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LOCAL OUTBREAK ENGAGEMENT BOARD

06 APRIL 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
6. 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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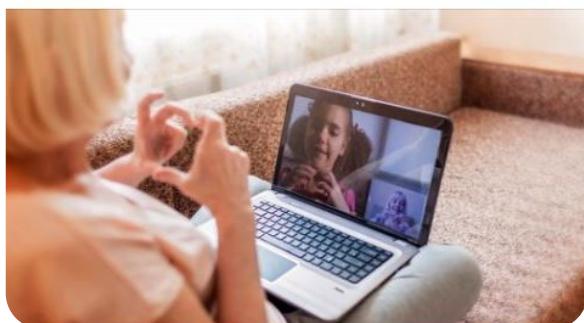


Bracknell Forest Council
1 April at 13:04 ·

Self-isolation means staying at home. You must self-isolate if you:

- Have COVID-19 symptoms (high temperature, new continuous cough, loss or change to your sense of smell or taste).
- Test positive for COVID-19.
- Come into contact with someone who has symptoms or has tested positive.

New guidance on self-isolation, including how to be prepared, is available at <http://bit.ly/Self-isolation-update>



Communications priorities

Testing

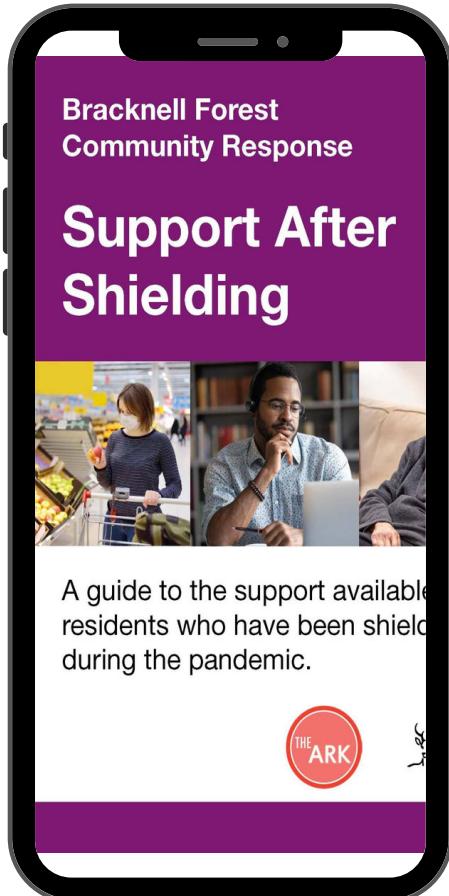
Continued to promote how and why people should get tested – including regular asymptomatic testing and new testing sites.

Vaccinations

Continued to encourage vaccination take up as well as myth-bust to reduce hesitancy. This has included several virtual Q&As with medics.

We have started to link testing and vaccination more widely in communications as our best defence (alongside hands, face, space) against transmission. Also increasing key messages that people who have been vaccinated must still follow the rules in order to reduce the risk of onward transmission.

Multi-channel approach includes digital and traditional channels to target a wide range of audiences. Work continues with the engagement team on targeting harder to reach/ niche audiences.



Roadmap

Continued to promote messages about changes on March 29 and planning communications around Step 2 to go out later this week/ next week on re-opening of non-essential shops, leisure facilities and outdoor hospitality.

Supported this with information on keeping safe over Easter, Passover and during Ramadan.

Hands, face, space, ventilate and isolate messages are being weaved into these communications.

Self-isolation

Started to increase promotion on what self-isolation means, why it is important and what support is available. Currently identifying marketing opportunities to maximise coverage.

Shielding

Promotion of help and advice available to clinically extremely vulnerable people as shielding paused from 31 March. More than 2,700 hard copy booklets were sent plus e-newsletters and digital content available.