

Date Published: 12 January 2021



LOCAL OUTBREAK ENGAGEMENT BOARD

12 JANUARY 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

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5. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL	1 - 2
To provide an update on national and local communication and engagement strategies.	

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Key communications Jan 2021



Continuation of proactive comms regarding hands, space, face, ventilate, isolate across multi-channels.

- Incorporating lockdown 'stay at home' messages.
- Using instructional rather than 'fluffy' language.
- Heart radio ad recommissioned.



Communications planning

- Communications plans being worked through for testing and vaccinations (in conjunction with partners).
- Still looking for case studies – human communications.



Youth communications

- Increased paid for advertising across social media to geo-target people.
- Also used paid for advertising to target 13-30 year olds using the Berkshire Public Health assets, which audience tested.

Upcoming communications

All household booklet - messages include: stay at home, welfare and mental/ physical health advice, information on vaccinations.

Complements the shielding guidance leaflet/ email sent last week.

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Outdoor media - advertisement bikes and advertisement tuk tuk

Both able to roam a route we choose and be stationed at hot spots/ areas of concern/ high traffic including shopping areas and parks.

Young people communications – pan Berkshire focus group held, now working through how we can progress ideas.

Influencers – scoping with two influencers to see how we can promote key messages, including to younger audiences.

Better use of data – making the data meaningful, impactful and as local as possible, including a vlog by the Consultant in Public Health.

Getting this to wider networks including staff and community information champions.