



## **LOCAL OUTBREAK ENGAGEMENT BOARD**

**11 MAY 2021**

### **SUPPLEMENTARY PAPERS**

**TO: ALL MEMBERS OF THE LOCAL OUTBREAK ENGAGEMENT BOARD**

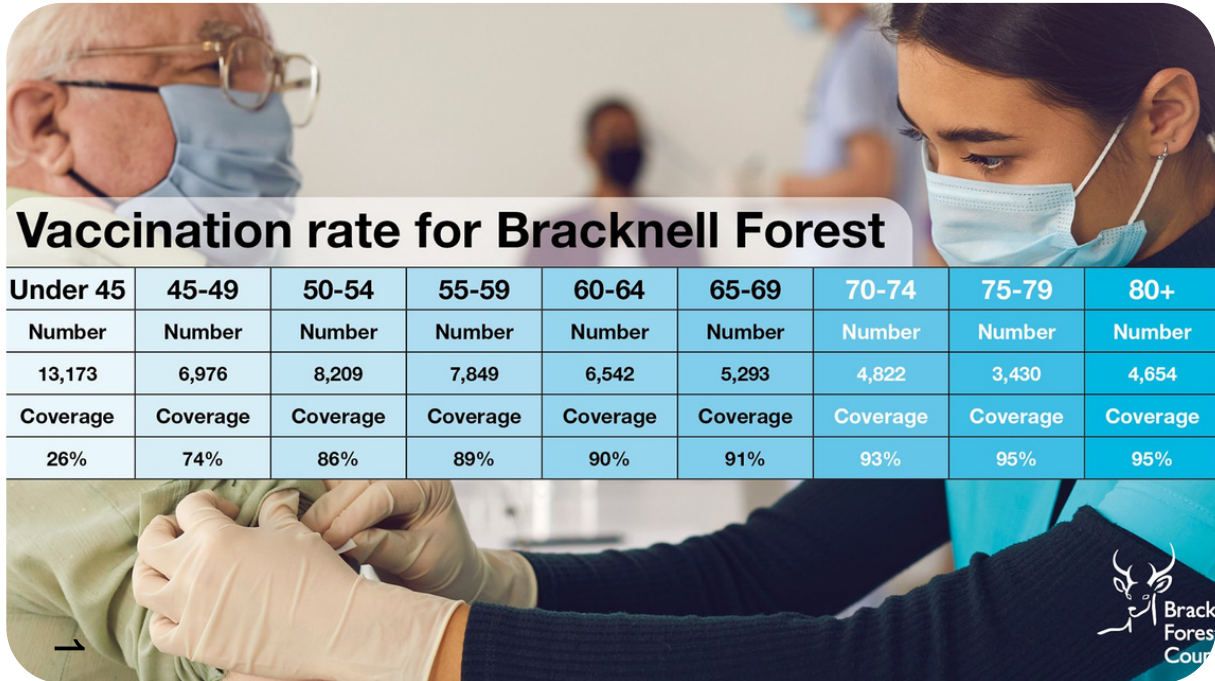
The following papers have been added to the agenda for the above meeting.

These were not available for publication with the rest of the agenda.

Kevin Gibbs  
Executive Director: Delivery

	<b>Page No</b>
<b>5. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL</b>	<b>1 - 2</b>
To provide an update on national and local communication and engagement strategies.	

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# Communications priorities

## Testing and vaccinations

Continued promotion of how to get tested (including additional internal comms via a Q&A session) and why it’s important.

Continued promotion of who is eligible to be vaccinated, how many people in the borough have been vaccinated, myth busting.

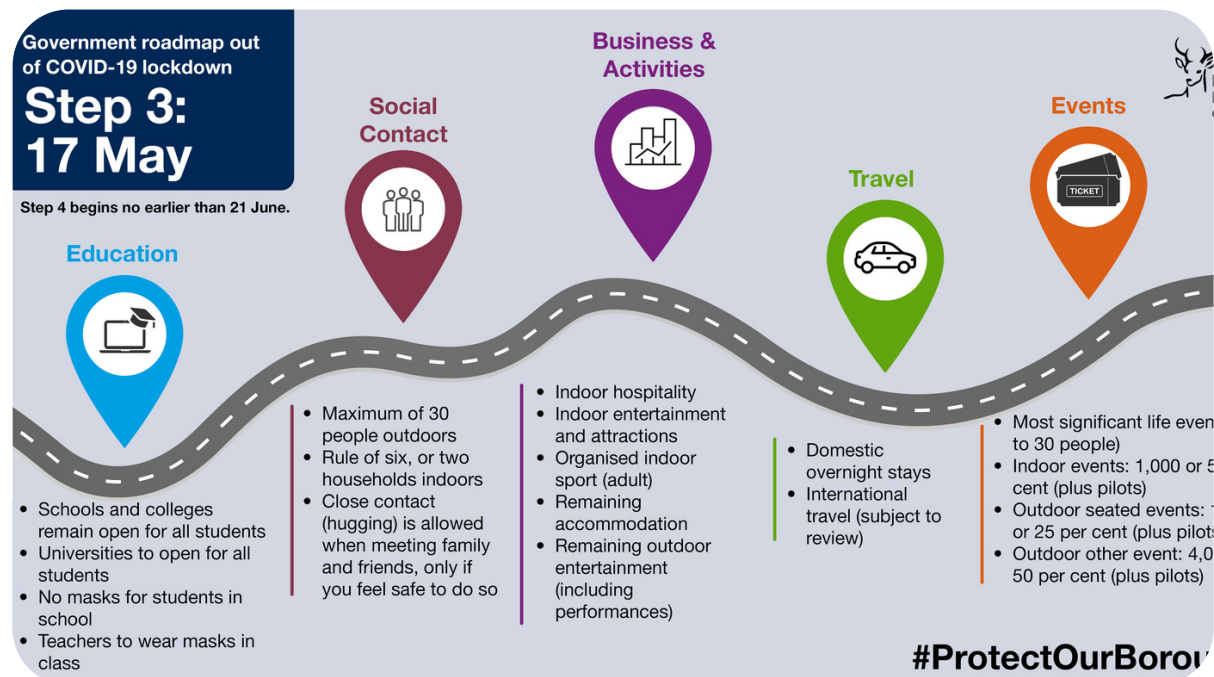
Hands, face, space, isolate and ventilate weaved in as part of this messaging too. National steer is to continue with this despite changes to personal contact (e.g. hugging).



**Multi-channel approach includes digital and traditional channels to target a wide range of audiences. Work continues with the engagement team on targeting seldom heard niche audiences.**



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## Roadmap – step 3

Focus on changes post the Prime Minister's announcement yesterday. Sign-posting to the new rules, especially around close contact (hugging) and the risks with closer contact/ indoor meeting. Messages around needing to remain vigilant; follow hands, face, space, ventilate, isolate and getting tested/ vaccinated. Thanking residents for their support and ongoing commitment to following the rules.

Information on how to celebrate Eid and Shavuot within restrictions.

## Self-Isolation

Increased promotion to ensure people know how and why they must self-isolate and that they may be asked to do so at short notice. Marketing being rolled out including roaming tuk-tuk with key messages and a radio ad targeted at younger audiences via digital channels.

## Mental health and support available

Continued promotion alongside CCG colleagues on what help is available for both adults and children, ramped up for internal and external audiences this week to coincide with Mental Health Awareness Week.