

Cambridgeshire & Peterborough Local Outbreak Engagement Board

Tuesday, 12th January 2021

11.00a.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 be held via Zoom.

Agenda

Open to public and press

1. Apologies and Declarations of Interests (oral)
[Guidance on declaring interests is available here](#)
2. 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
[Registering requests to speak is available here](#)
3. Latest Covid-19 epidemiology Dr Liz Robin (oral)
4. Communications and Engagement with Residents (pages 3 to 8) Christine Birchall
5. Update on prevention and outbreak control actions Adrian Chapman (oral)
6. Any Other Business (oral)

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: Adults and Safeguarding & Service Director: Communities and Partnership
Clinical Commissioning Group – Jan Thomas, Gary Howsam, Louis Kamfer & Louise Mitchell
Cambridgeshire District Councils – Councillor Bill Handley
Chair of Cambridgeshire and Peterborough Healthwatch
Police and Crime Commissioner

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

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A suggested revision and reinvigoration of the communications strategy

- 1.0 Communications and engagement with the public have been a key part of the work of the Cambridgeshire and Peterborough local outbreak management plan first published in June.
- 2.0 Since then there have been four iterations of the overarching communications strategy to take account of changing situations. They have been
 - First period of national lockdown – March – July,
 - Out of lockdown – July – October
 - Four week national lockdown – November
 - Out of national lockdown and moving into the tier systems – December
- 3.0 Reports on each stage – and elements and campaigns contained within them – have been made regularly to this board. Engaging with the public by offering clear and compelling public health advice to date – coupled with the positive response made by the majority of the local population - have played a crucial role in keeping local infection rates mostly lower than the England and East of England averages
- 4.0 Now, however a full refresh of the strategy is needed to re enforce the rules of the current lockdown, and reinvigorate the messages to engage the public even further as message ‘fatigue’ begins to set in. This strategy refresh is also needed in the light of the new variant of the virus being up to 70% more transmissible. And further, it also needs to take account of the way we can support and engage local people in the roll out of the NHS vaccination programme.
- 5.0 This revised strategy has been based on updated reports from the Government’s SAGE committee, and a public sector workshop looking at key priorities for the Outbreak Management Plan for the next stage of the pandemic held last week, which considered that these should be
 - Support for the roll out of the NHS vaccination programme
 - Support for the NHS to manage the current pressures across the system
 - Support for efforts to encourage adherence to the new national lockdown - in order to drive down infection rates

The Cambridgeshire and Peterborough Member Led Engagement Board – is asked to

- Consider the attached proposed strategic approach and suggest addition needed to support the work of the Outbreak Management Plan

And in addition

- Consider how the messaging suggested could be further refined or improved to make it clear and understandable for local residents
- Make suggestions for additional messages or changes to resonate with different areas/communities
- Consider ways that elected Members and community leaders could use the messages and promote them even further into their own communities

Christine Birchall – Head of Communications & Information, Cambridgeshire County Council and Peterborough City Council

Draft Communications strategy and proposed messaging for Cambridgeshire and Peterborough

January – February 2021

The third national lockdown was announced by the PM on Monday, January 4th - returning to the message 'stay home, save lives' – hand in hand with the announcement of increased vaccinations

As a consequence there is a need to further revise and refine Cambridgeshire and Peterborough's communications strategy for roll out across whole public sector to concentrate on

- An even more rigorous approach to observing good public health measures because of the new strain of the virus – using easily understandable facts and figures
- Giving practical, simple and understandable messages on why we should do this e.g what sort of face covering reduces transmission , the best ways to ventilate a room
- Cutting through compliancy and 'message fatigue' by showing the real, local effect of people dealing with COVID-19 – with local and relatable case studies
- Targeting messages at priority groups - high risk communities or workplaces - nuancing messages where there is particular issues or resistance
- Promoting the good local support available to those isolating - because they have the virus, are vulnerable or are isolated
- Promoting the good local support available to businesses and individuals unable to work during lockdown.
- Supporting enforcement action when this is taken – as a last resort where engagement and encouragement to follow rules has failed
- Keeping people focussed by reminding them there is now an end in sight - supporting comms about local vaccinations

1.0 Overview

This proposal outlines examples of key messages that aim to encourage our communities to follow the rules of the current lockdown as part of a refresh of the communications strategy. The messages have been shaped by an evidence base that includes behavioural science reported on by SAGE.

These messages are critical at this time with the emergence of a new variant of the SARS-CoV-2 virus that was identified in the UK at the end of last year. There is strong evidence that this new variant spreads more rapidly and will continue to do so unless people follow the stringent measures of the lockdown.

At the same time the roll out of the vaccine has added a new dimension to the situation, and we want to support our NHS colleagues in communicating the practical information about how and where this is working across our area, and support uptake particularly in groups of people who may be more resistant to it

The updated strategy will be reviewed by the Cambridgeshire and Peterborough Member Led Engagement Board – the group which provides political oversight to the way the Local Outbreak Control Plan is being put into practice locally, to ensure that the approach and messages have resonance with the public and for consideration about how they can be used by Members and others across the in the community to reach communities at a hyper local level.

As a consequence this strategy is subject to further change before being approved.

1.2 SAGE approach

The SAGE report, ‘**Mitigations to Reduce Transmission of the new variant SARS-CoV-2 virus**’ published 23 Dec 2020 suggests a number of approaches included below to tackling the new variant. Also included are approaches developed using the MINDSPACE behavioural change tool and other academic sources:

- Use simple, direct and positive messaging to encourage people to take responsibility for their actions, to reciprocate others’ sacrifices and to follow the ‘social norms’ of lockdown
- Recognise the sacrifices made and emphasise that the efforts the public have made already and their success in keeping cases down, reducing hospitalisations and deaths. Thank them for their efforts so far to personalise their responsibility
- Use simple and practical messages explaining how to stay safe (lockdown rules, hands, face, space) and why this is important in terms of reducing risk
- Use local data (e.g. number of cases, hospitalisations etc) to show the effect that people are having on the spread of the virus and to encourage more rigorous action to stop the spread of the new variant
- Use experts to reinforce the credibility of the messaging and therefore gain the trust and confidence of audiences (e.g. how the new Government will use Professor Chris Whitty to front their new lockdown campaign)

These principles have been applied to the examples below. The desired outcome of these approaches is to build trust in the communications to encourage positive action to follow the norm of compliance.

2.0 Examples of messages –which subject to input could be used for the purposes above include...

2.1 Gratitude, the power of social norms, responsibility and reciprocity

Gratitude and recognition

- Cambridgeshire /Peterborough – proud to stay home. Thank you and let’s keep it up to stop Covid in its tracks.

Reinforcing norms

- Most people in Cambridgeshire/Peterborough are staying home. Are you?
- The overwhelming majority of people in your community are staying home to save lives. Are you?

Reciprocity

- Nurses, doctors and paramedics are going to work for you. Stay home for them and your loved ones

Control and responsibility

- It is your duty to stay home to save lives. Follow the lockdown rules
- Flexing the rules can be fatal to friends and loved ones. Stay home to save lives

2.2 The use of data to show the impact of people’s behaviours

- 1 in 50 have the virus– as it’s now easier to catch, please don’t take Covid home

- (Cases on the rise example) Covid Cases are on the rise in Peterborough/Cambridgeshire – as it's easier to catch, please don't take Covid home (accompanied by weekly stats infographic)
- (Cases reducing example) Covid cases are falling in Peterborough/Cambridgeshire – thank you everyone who followed the rules, had a test, self isolated and didn't take Covid home

2.3 Practical advice with evidence

- Stop Covid in its tracks - keeping 2 metres away from people you don't live means you can reduce the risk of catching coronavirus to xx
- Stop covid in its tracks - covering your face well -three layers of fabric -can cut your risk of



catching coronavirus (accompanied by the reworked version of the following infographic)

- Stop Covid in its tracks - washing your hands six times a day (for example, when you enter or leave somewhere new) - can cut your risk by 36%
- Stop Covid in its tracks - Being in a room with fresh air (open doors and windows) compared to an unventilated room can reduce your risk of infection from particles by over 70%
- Stop Covid in its tracks - mixing only with the people you live all the time with - can cut your risk dramatically

2.4 Support (Peterborough examples, applicable to Cambridgeshire too)

- Need to self-isolate....? You're not on your own. The Peterborough Hub can support you with practical, financial and emotional help (link example: <https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/self-isolation-payment>)
- Worried about income from self-isolation....? You're not on your own
You could receive a £500 grant or discretionary support payment (link example: Call the Peterborough Hub on 01733747474 or visit <https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/coordination-hub>)
- Clinically vulnerable....? You're not on your own
The Peterborough Hub can help you if you are struggling financially, are lonely or need help with everyday tasks (shopping, prescriptions etc)
Call the Peterborough Hub on 01733747474 or visit <https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/coordination-hub>
- Has your business had to close during the lockdown....? You're not on your own. There are a number of grant packages and discretionary funds available
<https://www.peterborough.gov.uk/healthcare/public-health/coronavirus/national-lockdown-grant-scheme>

3.0 Priority groups and areas

- A range of targeted communications (easy read leaflets, translations etc) are being developed aimed at travellers to help stop transmission
- A training for video for taxi drivers is being commissioned to help keep them and their customers safe. This will also be used to train voluntary community schemes and those who care share.
- Two videos aimed at young people audiences are being develop for Cambridgeshire (with Cambridge City Council) and Peterborough (with Youth Inspired) respectively. These have both involved co-production. We are working closely with community engagement teams to make sure our comms reach influencers and impact key audiences
- Overcoming complacency – We are developing a set of testimony videos with members of the community who Covid has impacted to urge others to follow the rules. These videos will form a new campaign called 'Stand firm.' Key messages include:
 - STAND FIRM AGAINST COVID
 - STAND FIRM FOR YOUR NEIGHBOURHOOD
 - #STANDFIRM

4.0.Enforcement.

- Supporting the Constabulary with its communications about engagement activities which have been successful in communities – but enforcement actions taken where these haven't worked
- Supporting the work of council appointed marshals with communications activities
- supporting local business with communications materials where this can support activity to make sure their customers are complying with restrictions for their own and the business employees safety

5.0 – Vaccine Communications

Supporting the Cambridgeshire and Peterborough CCG with communications about the vaccination programme – and in particular

- keeping Members updated about the rollout of vaccination sites to ensure they can support their own local residents
- supporting national communications about the safety and efficacy of the vaccination
- supporting local communications about how when and where people will get called for vaccination
- supporting communication of trusted advocates receiving their vaccination
- supporting myth busting.

Ends

Matthew Hall – Communications Lead for Campaigns

Christine Birchall – Head of Communications