

Communications update for the Member-led engagement board Friday, June 18th 2021.

1. Background and our approach to Covid Comms

Fast pace of work and constantly changing landscape has amplified our challenges . Throughout the past 15 months our approach has been both responsive and flexible.

Communications has been crucial to help people to hear the messages, understand them and act on them.

Based on SAGE and Behavioural Science approaches we have concentrated on positive, upbeat and compelling communications focussing on human stories and information about how people can live their lives safely.

We have used data provided by our surveillance cell and Outbreak Management Team to focus our campaign priorities.

Our strategic approach has been three-fold:

- Messaging for the wider public – broad messages for all
- Geographical - focussed on areas of concern and interest, working with the districts and city councils.
- Hyperlocal- focussing on specific communities working with our champions.

We have needed to identify new and innovative ways to reach as many people in our communities as possible. We've had to be able to react quickly.

We've taken a partnership approach through Warn and Inform and been well supported by the whole public sector communications community.

2. Our Current Priorities

➤Vaccine - getting as many people as possible to accept both doses, dispelling myths and tackling hesitancy.

➤LFTs and PCRs - getting as many people as possible to rapid test twice a week, in particular secondary school age children. Encouraging PCR testing, either for those with symptoms or to detect cases where we know there may be higher rates.

➤Young people – this is where the data is telling us we need to focus, with infection rates highest in the 11 to 24 age brackets

➤Removing the barriers – we have focused communications around what support is available to help people manage during the pandemic, from statutory or voluntary sources, and our current priority is delivering dedicated comms around the enduring transmission pilot.

➤ Communicating the changes –regular toolkits of materials for partner agencies and Members based on our **This Depends on Us** communication message

3. Vaccine

We are working closely with the CCG to understand where uptake is the lowest and how best to get the messages across. Focussing on hotspot areas in the cities Peterborough, Cambridge, and in specific market towns such as Wisbech.

We have produced a joint vaccine comms strategy with the CCG which includes:

- Targeting communities where we know there may be greater hesitancy. Working with our community engagement leads to translate information into multiple community languages.
- Video blogs from community leaders.
- Working with the vaccine confidence training team to launch an Internal campaign for staff – not just in CCC and PCC but for all public sector colleagues.
- Sharing national vaccine assets.
- Developing a campaign promoting the uptake of the vaccine in the workplace – ready to launch next week
- Putting together a focus group of young people from all backgrounds to help us get insight into this younger cohort and to produce peer-led projects.

4. Lateral Flow and PCR Tests

We are communicating the universal offer for rapid testing. Using all the tools open to us to get the message out , e.g media, newspaper advertising, social media, WhatsApp groups in the community, banners, radio advertising.

Targeting messages for people directly in harder to reach communities.

We have had a particular focus on younger people of secondary schools

- New posters encouraging students to take rapid tests twice a week and – importantly – to record their results.
- A further push with stage 4 announcement - also warning parents against taking term time holidays abroad, and emphasising the importance of face coverings, especially on school buses.
- Students recording short videos on their phones about the importance of testing – cheaper and hopefully with more impact coming from peers.
- Reminders about the need to PCR test and self-isolate if symptomatic.

We have good plans in place for surge testing, should this be needed -and these have been activated in some small areas



5. Specific work with Young People

Working with partners, we are exploring opportunities to team up with young people to develop even more peer-led projects. Currently we are.

- working with Cambridge City to develop a campaign to use a young person led approach to promote mobile LFTs over the summer holidays.
- working with Anglia Ruskin University students to produce videos to promote LFTs and reporting of results, covid prevention and the uptake of vaccines
- working with younger councillors to help promote vaccine uptake.
- working with Cambridge Regional College to put together a focus group of young people to talk about messaging to young people.
- working with education team to see how we can use a peer led approach in schools across Peterborough (videos and young people led campaigns)

6. Continued to promote the steps on the roadmap, #ThisDependsOnUs.

Our key theme has been collective responsibility - this depends on us all doing the right things to get back to a more normal life.

We have developed toolkits for use by partners/members at each stage – and even when there has been a delay (like this week).

Our communications messages continue to highlight

- this is what you are allowed to do - but be cautious,
- get your vaccine when it is your turn, and remember your second jab
- rapid test twice a week – and report your result.
- this is not the end - Covid is still amongst us.

Also delivering info to help people stay safe during key events in the summer months e.g Euro 2020 championships for example.



7. Looking forward – our challenges

Keeping on top of a constantly changing situation and evolving messages.

- Public apathy – perception it's no longer a problem
- Pockets of resistance to vaccine and testing
- Speed of change in the national situation – still an emergency situation and could need to manage outbreaks or surge test.
- Ensuring everyone can understand the messages –translating as much as we can and using peer messages and advocates.

8. Looking forward – our opportunities

Many of the tools we have used and the relationships we have built have become part of our general ways of working. In particular,

Links and relationships with different communities -translated videos and advocacy.

Work with youth engagement projects in Cambridgeshire and Peterborough and both Cambridge and Anglia Ruskin Universities for peer led messaging

Developing new techniques- WhatsApp.

- half the population is using WhatsApp – it has 30.7million users.
- Making sharable content which is passed on by friends and family

Developing new techniques – Geolocate/mobile van

- targeting in specific geographical areas
- Particularly helpful for pop up testing sites or and be swiftly deployed to postcodes with outbreaks or surges

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