

	<u>Agenda Item: X</u>
Report to:	Local Covid Outbreak Engagement Board
Date:	01 October 2020
TITLE:	BIRMINGHAM CITY COUNCIL TEST AND TRACE ENGAGEMENT PLAN UPDATE REPORT
Organisation	Birmingham City Council
Presenting Officer	Dr Justin Varney Director of Public Health

Report Type:	For discussion
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1. Purpose:
To inform the Board on progress with implementation of the local test and trace engagement plan within Birmingham

2. Recommendation
3.1 The Board is asked to note for discussion at the meeting.

4. Report Body
<p>4.1 The paper summarises the progress since the last meeting implementing the local test and trace engagement plan within Birmingham. The key actions under the plans thematic strands to highlight are:</p> <p>4.2 Cross Cutting Communication</p> <ul style="list-style-type: none"> ○ Significant media engagement through radio including weekly live Q&A with BBC WM & intermittent sessions with digital broadcasters and community focused stations e.g. Hope Radio ○ Ongoing media engagement with key local media partners as well as reactive response to media queries. ○ Comments given to national media outlets such as ITV, ITV, Sky News, The Guardian and BBC on Birmingham's plans of a localised Test and Trace system, Drop and Collect and COVID-19 Community Champions ○ Social media engagement through @HealthyBrum and BCC twitter, Facebook, Instagram and YouTube accounts. ○ Over August and September there were several sponsored posts on BCC's official social media channel – including targeted ads for areas within the drop and collect service (over 31,000 reach with 386 interactions), notices on the new restrictions in Birmingham (over 31,000

reach with over 700 interactions) and a CTA for residents to get involved in the COVID-19 champions' programme.

- Over August & September, on Twitter 435 HealthyBrum tweets were posted, reaching over 405k people and had 1.1k engagements; On Facebook 331 HealthyBrum posts reached over 62k people and had 349 engagements; On Instagram 97 HealthyBrum posts reached 3k people and had 400 engagements; Videos on the HealthyBrum YouTube channel had 2200 watches and the channel now has 118 videos uploaded.
- YouTube and social media content have been created in multiple languages to ensure we reach our diverse demographic, such as Urdu, Arabic, French, Spanish, Cantonese, Polish, Romanian and more.
- Web content continues to be created and updated as necessary. New accessibility criteria came into force on 23/09/20. All future web content must comply.
- 'No Bull' campaign launched in the city featuring the distinctive, 'No Bull' artwork, with the aim of increasing the focus of the Birmingham community on COVID-19 rules and regulations. Over 400 COVID-19 related social media posts reached 41.3m, with 2m impressions. Digital advertising was displayed across 22 city centre sites, with an estimated footfall of 9.2m, whilst targeted Facebook and LinkedIn adverts reached 133k and a mailer in conjunction with 'I Choose Birmingham' reached their 19k strong audience - a different demographic to usual BCC channels.
- Weekly hour-long Q&A with BCC Staff by Director of Public Health, similar targeted Q&A and awareness sessions have been held through the BHealthy Seminars.
- Update COVID-19 items at Cabinet and Health and Wellbeing Board and to each of the Health and Wellbeing Forums.
- NHS Test and Trace App launched on 24th Sept – messaging has been pushed out through all communication channels

4.4 Communities of Place

- Ward Forum engagement
 - Offer made for Public Health to attend ward forums to provide COVID-19 update and do short Q&A. These are in general recorded and shared through local networks.
 - Ward Forums attended since last update:
 - Tyseley & Haymills, Quinton and Bromford & Hodgehill
- Neighbourhood Networks engagement
 - Weekly NNS volunteer newsletter with key COVID-19 messaging. To date. Three editions have been sent to organisations.
- Setting Specific engagement
 - Schools – monthly engagement sessions with primary school headteachers and specific meetings with special school headteachers attended by Director or Assistant Director of Public Health. Additional specific session for Birmingham Diocesan Multi Academy Trust

- Care Homes – engagement through BCC cascade briefings and direct engagement based on risk and testing uptake. Webinars for care home staff (with Public Health England). Webinars for children’s residential care (with Public Health England and Birmingham Children’s Trust).

4.5 Communities of Identity

○ Community Partners

- 8 community partner organisations have been commissioned to work with specific communities of identity. Approaches are tailored to different communities and have included direct contact through Whatsapp and text engagement (Roma communities/ Refugee & Migrant Centre), translated bespoke resources (Chinese community/Chinese community centre), community workshops with key workers (Migrants and Asylum seekers/Citizens UK), targeted focus group discussions (LGBT Centre). Video messages in community languages have been produced by providers (Pakistani and Kashmiri/Citizens UK, British Sign Language/ Birmingham Institute for Deaf People, Polish and Eastern European/Polish Expats Association) Survey on impact of COVID-19 (LGBT/LGBT Birmingham). Additional funding agreed to extend current contracts with community partner organisations to share relevant messages awareness and understanding of COVID-19, access to testing, knowledge of how to respond if they test positive or told they are a contact of a case, knowledge of how to reduce risk factors associated with increased risk of severe illness or death from COVID-19. Discussions are underway with current providers.
- Weekly COVID-19 Interfaith meeting with faith leaders
- Fortnightly COVID-19 Virtual briefing sessions for Mosques
- 5 tenders have gone live for Phase 2 community Support for Communities of Language, Children and Young People, Health messages, Faith based communities and Older People without access to technology. The tenders were released on a staggered basis with the last closing on 15th September. Tender panels have been arranged and contracts are in the process of being awarded.
- A partnership with the Asian Business Chamber of Commerce to highlight COVID-19 messages to members and the business community in Birmingham is underway with joined up social media messages
- BHealthy Webinar Series launched on the 2nd Sept. There are 16 webinars covering behaviour change, keeping COVID-19 safe, long term conditions, unhealthy habits and healthy habits. Webinars have been promoted throughout various networks. To date 327 participants have joined the sessions which are recorded and available to watch on our YouTube channel

○ Community Volunteers

- Launched COVID-19 Community Champion Network W/C 21st Sept. As of 24/9/20 122 people have signed up to the network. Resources have been created to support the scheme and Champions will receive weekly emails, Whatsapp messages and zoom meetings. The network will be a two-way opportunity to get important and trusted information into the heart of communities but also to understand that challenges and concerns that need to be addressed.
 - Faith Organisations
 - Fortnightly meetings with Islamic faith leaders, African and Caribbean Church Leaders and Interfaith groups.
 - Weekly WM interfaith forum digital forum.
 - WMCA Faith Briefing
 - Young People
 - Continued collaborative working with young people influencers and key organisations.
 - University Leaders meetings weekly
 - Vulnerable Adults
 - Engagement with Substance Misuse, Homeless service providers and West Midlands Police to plan Q&A sessions.
 - Specific discussion session with women's organisations, primarily domestic violence service providers.
 - Disabled Communities
 - Sign language bi-lingual Q&A session done and now building on this to include 360 degree questioning so Justin Varney is able to learn more about the deaf community whilst participants learn more about COVID-19 messages.
 - Cllr Hamilton to take part in Q&A with Birmingham Institute for the Deaf to understand more about deaf community's challenges with COVID-19
 - LGBT+ Communities
 - Working collaboratively with Birmingham LGBT Centre to create health and wellbeing surveys for the specific community and support their work supporting LGBT+ citizens.

4.6 Communities of Interest

- Business sector
 - Greater Birmingham Chamber of Commerce Breakfast Briefing
 - Engagement through Business Improvement Districts.
 - Birmingham and COVID-19: Business in Birmingham Prepared for COVID-19 Webinar delivered with the support of Greater Birmingham Chamber of Commerce.
- Voluntary and Community Sector
 - Engagement with Neighbourhood Networks listed elsewhere, but area for development.
- Statutory Providers

- Engagement through collaborative training sessions around infection control and risk management.
- Hard to Reach Communities
 - At present key partners are being identified to join Dr Justin Varney to arrange Q&A sessions to have the opportunity to discuss the impact of COVID-19 within these community groups. Currently this consists of the following hard to reach groups:
 1. Homelessness
 2. Academies/schools
 3. Home care/informal carers
 4. CGL
 5. Domestic violence
 - Once the sessions are arranged, they will be promoted through both our internal and external networks, and those of the key partner organisation in question to maximise reach.

4.7 Elected Members & Key Stakeholders

- Elected members
 - Briefing informing Members of COVID-19 Community Champions Network launch
- Statutory Boards - Health protection Board and Health and Wellbeing Boards have had briefings and additional briefings at Cabinet.
- Local Members of Parliament briefed through weekly briefing, stepped up from monthly briefing.

4.8 Outbreak Response Communication

- Reactive communication support provided to support PHE coms around local outbreaks in a range of settings, primarily workplaces, schools and care homes.
- Test and Trace communication and engagement recruitment is in progress and will be in position very shortly.

4.9 Key actions being taken next:

- Pilot of targeted online paid advertising and expanded community radio and advertising partnership.
- Further tender for targeted community partnerships to strengthen reach and depth
- Establishing dedicated test and trace communication and engagement team.
- Beatfreeks have been commissioned in a social media engagement project on community champions and COVID-19 topical issues such as test and trace and compliance
- Resource packs for COVID-19 community Champion network to be translated into various languages
- Targeted city-wide Q&A forums to be arranged

- Publication of the Phase 2 Community Tenders successful organisations. Announcement to be made of the first Lot of organisations to be announced week commencing 05/10/20

6. Risk Analysis			
Identified Risk	Likelihood	Impact	Actions to Manage Risk
Unable to appoint to the test and trace core team	Low	High	Multi-strand approach to recruitment through internal secondment and agency appointment.
Lack of engagement with communities leading to low uptake of testing and low engagement with test and trace	Medium	High	Additional community partner organisations commissioned. Increased translated resource dissemination.

The following people have been involved in the preparation of this board paper:

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