

# CAMBRIDGESHIRE & PETERBOROUGH LOCAL OUTBREAK ENGAGEMENT BOARD



Friday, 11<sup>th</sup> September 2020

10.00 a.m.



## COVID-19

During the Covid-19 pandemic Council and Committee meetings will be held virtually for Committee members and for members of the public who wish to participate. These meetings will held via Zoom.

## AGENDA

Open to Public and Press

1. Apologies and Declarations of Interests (oral)  
  
*Guidance on declaring interests is available at <http://tinyurl.com/cc-conduct-code>*
2. Notes from the meeting 7 August 2020 (pages 3-7)
3. Action log from 7 August 2020 (page 8)
4. Health Protection Board Report To follow
5. Campaign Updates (pages 9-16)
6. Public Questions (oral)

*Public speaking on the agenda items above is encouraged.  
Speakers must register their intention to speak no later than 12.00  
noon one working day before the meeting via this link  
<https://www.cambridgeshire.gov.uk/council/meetings-and-decisions/getting-involved-in-meetings>*

The Local Outbreak Engagement Board comprises the following members:

Cambridgeshire County Council – Councillors Hickford & Hudson  
Peterborough City Council – Councillors Holdich & Fitzgerald  
Director of Public Health, Executive Director: People and Communities,  
& Service Director: Communities and Partnership  
Clinical Commissioning Group – Jan Thomas, Gary Howsam, Louis Kamfer &  
Louise Mitchell  
Cambridgeshire District Councils – Councillor Malyon  
Chair of Cambridgeshire and Peterborough Healthwatch  
Police and Crime Commissioner

For more information about this meeting please contact the  
Head of Programmes Teams, Public Health

Name: Kate Parker

Email: [kate.parker@cambridgeshire.gov.uk](mailto:kate.parker@cambridgeshire.gov.uk)

**NOTES FROM THE CAMBRIDGESHIRE & PETERBOROUGH LOCAL OUTBREAK  
 ENGAGEMENT BOARD MEETING  
 HELD AT 4:20PM ON FRIDAY 7 AUGUST 2020  
 VIRTUAL MEETING VIA ZOOM**

**Present:**

Dr. Liz Robin	Director of Public Health, Cambridgeshire County Council (CCC) and Peterborough City Council (PCC)
Cllr Roger Hickford	Chairman, Cambridgeshire Health and Wellbeing Board
Cllr John Holdich (Chair)	Chairman, Peterborough Health and Wellbeing Board
Cllr Peter Hudson	Chairman, CCC Health Committee
Louise Mitchell	Director of Strategy and Planning, CCG
Val Moore	Chairman, Healthwatch Cambridgeshire
Ray Bisby	Acting Police and Crime Commissioner for Cambridgeshire
Wendi Ogle-Welbourn	Executive Director – People and Communities, CCC and PCC
Christine Birchall	Head of Communications, CCC and PCC
Kate Parker	Head of Public Health Programmes, NHS Cambridgeshire
James Veitch	Democratic Services Officer, CCC

**1. APOLOGIES FOR ABSENCE AND DECLARATIONS OF INTEREST**

Apologies for absence were received from Councillor Maylon, Cambridgeshire District Council, Adrian Chapman, Service Director, Communities and Partnerships, CCC and PCC, Charlotte Black, Service Director, Adults and Safeguarding, CCC and PCC, Gary Howsam, Chair Clinical CCG.

**2. MINUTES OF THE MEETING HELD ON 10 JULY 2020 AND ACTION LOG**

**Minutes**

The minutes of the meeting held on 10 July 2020 were agreed as a true and accurate record.

**Action Log**

Dr Liz Robin, Director of Public Health, Cambridgeshire County Council and Peterborough City Council provided an update on the Action Log as follows:

Item	Action	Update
1	Review the Terms of Reference further including the addition of a vice-chairman TOR revised and on agenda for 7th August 2020	Covered as an agenda item later in the meeting
2	Set up an informal workshop for Local Outbreak Engagement Board members to review the role of the board in relation to engagement with the public around outbreak management Workshop set up for 7th August 2020	Completed as per the Action log contained in agenda

3	Consider how the Board would engage with the public	Item included within the workshop
4	Give feedback on the Care Home Support Plan	The plan had been circulated to the Board
5	Discuss temperature checks as strategy to prevent the spread of COVID-19	Temperature checks were being conducted at some places of worship which helped to emphasise Covid-secure behaviours
6	The Director of Public Health to report back to the Board the exact start date for the receipt of daily case data	Daily case data was now being received

Items 3 and 4 on the agenda were discussed in reverse order by mutual agreement.

### 3. **REVISED TERMS OF REFERENCE OF CAMBRIDGESHIRE AND PETERBOROUGH LOCAL OUTBREAK ENGAGEMENT BOARD**

A multi-agency Covid-19 Health Protection Board had been established across Cambridgeshire and Peterborough with responsibility to develop local outbreak control plans. The Local Outbreak Engagement Board would support the Covid-19 Health Protection Board by providing a Council Member-led public facing board to communicate openly with the public.

This item was introduced by the Kate Parker, Head of Public Health Business Programmes, Cambridgeshire County Council who made the following points:

- The changes to the terms of reference proposed at the last meeting were minor.
- An addition of a vice chair role had now been included. If this change to terms was acceptable, the vice-chair would be elected at the next meeting in line with the current democratic process.
- Charlotte Black, Service Director, Adults and Safeguarding had been added as a board member.
- Further changes to terms following the recent workshop would be reported to the next meeting.

Members made the following comments and suggestions:

- Was it necessary to have a vice chair when there were two chairs sharing responsibility? Members debated this and agreed that the vice chair would automatically be other chair who was not acting as chair in the meeting.

#### **ACTIONS AGREED**

1. The Local Outbreak Engagement Board noted and commented on the report on the revised terms of reference.

2. Kate Parker, Head of Public Health Business Programmes, Cambridgeshire County Council would check with Democratic Services if the vice chair could automatically be other chair who was not acting as chair in the meeting.

#### 4.0 **CAMBRIDGESHIRE AND PETERBOROUGH HEALTH PROTECTION BOARD REPORT**

This was a multi-agency Officer Board to oversee the Local Outbreak Control Plan, a national requirement whose function was to meet regularly to review local epidemiological trends and delivery of the Covid-19 outbreak management and reported to the Local Outbreak Engagement Board.

This item was introduced by the Dr Liz Robin, Director of Public Health, CCC and PCC who made the following points:

- The report provided information on local cases whilst recognising that many cases were not tested for, or diagnosed, particularly in the early stages of the pandemic.
- Diagnosed cases therefore only presented a partial picture of the situation.
- The overall rates of cases in Peterborough and Huntingdonshire was above the national average over the pandemic period.
- Recent average incident rates were contained in the report which highlighted a higher rate in Peterborough, at around 20 cases per 100,000, mainly working age people.
- The number of Covid-19 cases was reducing.
- Death rates from Covid-19 were generally lower than the national average reflecting the good practice behaviour amongst local residents.
- Covid-19 related deaths appeared to be higher in the Northern region. A high number of deaths within a small area was often the result of outbreaks within residential or care homes within that area rather than the overall rates of infection within the community.
- Since the last meeting, the government had published the Covid-19 Contained Framework which provided the upper tier local authorities (UTLAs) additional powers and explained how outbreak management would work between local authorities and the government. It provided UTLAs additional powers to close premises and public spaces and cancel events if there was a significant risk to public health from Covid-19.
- It was hoped evoking these powers could be avoided by working closely with the organisation involved on their risk assessments around Covid-19 and the management of an outbreak.
- The Secretary of State would need to be advised before closures could be introduced and there would follow a right of appeal. The decision would need to be reviewed after seven days.
- Decisions to close a street, local area or specific sector remained with the government.
- Presently, the government were happy for Cambridgeshire to lead its own reactions to the pandemic whilst reporting back through regional officers.

Members made the following comments and suggestions:

- Future graphs to include information on the national averages for comparison?

## **ACTIONS AGREED**

The Local Outbreak Engagement Board noted and commented on the Cambridgeshire and Peterborough Health Protection Board report.

### **5. UPDATE ON LOCAL ENGAGEMENT BOARD WORKSHOP 7 AUGUST BOARD REPORT**

An informal workshop had taken place since the last meeting to discuss the following:

- Review the Terms of Reference further including the addition of a vice chair and establishing a system for appointing local representatives in the event of an outbreak.
- Consider how the Board would engage with the public.
- Give feedback on the Care Home Support Plan
- Discuss temperature checks as strategy to prevent the spread of Covid-19.

#### **5.1 COMMUNITY FOCUS**

This item was introduced by Wendi Ogle-Welbourn, the Executive Director – People and Communities, CCC and PCC who made the following points:

- County Resilience Group (CRG) was an officer group comprising of agencies and organisations across the county, city and district councils sitting under the Local Resilience Forum who had been working to formulate a response to local outbreaks.
- In each council a named lead had been appointed to organise a Rapid Response Team in the event of a local outbreak.
- Links established to support a local outbreak included voluntary organisations.
- Officers would visit an area of outbreak to provide information, advice, guidance and support on infection control and where needed, practical support such as shopping for those in self-isolation.
- The local response to an outbreak could be enhanced with the support of local leaders and councillors who had knowledge of their local area.
- Each response would be different, dependant on where the outbreak occurred.

#### **5.2 COMMUNICATION**

This item was introduced by Christine Birchall, the Head of Communications, CCC and PCC who made the following points on the workshop:

- Communications had been tailored around the analysed data to consider risk groups, different characterises of Covid-19 sufferers, their place of residence and their occupations within the Peterborough area.
- The workshop had discussed how these principles could be developed and delivered in the event of outbreak in another locality.
- Using people who already had the “ear of the community” had been discussed such as players from Peterborough United Football Club and local

celebrities and engaging with Ward Councillors to identify those suitable for delivering messages to the community.

- Ward Councillors could also identify the best style and language to best communicate within their wards and the findings would be reported back to a future meeting.
- Work currently being undertaken to update people included information published on the website drilling down to local areas and expanding public awareness of the board.

Members made the following comments and suggestions:

- Val Moore, Healthwatch confirmed their website contained details of testing facilities which had received a lot of hits. Healthwatch wanted to support and combine resources to pass the Covid-19 messages throughout the communities.
- There had been 89 YouTube viewings for the last meeting and some of those had been by the Board. Members asked what could be done to convey information to the public about the board.
- Members asked for a timeline on localised information being available on the council websites and were advised that work was underway and would be reported to board members outside of the meeting.

#### **ACTIONS AGREED**

1. The Local Outbreak Engagement Board noted and commented on the verbal update on Local Engagement Board Workshop 7 August board report.
2. Christine Birchall, the Head of Communications, CCC and PCC agreed to report back on ways to expand public awareness of the board.
3. Christine Birchall, the Head of Communications, CCC and PCC agreed to report on the timeline to update the website with local information outside of the meeting.

#### **6. PUBLIC QUESTIONS**

There were no questions received from members of the public.

#### **7. FUTURE MEETINGS**

The date of the next meeting had not been determined however, the Dr Liz Robin, Director of Public Health, CCC and PCC advised that meetings would be aligned with the Health and Wellbeing Board Core Sub-committee where possible. As this meeting was for an engagement board rather than a decision-making committee, a meeting could be convened very quickly should the need arise, and the usual ten days' notice would not be required. Meetings would be held virtually.

**CAMBRIDGESHIRE AND PETERBOROUGH LOCAL OUTBREAK ENAGEMENT BOARD**

**Updated: 08/09/20**

<b>Meeting date: 7 August 2020</b>					
<b>Item</b>	<b>Topic</b>	<b>Action Lead</b>	<b>Action</b>	<b>Update</b>	<b>Status</b>
<b>3</b>	<b>Revised Terms of Reference of the Cambridgeshire &amp; Peterborough Local Outbreak Engagement Board</b>	<b>Kate Parker</b>	To check with democratic services if vice chair for the LOEB can alternate in line with the arrangements for the chair.	Confirmed this arrangement is possible. Terms of references adjusted to reflect this.	<b>Completed</b>
<b>5.2</b>	<b>Community Focus - Communication</b>	<b>Christine Birchall</b>	To report back to the LOEB on ways to expand public awareness of the board		<b>On agenda 11-9-20</b>
<b>5.3</b>	<b>Community Focus - Communication</b>	<b>Christine Birchall</b>	To report on the timeline to update the website with local information outside of the meeting	Partnership project so no timeline available at the moment	<b>Verbal update to be provided 11-9-20</b>



**CANCEL COVID – COMMUNICATION CAMPAIGN FOR THE LOCAL OUTBREAK ENGAGEMENT BOARD**

*To:* **Cambridgeshire and Peterborough Local Outbreak Engagement Board**

*Meeting Date:* **11<sup>TH</sup> September 2020**

*From:* **Christine Birchall**

*Electoral division(s):* **All**

*Forward Plan ref:* **Not applicable**      *Key decision:* **No**

*Outcome:* **This report provides an update on the campaign work around the prevention of the spread of Covid-19 for the Cambridgeshire and Peterborough Local Outbreak Engagement Board.**

*Recommendation:* **The Local Outbreak Engagement Board is asked to note the report and**

- To give views on the harder hitting ‘Cancel Covid’ messaging - and approve the purchase a set of thermometers from within the campaign Test and Trace grant budget
- To suggest further ways to promote and develop the messaging – including suggestions of, or identifying links to, more advocates
- To recommend further steps to get the range of locally produced campaign materials, including community leader translations, out and being used by our key audiences

<b><i>Officer contact:</i></b>	
Name:	Christine Birchall
Post:	Head of Communications and Information
Email:	<a href="mailto:Christine.Birchall@cambridgeshire.gov.uk">Christine.Birchall@cambridgeshire.gov.uk</a>
Tel:	

## 1.0 BACKGROUND

- 1.1 Nationally and locally we are starting to observe an infection rise in young people (18 – 30)]. With the return of students to schools and universities across our area in September and October - communications are being refined for this group, and focussed on where they congregate socially. 'Cancel Covid' – is a harder hitting form of messaging with a variety of activities planned, while we continue with our 'Keep Caring' messages for the wider population.
- 1.2 We have already developed set of harder hitting campaign visuals focussed on the key government guidelines but clearly promoting the message that not sticking to the rules risks a return to lockdown, preventing them enjoying some of the freedoms that they are starting to enjoy. Based on evidence such as successful road safety campaigns, this is likely to have more impact than stressing a risk of illness or death that this group are largely not experiencing, and we will be working with groups across the age range to further develop these messages.
- 1.3 Materials from this campaign are being distributed from this week at bus stops, outdoor poster sites, distributing to pubs, clubs and restaurants and to be used across our social media platforms, and those of our partner agencies. Visuals are included in the attached appendix.

This will be followed by a set based on the three major symptoms (cough, temperature, loss of taste and smell) with the call to action being how easy it is to get a test

We are backing this up with an animation aimed at a slightly younger age group from 15 upwards - for use on social media platforms. We are also hoping to work on a regional pilot project with Public Health England engaging social media influencers to work with us on Instagram

- 1.4 Following on from the last Member Engagement workshop, we have been identifying local 'influencers' who resonate with relevant groups, to post or record messages. For this age range we have worked with Peterborough City Football Club, and the Peterborough Youth Parliament – and are now linking with Cambridge United Football Club, sports clubs and music venues.

We are working with both Cambridge University and Anglia Ruskin University to both support their own campaigns for returning students, and to promote our wider community based messages.

In order to target the places where groups of people are likely to work or congregate we are working with shopping and town centre managers to further promote the use of face coverings and are also investigating the purchase of a number of thermometers which can be offered to businesses (on a first come first served basis) to allow customers to check their temperature before they enter to further promote prevention messages and that we are aiming to 'Cancel Covid' in our area.

## **2.0 RECOMMENDATIONS**

Members of the Local Outbreak Engagement Board are asked to:

- To give views on the harder hitting 'Cancel Covid' messaging - and approve the purchase a set of thermometers from within the campaign Test and Trace grant budget
- To suggest further ways to promote and develop the messaging – including suggestions of, or identifying links to, more advocates
- To recommend further steps to get the range of locally produced campaign materials, including community leader translations, out and being used by our key audiences

I'm doing it for you. Do it for me.



**CORONAVIRUS HASN'T GONE AWAY**

**No-one wants a return to lockdown.**

**Wear a face covering when travelling  
on public transport, and in shops.**



For further updates and information check our websites  
which will be regularly updated [www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk)  
[www.peterborough.gov.uk](http://www.peterborough.gov.uk) • [www.gov.uk](http://www.gov.uk)



Don't walk... so close to me.



**CORONAVIRUS HASN'T GONE AWAY**

**Keep your distance.  
No-one wants a return to lockdown.**

**Stay at least 2 metres away from those you don't  
live with, or 1 metre with extra precautions**



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It's in your own hands.



**CORONAVIRUS HASN'T GONE AWAY**

**Washing your hands  
regularly and thoroughly will  
help stop a return to lockdown.**



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Tonight we're going to  
party like it's **Nineteen hundred  
and eighteen**



**CORONAVIRUS HASN'T GONE AWAY**

**No-one wants a return to lockdown.**

Nurses in the 1918 Spanish Flu epidemic

**Wear a face covering when travelling  
on public transport, and in shops.**



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Facetime (yes). Face to face time (no).



**CORONAVIRUS HASN'T GONE AWAY**

**No one wants a  
return to lockdown.**

**Remember, one other household  
indoors and six people outside.**



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