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## **LOCAL OUTBREAK ENGAGEMENT BOARD**

**27 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

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

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## Communications priorities

### Testing and vaccinations

Continued promotion of how to get tested (including Pharmacy Collect) and why it's important.

Continued promotion of who is eligible to be vaccinated, how many people in the borough have been vaccinated, myth busting – all to encourage take up and behaviour change.

Hands, face, space, isolate and ventilate weaved in as part of this messaging too.

### Self-Isolation

Increased promotion to ensure people know how and why they must self-isolate and that they may be asked to do so at short notice and what preparation they should make now, just in case.

Marketing opportunities identified and starting to roll out to support key messages.

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





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### **Roadmap – step 2**

Focus on returning to non-essential shops, outdoor dining, and leisure safely with partners (e.g. The Lexicon). This will be followed up/ increased for step 3 on May 17. Added key messages around if you have been vaccinated you still need to follow hands, face, space and other rules to protect others and reduce the risk of transmission.

### **Death of HRH Prince Philip, The Duke of Edinburgh**

Publicity and communications around how to pay respects safely and securely and to avoid travel to Windsor.

### **Translation and interpretation**

In the process of updating and adding extra resources to our online alternative languages and interpretations webpage and making these available to community groups via the engagement team.

### **Mental health and support available**

Increased promotion alongside CCG colleagues on what help is available for both adults and children, including a 4-page section in Town & Country that's now in distribution. Planning for Mental Health Awareness week in May.

