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LOCAL OUTBREAK ENGAGEMENT BOARD

23 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

| | Page No |
|---|----------------|
| 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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Communications priorities

- 1 Changes to national guidance and impact on local services
Changes to shielding and changes following the Prime Minister's roadmap announcement
- 2 Testing
Community testing (LFT), regular testing (PCR), comms planning for any surge testing
- 3 Vaccinations
Encourage take-up and myth busting in partnership with CCG. Working with engagement team to address any gaps with harder to reach audiences.

Continuing to use digital and traditional channels to reinforce safety messages and restrictions - using real people and case studies where possible.

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