

LOCAL OUTBREAK ENGAGEMENT BOARD

15 DECEMBER 2020

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

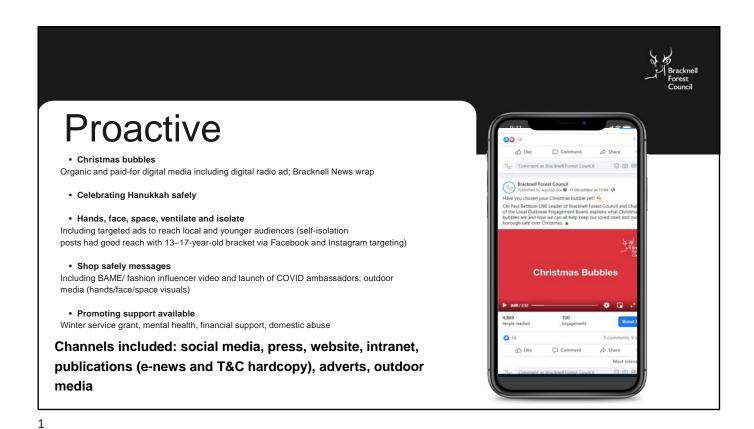
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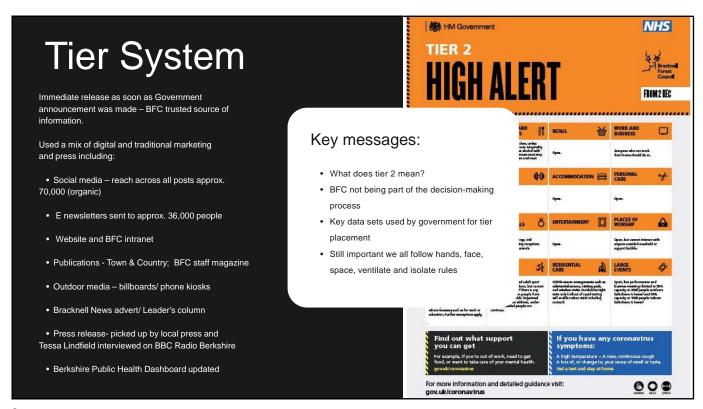
5. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL

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To provide an update on national and local communication and engagement strategies.







Confused about the local COVID-19 situation and data?



Useful links for up to date and accurate information about COVID-19

Summary of information - Bracknell Forest Council bit.ly/BFCOVID-19

Latest COVID-19 data and information - Berkshire Public Health www.berkshirepublichealth.co.uk/covid-19-dashboard

Information for businesses - Public Protection Partnership www.publicprotectionpartnership.org.uk

Practical support when self isolating if family and friends can't help - Bracknell Forest Community Response

(Lines are open 8am to 8pm, seven days a week)

#ProtectOurBorough



Fake news



Digital and traditional adverts

Adverts created to push Berkshire Public Health Dashboard (digital/ geotargeted and traditional). Social reach approx. 10,000 with over 35s clicking though the most. (Just under 1,000 click throughs in the past week).



Community information champions

Recruited 50 more champions in the past month. Weekly bulletins.

Also added the case rate per 100,000 to the BFC homepage for quick reference.



Challenge inaccurate comments

Challenged fake news/ assertions online (Metro piece/ We Love Bracknell/ Bracknell News - specifically around tier 3).

Article in Town & Country (hardcopy) to act as signpost regarding champions/ fake news/ accurate information and LOEB.

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School outbreaks

School support

Supported headteachers with parent/ carer communications and letters. Including what self-isolation means and home learning on 18 December

Wider community/ press

- Press statements/ social media/ website updates supplied as and when needed
- Cllr Gareth Barnard interviewed by BBC Berkshire
- Information provided in the Leader's weekly Bracknell News column
- Supplemented by social media targeted at young people specifically around what selfisolation means (targeted 13-17 year olds via Instagram and Facebook)

Key messages

- closures when, where and why (online learning available)
- importance of sending children to school if they're not self-isolating/symptomatic; thanking teachers for their hard work in providing high quality education in a safe environment
- what self-isolation means

Action

BFC to write to parents again this week to highlight importance of self-isolation over Christmas/ why bubbles must not be formed if contact traced/ symptomatic.



Forward look

To progress and enhance

- Christmas bubbles reinforce messaging/ continue to target wider audience
- Tier review expected Wednesday
- New year celebration restrictions (bubbles not extended for New Year)
- Mental health and financial support available over Christmas/ New Year
- Supporting vaccination roll-out
- Back to school in January
- Public Health research harder to reach audiences and how we can use that intelligence

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