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LOCAL OUTBREAK ENGAGEMENT BOARD

02 FEBRUARY 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

RESTRICTIONS

- Continued promotion of national restrictions including stay at home and self-isolation.
 - Using indoor and outdoor media – including an ad bike and the COVID Marshals at key locations.
 - All household booklet delivered.
 - Working with TVP to promote what happens if people break the rules.



HUMAN COMMS

- Use of case studies. One online which yielded a huge reach locally and gained national coverage.
- Another is currently in production.

Thank you to both case studies for coming forward and helping to promote such important messages.

HCA) at FPH just made sure my dad saw my mum for what is likely the last time. THAT is our NHS. For God's sake protect it as much as you can.



TESTING

- Community testing warming people up to it coming, what the test involves, who should go for testing.
- Promotion of new walk-through testing site at Bracknell Leisure Centre..



VACCINATIONS

- Supporting NHS colleagues to promote vaccination take up and challenging myths.
 - Our focus has been to encourage take up, provide reassurance and advise on scams rather than focus on operational communications around supply or numbers vaccinated.



Upcoming community engagement

Over the next month we will continue to focus on the same three themes, taking in to account any changes in national guidance/ relaxation of lockdown measures.

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The engagement team will working with communications and public health to engage BAME communities with the most relevant and timely information in the formats they require (including translations).

This will focus on general health advice but crucially around testing, vaccine hesitancy and misinformation.