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LOCAL OUTBREAK ENGAGEMENT BOARD

10 AUGUST 2021

SUPPLEMENTARY PAPERS

TO: ALL MEMBERS OF THE LOCAL OUTBREAK ENGAGEMENT BOARD

The following presentations were circulated at the above meeting.

Kevin Gibbs
Executive Director: Delivery

	Page No
4. PUBLIC HEALTH COVID EPIDEMIOLOGY AND POLICY UPDATE	1 - 8
To provide an update on the status of the Covid-19 pandemic at a national and local level and to give guidance on understanding and using available data at a local level.	
5. COMMUNICATIONS AND ENGAGEMENT UPDATE AT A NATIONAL AND LOCAL LEVEL	9 - 14
To provide an update on national and local communication and engagement strategies.	

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Berkshire Weekly COVID-19 Briefing

10th August 2021

Local Outbreak Engagement Board

Berkshire East Public Health Hub

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Situational Awareness

Bracknell Forest has had 9,969 confirmed cases of COVID-19 so far. Over the last 7 days (29th July – 4th Aug) there has been 295 new cases of COVID-19. The current weekly rate is 237.6 per 100,000 population, which is a 2% decrease on the week before and a 57% decrease on the week prior to that.

Bracknell Forest’s rate for people aged 60 and over has decreased to 55.0 per 100,000 population over the last week.

Situational Awareness indicators from 29th July to 4th August* in comparison to previous 7-day period

UTLA	Area name	Daily individuals tested per 100 000 population 7-day moving average	Weekly percentage individuals test positive	Weekly no. of newly confirmed cases	Weekly case rate per 100,000 All ages	7-day change in case rate All ages	Weekly no. of newly confirmed cases 60+ yrs	Weekly case rate per 100,000 60+ yrs	7-day change in case rate 60+ yrs
▲	PHE Centre	515.0 ▼	6.9 ▲	21,766	243.3	1%	1,450	63.3	-0%
	Bracknell Forest	483.6 ▼	7.1 =	295	237.6	-2%	14	55.0	17%
	Reading	611.0 ▼	7.0 ▲	472	294.4	19%	18	65.6	50%
	Slough	495.3 ▼	6.9 ▲	349	233.3	12%	22	100.8	10%
	West Berkshire	444.2 ▼	7.4 ▲	346	218.3	0%	25	61.0	39%
	Windsor and Maidenhead	568.6 ▼	5.9 ▼	354	234.0	4%	19	51.6	-42%
	Wokingham	472.6 ▼	6.8 =	385	221.3	-7%	25	62.1	-27%

Source: PHE Regional South East Situational Awareness Report (10th August 2021)
** Dates and figures refer to specimen date*

The RAG ratings shown below reflect PHE's thresholds for positivity and case rates. More information on these thresholds can be found in the next slide.

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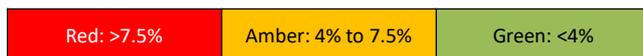
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Data thresholds

Data thresholds included in PHE’s Situational Awareness Report:

Positivity rate

This includes all individuals with a valid test result from a specimen taken in the 7-day period shown. This includes Pillar 1 and Pillar 2 test.



Weekly rate per 100,000 population (all ages)



Weekly rate per 100,000 population (aged 60 and over)



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Situational awareness

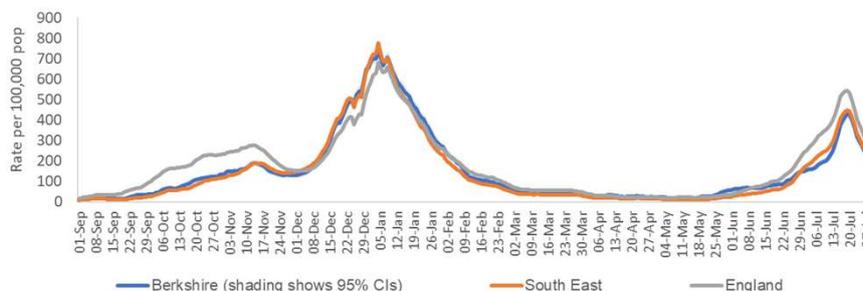
Berkshire’s weekly rate from 23rd to 29th July 2021 was 231.0 per 100,000 population. This was a 35% decrease on the week before and a 30% decrease on the week prior to that. This week (29th-4th), the case rate is 240.1 (4% increase).

There has been a total of 72,774 confirmed cases of COVID-19 in Berkshire. 57% (41,943) of these cases have occurred since the beginning of January 2021.

Weekly rate of confirmed COVID-19 cases per 100,000 population (7-day rolling average)

Data from the most recent 4 days have been excluded from the charts as these will be incomplete

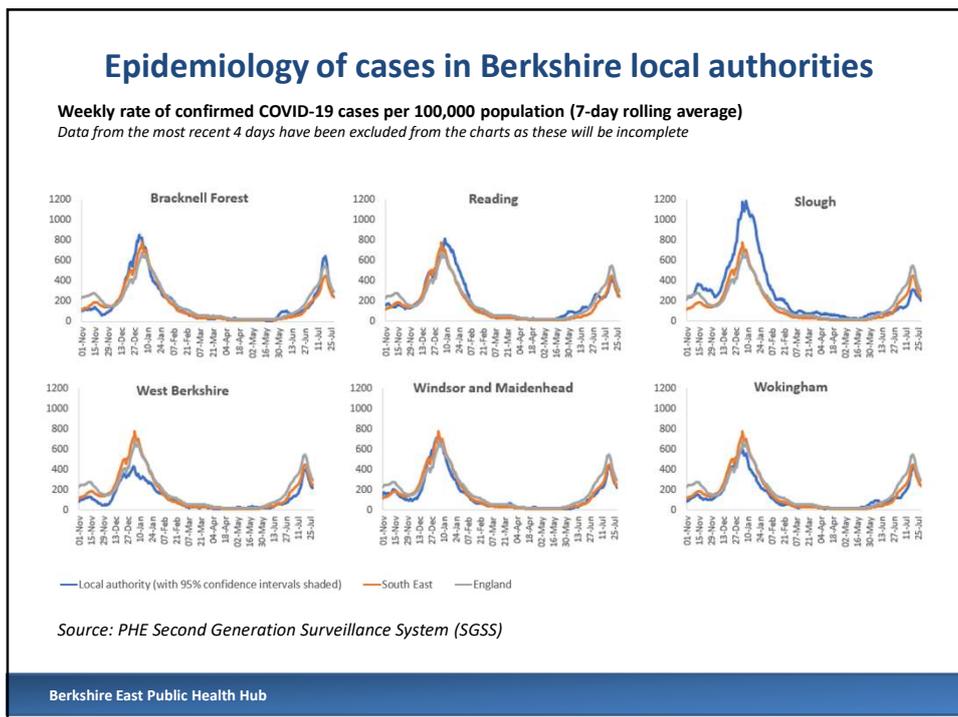
Weekly rate of confirmed cases of COVID-19 per 100,000 population



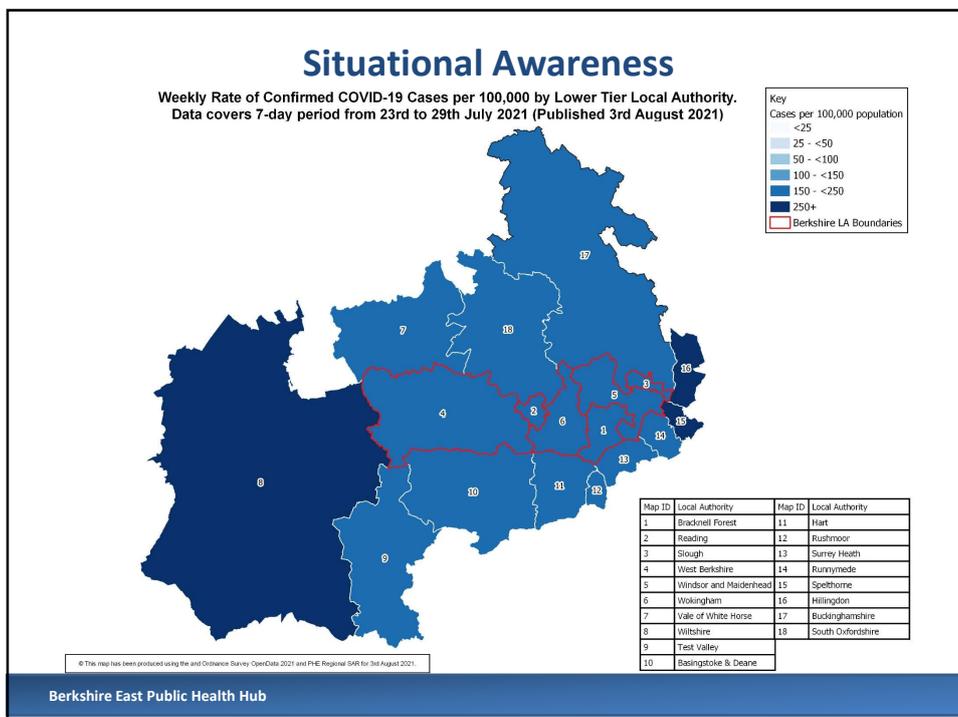
Source: PHE Second Generation Surveillance System (SGSS)

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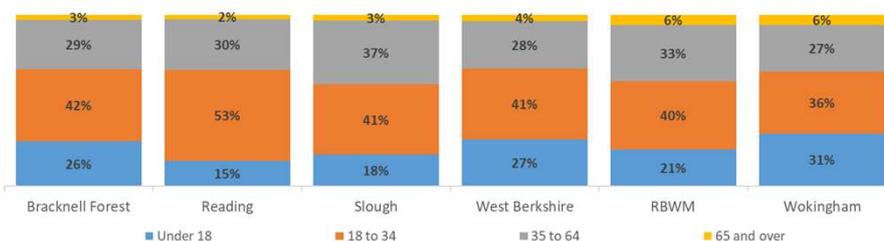


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Epidemiology of cases in Berkshire local authorities

- 18 Wards – 13 have seen a significant decrease. The rest staying similar to what they were before. Bullbrook ward rate last week was 1039/100,000 – down to 235/100,000.
- No new deaths. Last reported death was 2 July. Total 191 Covid related deaths.
- Age specific rate heat maps all moving in the right direction.
- Testing rates information – testing has reduced. 11 - 16-year-old age group dropped dramatically. Other age ranges staying fairly stable.

Age breakdown of confirmed COVID-19 cases over the last 14 days (21st July to 3rd August 2021)



Source: PHE Second Generation Surveillance System (SGSS)

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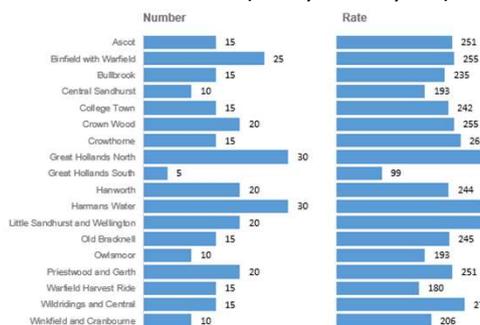
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Bracknell Forest

Data on confirmed COVID-19 cases are shown by Electoral Ward. Due to large numbers, this analysis now looks at a weekly period in the first graphs (blue).

Data relating to each Electoral Ward has been rounded to the nearest 5 in order to protect the identity of individuals. Caution should be taken with this information, as it will be based on small numbers and can fluctuate.

Cases and weekly rate per 100,000 population for the latest week (23rd July to 29th July 2021)



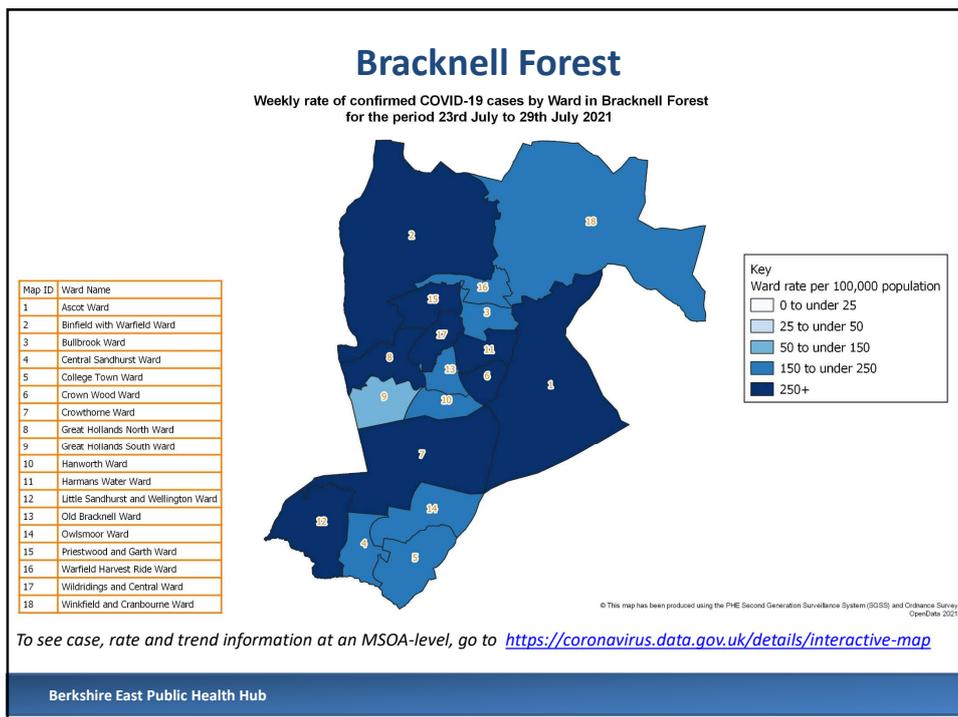
Total cases and total rates per 100,000 population (since Mar-20)



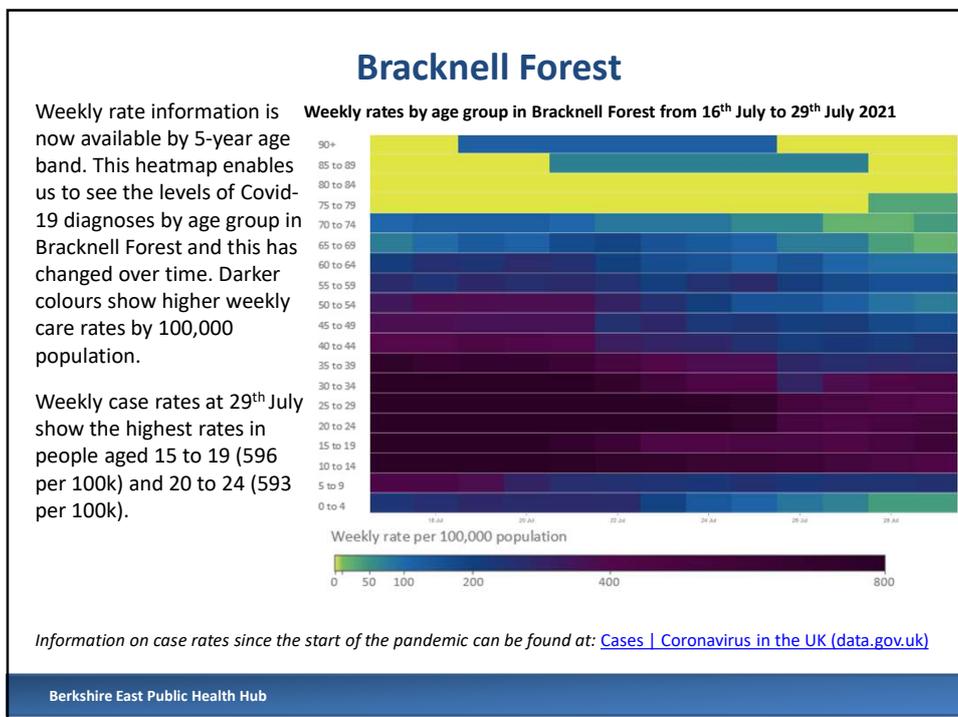
Source: PHE Second Generation Surveillance System (SGSS)

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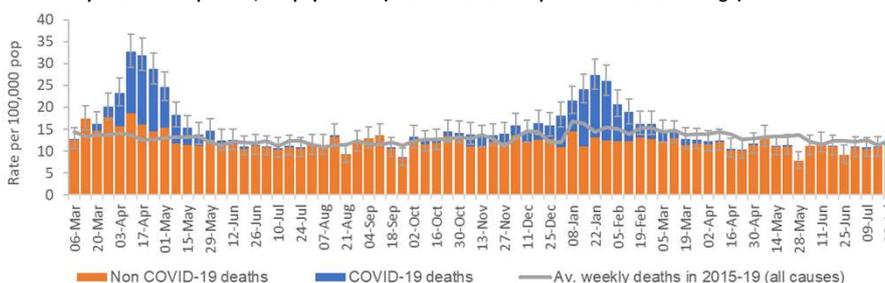
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Deaths

There have been 1,797 deaths related to COVID-19 in Berkshire through the whole pandemic. In the last week reported (week ending 23rd July), there were no COVID-19 related deaths in Berkshire.

Berkshire’s current all-cause mortality rate is in line with what we would expect for this time of year. Since March 2020, Berkshire’s all-cause mortality rate has been 13% higher than the previous 5 year average, which equates to 1,267 additional deaths.

Mortality in Berkshire per 100,000 population (2020 and 2021 compared to 2015-19 average)



Source: [Office for National Statistics; Death registrations and occurrences by local authority](#)

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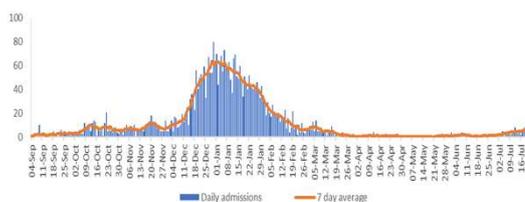
Hospital activity

Hospital activity information is available at a Trust level. The latest activity for Frimley Health NHS Foundation Trust (FHFT) and Royal Berkshire NHS Foundation Trust (RBFT) are shown on the following slides.

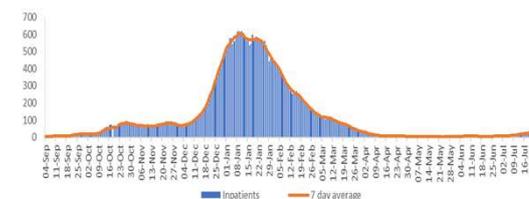
The number of daily admissions for Covid-19 patients has continued to stay at low levels in FHFT hospitals. On 25th July, there were seven new COVID-19 admissions to the hospital.

On 27th July, 48 patients were in FHFT hospitals with COVID-19 and three were on mechanical ventilation.

Number of patients admitted to hospital with COVID-19 – Frimley Health NHS Foundation Trust



Number of patients in hospital for COVID-19 – Frimley Health NHS Foundation Trust



Source: <https://coronavirus.data.gov.uk/healthcare>

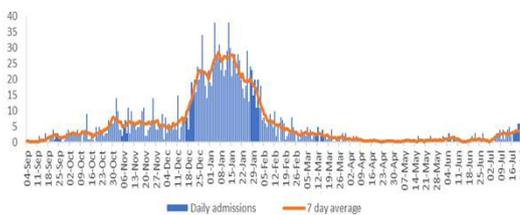
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Hospital activity

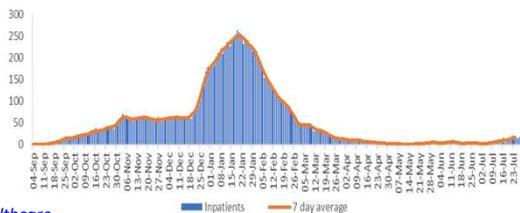
The number of admissions for Covid-19 patients in Royal Berkshire Foundation Trust hospitals remains low. There was one new COVID-19 admission on 25th July 2021.

On 27th July, 17 patients were in RBFT hospitals for COVID-19 with three on mechanical ventilation.

Number of patients admitted to hospital with COVID-19 – Royal Berkshire NHS Foundation Trust



Number of patients in hospital for COVID-19 – Royal Berkshire NHS Foundation Trust



Source: <https://coronavirus.data.gov.uk/healthcare>

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Covid-19 Vaccinations

Vaccinations still going up - 69,282 people fully vaccinated and 87,038 received 1st dose in Bracknell Forest.

Those aged 65 and over similar coverage in both males and females. 35 – 64 age group significant difference in gender uptake continues with uptake lower in men but the gap continues to decrease.

Individuals encouraged to come forward for their second dose 8 weeks after their 1st dose.

Estimated population coverage for dose 1 by LA and age group* (8th December 2020 to 25th July 2021)

LA	Under 18	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	18+	40+
Bracknell Forest	2%	71%	70%	73%	77%	81%	84%	89%	90%	91%	93%	94%	95%	96%	83%	89%
Reading	1%	54%	56%	59%	62%	67%	75%	81%	83%	84%	88%	91%	92%	92%	69%	80%
Slough	1%	53%	52%	57%	63%	70%	75%	80%	82%	83%	85%	88%	89%	88%	69%	79%
West Berkshire	2%	74%	73%	75%	79%	85%	89%	91%	93%	94%	95%	96%	97%	97%	87%	92%
Windsor and Maidenhead	2%	70%	68%	69%	73%	79%	83%	87%	88%	89%	92%	94%	95%	95%	82%	88%
Wokingham	2%	72%	71%	75%	81%	84%	87%	90%	92%	92%	94%	95%	97%	96%	85%	91%
South East	2%	65%	64%	68%	74%	80%	85%	88%	90%	92%	93%	95%	96%	96%	82%	90%
England	2%	60%	60%	63%	69%	75%	81%	86%	88%	90%	92%	95%	96%	95%	78%	88%

Estimated population coverage for dose 1 and 2 by LA and age group* (8th December 2020 to 25th July 2021)

LA	Under 18	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80+	18+	40+
Bracknell Forest	1%	20%	22%	32%	50%	71%	78%	86%	88%	89%	91%	93%	94%	92%	65%	85%
Reading	0%	12%	17%	24%	35%	53%	65%	76%	79%	81%	86%	89%	90%	90%	49%	74%
Slough	0%	15%	18%	30%	41%	57%	65%	73%	77%	79%	83%	85%	87%	86%	52%	72%
West Berkshire	1%	17%	24%	32%	48%	68%	79%	89%	90%	92%	94%	96%	96%	96%	69%	88%
Windsor and Maidenhead	1%	19%	22%	36%	55%	72%	78%	83%	86%	87%	90%	92%	94%	89%	67%	84%
Wokingham	1%	17%	23%	36%	55%	74%	81%	87%	90%	91%	92%	94%	96%	95%	69%	87%
South East	1%	18%	23%	33%	50%	68%	78%	85%	87%	89%	92%	94%	95%	94%	66%	86%
England	1%	19%	24%	32%	46%	63%	73%	82%	85%	88%	91%	93%	94%	93%	63%	83%

*The total population figure used to calculate vaccination coverage will include a small number of people who have been advised not to receive the vaccination for medical reasons. As of 22nd July, the underlying data changed from using mid-year 2019 estimates to mid-year 2020 so figures may differ from previous publications.

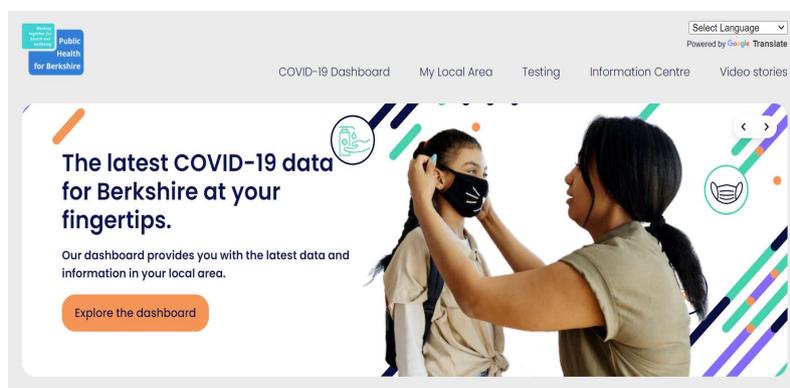
Source: [Statistics » COVID-19 Vaccinations \(england.nhs.uk\)](https://statistics.nhs.uk/covid-19-vaccinations)

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For more information

For the latest Berkshire COVID-19 data (cases, NHS 111 triages and deaths) please visit our website: <https://www.berkshirepublichealth.co.uk/>



Additional information on national, regional and neighbourhood-level data can also be found at the main government website: <https://coronavirus.data.gov.uk/>

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Policy updates

Testing

- Symptomatic PCR testing continues at Bracknell Leisure Centre
- Asymptomatic regular Lateral flow testing still encouraged (delivered locally via Pharmacy Collect and local mobile testing sites and at One Lexicon or via gov.uk postal service)

Self-isolation

- Exemption for critical workers where approved by Director of Public Health or Government Office
- From 16th August, self-isolation of contacts not required if fully vaccinated or under 18 (self-isolation of cases still required)
- Daily contact testing options for critical businesses and as a long term option for those not fully vaccinated

Travel updates

- Changes to amber country travel, those fully vaccinated/children required to test and not isolate on return
- <https://www.gov.uk/guidance/travel-abroad-from-england-during-coronavirus-covid-19>

Vaccination

- Covid -19 vaccination now being offered to 16-17 year olds – <https://www.frimleyhealthandcare.org.uk/living-here/covid-19-vaccination/>
- Mandatory vaccination of Care Home staff (and wider staff)
- Booster programme advised by JCVI

Schools

- Supporting BF schools to develop their own local outbreak management plans

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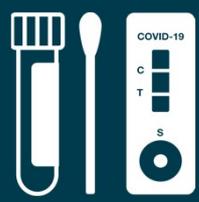
Communications Update

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1



Testing



2

Testing



- Continuing to push LFT messages and self-isolation.
- Special postcard created to show residents which test they should take. These were handed out at test centres after some complaints about residents with symptoms showing up to site. These will be distributed to Bracknell Forest foodbanks too. QR codes included to link to both vaccination information and testing details.
- Comms around which test people should be having symptomatic/asymptomatic on social media and Bracknell News ad.
- Instructions on travel provisions being released across social for those considering holidays abroad.
- Mobile Testing Unit was back on site last month. E-newsletters and social released to promote that.

3

Vaccinations



4

Vaccinations



- Continuing to promote any remaining over 18s should come forward for vaccination and bring forward second doses to eight weeks – keeping up with national messages/policy changes.
- New messaging surrounding those who are under 18 and eligible for their first jab, including 16 and 17 year olds and 12-15 year olds who are clinically extremely vulnerable, or live with someone who is clinically extremely vulnerable.
- The pop-up vaccination unit was extended to 13-18 July. More comms were planned between CCG and BFC including video testimonials from those vaccinated.
- Using imagery and channels suited to younger people e.g., Snapchat, Instagram but not excluding older cohorts. Snapchat channels reached 250 click throughs across two highly targeted adverts.
- Used a variety of channels (media, paid for ads, on site signage, social media, ad bike) as well as influencers Max and Harvey (Instagram 955k followers) and local Berkshire against Racism campaigner Karima in video ads.

5

Vaccinations continued



- “Jabbin” video created by Frimley CCG featuring dancers from Artemis Studios, based in Bracknell. Promoted on social media and dancers interviewed on BBC Berkshire. All designed to promote vaccinations to the younger cohort.
- Focus on continued vaccination pop-up over coming days. Grab-a-jab promotions running to promote dates at Waitrose Sports and Leisure Centre until 15 August.
- New messaging on social concerning vaccination take-up in pregnant residents.
- Short videos released on social around the safety of the vaccines, after concerns were expressed around how safe they are.
- New focus on vaccinating men, particularly in the 25-34 year cohort.
- Initial engagement for comms partnerships with local pubs and Binfield FC.
- Release of ‘Don’t do half a job’ video to emphasise the need to be double vaccinated.

6

Roadmap



7

Roadmap

- Comms continue to be in line with national policy.
- Staff return to the office communications released – gentle and gradual return to be emphasised. You may have seen posters around TS.
- Supporting partners e.g. The Lexicon with messaging around social distancing and face coverings.
- Promoting that this is stage 4 not the end of COVID, the switch is from legal restrictions to best practice.
- Ongoing 'Be Courteous' campaign in process. These are designed to enforce messaging around the government's key pillars for keeping safe from Covid-19 – such as promoting the wearing of masks where appropriate.
- Upcoming comms around changes to the isolation rules from 16 August including Bracknell News advert.
- Focus group with Youth Health Council set up to work with them on messaging and engagement with young people.

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Thank You

10.08.21

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