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## **LOCAL OUTBREAK ENGAGEMENT BOARD**

**15 JUNE 2021**

### **SUPPLEMENTARY PAPERS**

**TO: ALL MEMBERS OF THE LOCAL OUTBREAK ENGAGEMENT BOARD**

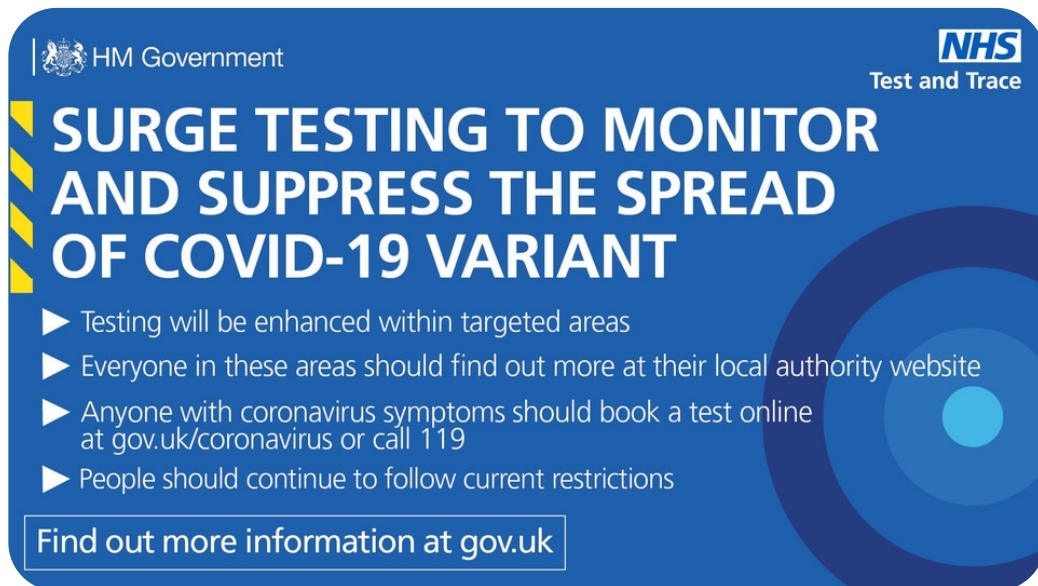
The following papers have been added to the agenda for the above meeting.

These were not available for publication with the rest of the agenda.

Kevin Gibbs  
Executive Director: Delivery

|   | <b>Page No</b> |
|---|----------------|
| <b>6. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL</b>        | <b>1 - 4</b>   |
| To provide an update on national and local communication and engagement strategies. |                |

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HM Government | NHS Test and Trace

## SURGE TESTING TO MONITOR AND SUPPRESS THE SPREAD OF COVID-19 VARIANT

- ▶ Testing will be enhanced within targeted areas
- ▶ Everyone in these areas should find out more at their local authority website
- ▶ Anyone with coronavirus symptoms should book a test online at [gov.uk/coronavirus](https://www.gov.uk/coronavirus) or call 119
- ▶ People should continue to follow current restrictions

Find out more information at [gov.uk](https://www.gov.uk)

## Surge testing communications

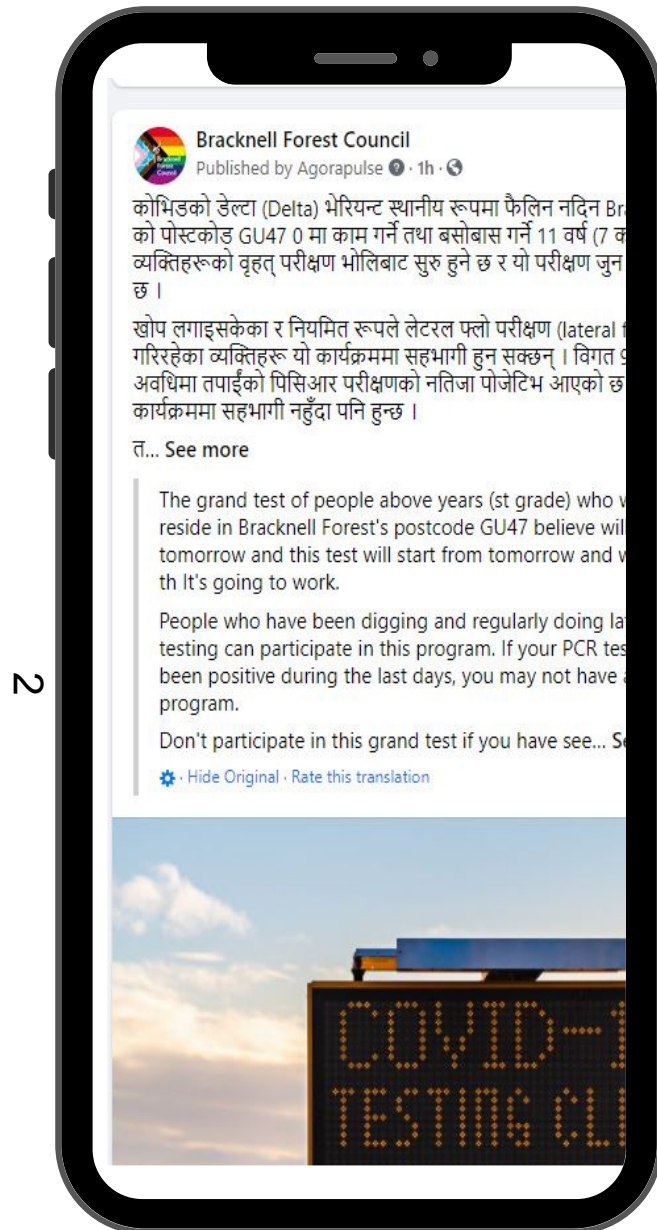
### → Objective

1. To provide clear, accurate and timely information to affected residents for reassurance and action, raise awareness of why testing is needed, how to get tested - to encourage the greatest uptake.
2. To provide clear, accurate and timely information to affected residents on how to get vaccinated at any additional vaccination clinics, to encourage the greatest uptake.
3. To provide clear, accurate and timely information to a wider range of stakeholders to provide reassurance/ no action needed.
4. To reinforce the need for self-isolation and support available for anyone (households) testing positive. Clearly conveying what self-isolation is and why it's necessary.

## Pre-launch

- Decided to inform community as soon as we had requested surge testing – this is much earlier than most local authorities have promoted surge testing. Some details were TBC, but it was in the interest of being open and honest.
- Followed up once confirmed via digital channels, media, partners, community information champions, engagement session with Sandhurst representatives.
- Media coverage: BBC South Today, ITV Meridian, BBC Berkshire, Bracknell News, Reach PLC.
- Information sent to approx. 15,000 on e-news database and reach on social media has been approx. 30,000 since Thursday. Website and intranet updated
- Information via Bracknell News – paid for ad and Leader’s column
- Pushing interactive map - please check if your home/ work address is in the test area.

Targeted comms to schools/ school communities provided.



## Launch

- Media coverage secured for BBC South Today, ITV Meridian, BBC Radio Berkshire.
- Leaflet to be sent to all 4,500 homes in English plus Nepali translation via community champions. Start delivery on Friday
- DAX digital radio ad to start tomorrow (80,000 impressions); geo targeted
- Social media – geo targeted and hyper local via Next-door platform

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- E-newsletters - including Community Information Champions
- Ad bikes from 23 June - include self-isolation message
- Bracknell News ad and Leader's column
- Updated website and intranet

Comms will be responsive – if we see demographics that aren't responding we will tailor accordingly.

Digital content being worked on – video, creatives and translations for the 2-week period. Include local Dr and community representatives, where possible.

## Vaccination

Working with CCG to promote additional vaccination clinics for people living in GU47 0 – how to access and why.

Details will be added to: [www.bracknell-forest.gov.uk/surge-testing](http://www.bracknell-forest.gov.uk/surge-testing)

Residents are advised to keep checking that page for the latest information.

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