

October Communications and Campaign update for the Member Led Engagement board

Media interviews and coverage – during the last month we have had considerable media interest in the rising infection numbers in Cambridge city. We have issued statements, video blogs and TV and radio interviews with Dr Liz Robin. There has also been interest in the Covid patrols in Peterborough's central areas which resulted in an extended piece on BBC Look East on about our work with the police to encourage people to follow the rules. The Peterborough Telegraph and Peterborough Matters have run features about the local test and trace scheme which have included interviews with the officers doing the tracing and Liz Robin. There has been extensive coverage in the Cambridgeshire news media about the #CancelCovid campaign – concentrating on the celebrity endorsements.

Vulnerable groups – We have done considerable additional work communicating with more vulnerable groups, much of which has informed activity now being carried out for the Extremely Clinically Vulnerable cohort.

Halloween – campaign to encourage people to mark this event differently this year started in mid October - #dohalloweendifferently. Including an activity toolkit which was circulated via the wider Warn and Inform communications cell and community orgs to cascade and share. A radio campaign ran across Peterborough and Cambridge for three weeks, before the final week was repurposed to focus on the support available for people self -solating or shielding during the second stage of lockdown

Remembrance – Communications have been shared across both Cambridgeshire and Peterborough about the need for people to mark Remembrance from home. Also shared with district council comms colleagues too. We are supporting online ceremonies locally and encouraging staff across all public sector organisations to mark the two minute silence

New testing sites in Cambridge and in Central Peterborough – liaised with Cambridge City Council on promoting the new local testing site at Abbey Leisure Centre and on a new permanent walk in site in central Peterborough

Test and trace app – we developed a script to be shared with community leaders which informs local communities about the NHS test and trace app and encourages people to use it. The message translations have been shared on our social media channels.

First phase of #CancelCovid - we have completed and evaluated the first phase of our #CancelCovid campaign aimed at 18 – 30 year olds – which included posters, social media, press releases, and celebrity endorsements . Plans are drawn up and were being consulted with for the second phase concentrating on identifying symptoms and linked to people out in the night time economy, but this has been temporarily suspended during the national lockdown as the team works on the campaign plan for the next four weeks.

Self-isolation social media – we have worked on a series of graphics to run on social media, linked to our two-page leaflet, informing of the circumstances where people need to self-isolate and links to the support available to help them do this.

Magazine features: Finalising features with The Moment magazine in Peterborough about the Peterborough Support Hub. This will include examples of how our communities have stepped up this year and how we plan to morph that into businesses as usual as part of our Think Communities

approach. The features will also include advice around the support that will be available this Christmas as well as public health advice which is unlikely to change, such as washing hands regularly, socially distancing, wearing face masks etc.

Member briefing – we have continued to issue weekly briefings to all CCC and PCC Members on weekly infection figures and key activities – which have then been localised and sent to the chief executives of all other city and district councils to share with their Members. All of these have included links to materials for Members to share across their own social media channels or across their own networks.

Christine Birchall

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