Champions

Launched in September 2020- Currently 579 Community Champions across the 69 wards

Over 11,000 individual emails sent & 28,317 texts sent out
150+ enquiries responded to from the dedicated inbox
11 webinars held, 7 more planned
Hosting 3 stage webinar series on vaccinations over the next 2 months

COVID Champions are now in every ward, however work is being done to recruit more to make sure we are representative of the Birmingham public. Current number 579 compared to 428 at the beginning of November.

Webinars hosted on a bi monthly basis, with one or two emails going out each week with covid-19 updates. Texts sent 2-3 times a month.

Survey has been compiled and now sent out to the champions so we can gain feedback on their experience

In the process of setting up:

- A portal
- A whatsapp group
- A new sign up process so we capture the correct information

Media, Press and Advertising

Online Q&As, Radio, Podcasts & TV

Radio advertising in the multi-languages to publicise NHS App, COVID champion recruitment:

- **Ambur Radio:** 200,000 listeners
- **Switch Radio:** 22,000 – 28,000 listeners
- **Raaj FM:** 40,000 listeners
- **New Style Radio:** no listener figures available
- **Big City Radio:** no listener figures available
- **Unity Radio:** 90,000 listeners

Over 25 different online events- Q&As, interviews or tv appearances.

6+ Coronavirus Yam Jam for staff

Other Targeted Communications

Community Centres, GP surgeries, high risk wards, faith settings, schools, councillors, and BCC staff have received online materials or leaflets on key COVID-19 messaging.

Developed communications to support the launch of the new case trace service

Produced a leaflet on testing to be available at the various sites to explain the process and support available

Communities and Faith meetings

01/09/2020 – 22/01/2021

- 19 interfaith meetings
- 10 COVID-19 virtual briefing sessions for Birmingham Masjids
- 9 Covid-19 - Meeting with Ministers and Pastors from Black Churches
- 29 Ward meetings (including emergency ward meetings)

Digital engagement : Sep 20 – Jan 21



Social Media – Healthy Brum



15k profile views,
704k impressions,
3.5k engagements,
7.1k clicks



911 engagements,
5.8k traffic,
119k reach,
130k impressions



1.3k engagements,
19k people reached,
20k impressions



8,451 views
150 videos uploaded.

Targeted social media adverts:

Targeted Facebook postcode advertising to promote:

- NHS App – reached 51,190 people
- COVID champion recruitment – reached 42,592

No Bull campaign featured the following messaging Stop the spread, protect family and friends, stay within your household and support bubble.



Website

800,000+ people have viewed the COVID-19 webpages!

COVID-19 is the 6th most viewed topic on the BCC website

Support for businesses & Support for residents – most viewed tiles

72.5% of people who visit the COVID-19 pages go directly to the pages (via links, or they already know it's a source of local covid information)

Commissioned Community Partners

Communities of Identity

- 1st Class Legacy (Black African and Caribbean)
- Bahu Trust
- Nishkam (Sikh)
- WM Faith In Action (Black African and Caribbean led churches)
- Shree Hindu Community (Hindu)
- Birmingham LGBT

Communities of Language

- Chinese Community Centre
- Polish Expats (Eastern European Communities)
- Refugee & Migrant Centre (Roma)
- Bahu Trust(Arabic, Urdu, Punjabi, Bengali, Islamic)
- Citizens UK (Pakistani, Kashmiri & Asylum Seekers/Refugees)
- Supreme Linguistics (Hindi , Pakistani Pahari (with Mirpuri and Potwari) , Gujarati , African Language: Somali)

Older People, Children and Young People

- Age UK (50yrs+ with no access to technology)
- Amber (0-5yrs olds)
- Orbita CEX (primary and secondary age)
- Borne (young adults under 25s)

Health messages/ pre existing conditions

- Disability Resource Centre (visual impairments and learning difficulties)
- BID (Deaf/Hard of Hearing)
- Hawkmoth (Stroke, COPD, Diabetes, high blood pressure)

What is their aim?

- Understand and raise awareness of how COVID-19 is impacting certain communities and share information on the concerns of those communities
- Develop appropriate messages to tackle the spread of COVID-19 and provide the most appropriate wellbeing advice
 - Use effective and appropriate culturally sensitive methods to communicate messages effectively.

Engagement – Community Partners

Vulnerable Communities

Targeting high risk groups in various wards and in a multitude of languages to help reduce the risk of COVID-19 for those at higher risk due the following medical conditions:

- High blood pressure
- High BMI
- Diabetes
- Stroke
- COPD

Targeted messages include:

- Uptake of the vaccine: as a high priority group
- Why these groups need to shield and how they can protect themselves
- The importance of wearing a mask and hand hygiene

Developing videos campaigns to raise awareness and understanding of why they are at high risk and the need to shield

Online website and information signposting families and friends

- How they can support their loved ones to reduce the risk and help them stay safe.

Communities of Language

Information has been translated into over 12 languages (included local dialects) for all the major COVID-19 topics:

Isolation. Symptoms, Testing. Vaccination, Vitamins Hygiene (inc Mask wearing), Support and Misinformation

Highlights include:

57 face to face meetings hosted for the Deaf and Hard of Hearing community including targeted children and youth workshops.

Social media reach of 3,163 (twitter facebook and youtube)

118 combined virtual and face to face meetings hosted for the Chinese community. 60+ citizen receiving weekly befriending telephone calls.

Weekly bulletins shared to over 300 WeChat groups and over 40 WhatsApp groups. Tailored simplified Chinese bulletin shared with specific WeChat groups.

Since March 2.7k of Roma and Polish community have been contacted. 728 leaflets have been distributed via the Big Issue.

Engagement – Community Partners

Children and Young People

Engaging with children aged 0 to 5, primary and secondary school aged and young adults under 25. This includes:

- Creating materials for early years, parents and practitioners including translated and accessible information
- Developing resources for practitioners to support children and parents from trusted professionals
- Running targeted paid facebook social media campaigns
- Hosting a dedicated COVID-19 resource page offering a range of freely downloadable resources for children and families and 'how to' guides.
- Creating a video campaign using the appropriate methods to involve children and young people from culturally diverse backgrounds and communities.
- Developing posters and leaflets to be disseminated to schools, family hubs, community groups, sports facilities and businesses. Endorsed by local role models, celebrities, influencers, community leaders, business leaders.
- Identifying social Influencers as strong, positive voices from within the community to amplify messages about keeping young people safe
- from COVID-19.

Faith based organisations

Engaging with Birmingham Masjids, Black Led Churches and Interfaith Group (which consists of Temples, Gurdwaras, Synagogues, C of E Churches and Catholic Churches)

Ongoing Community & Faith engagement sessions with Faith settings – to date:

24 1hr sessions with Birmingham Masjids

24 1hr sessions with Black Led Churches

12 1hr sessions Interfaith Group

Key concerns raised are:

- Access to health care
- Access to resources
- Social and economic disparity
- Access to basic provision and services
- Lack of trust and confidence with Police/policing

As a result separate meetings and discussions are taking place with WMP, Birmingham City Council, NHS (both CCG's BSOL and Sandwell West to address these concerns.

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