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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	1 - 4
To provide an update on national and local communication and engagement strategies.	

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Proactive

- **Christmas bubbles**

Organic and paid-for digital media including digital radio ad; Bracknell News wrap

- **Celebrating Hanukkah safely**

- **Hands, face, space, ventilate and isolate**

Including targeted ads to reach local and younger audiences (self-isolation posts had good reach with 13–17-year-old bracket via Facebook and Instagram targeting)

- **Shop safely messages**

Including BAME/ fashion influencer video and launch of COVID ambassadors; outdoor media (hands/face/space visuals)

- **Promoting support available**

Winter service grant, mental health, financial support, domestic abuse

Channels included: social media, press, website, intranet, publications (e-news and T&C hardcopy), adverts, outdoor media



1

Tier System

Immediate release as soon as Government announcement was made – BFC trusted source of information.

Used a mix of digital and traditional marketing and press including:

- Social media – reach across all posts approx. 70,000 (organic)
- E newsletters sent to approx. 36,000 people
- Website and BFC intranet
- Publications - Town & Country; BFC staff magazine
- Outdoor media – billboards/ phone kiosks
- Bracknell News advert/ Leader's column
- Press release- picked up by local press and Tessa Lindfield interviewed on BBC Radio Berkshire
- Berkshire Public Health Dashboard updated

Key messages:

- What does tier 2 mean?
- BFC not being part of the decision-making process
- Key data sets used by government for tier placement
- Still important we all follow hands, face, space, ventilate and isolate rules

Find out what support you can get

For example, if you're out of work, need to get food, or want to take care of your mental health. [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

If you have any coronavirus symptoms:


A high temperature + A new, continuous cough
 A loss of, or change to, your sense of smell or taste.
 Get a test and stay at home

For more information and detailed guidance visit: [gov.uk/coronavirus](https://www.gov.uk/coronavirus)



2

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
 01344 266911
 (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 through 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.

3

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 self-isolation 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.

4



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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