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| <b>DECISION-MAKER:</b>  | Local Outbreak Engagement Board  |   |                    |
| <b>SUBJECT:</b>   | Covid-19 Community Champions Update  |   |                    |
| <b>DATE OF DECISION:</b>  | 8 <sup>th</sup> December 2020  |   |                    |
| <b>REPORT OF:</b>   | Interim Director of Public Health  |   |                    |
| <b><u>CONTACT DETAILS</u></b>   |  |   |                    |
| <b>AUTHOR:</b>  | <b>Name:</b>   | <b>Robin Poole</b>  | Tel: 023 8083 4024 |
|   | <b>E-mail:</b>   | Acting Consultant in Public Health<br>Robin.Poole@southampton.gov.uk  |                    |
| <b>Director</b>   | <b>Name:</b>   | <b>Debbie Chase</b>   | Tel: 023 80833694  |
|   | <b>E-mail:</b>   | Interim Director of Public Health<br>Debbie.Chase@southampton.gov.uk  |                    |
| <b>STATEMENT OF CONFIDENTIALITY</b>   |  |   |                    |
| None  |  |   |                    |
| <b>BRIEF SUMMARY</b>  |  |   |                    |
| The Covid-19 Community Champions project went live on 2 <sup>nd</sup> September 2020 as part of the city Outbreak Control Community Engagement plan. This report aims to provide the Local Outbreak Control Board with a summary of the project to date and future direction. |  |   |                    |
| <b>RECOMMENDATIONS:</b>   |  |   |                    |
|   | (i)  | The Southampton Outbreak Engagement Board is asked to note the progress and future direction of the Covid-19 Community Champions project                              |                    |
|   | (ii)   | That members of the Southampton Outbreak Engagement Board champion, engage with, develop and support activity associated with the Covid-19 Community Champion project |                    |
| <b>REASONS FOR REPORT RECOMMENDATIONS</b>   |  |   |                    |
| 1.  | Report is for information and discussion.  |   |                    |
| <b>ALTERNATIVE OPTIONS CONSIDERED AND REJECTED</b>  |  |   |                    |
| 2.  | None   |   |                    |
| <b>DETAIL (Including consultation carried out)</b>  |  |   |                    |
|   | <b>Background</b>  |   |                    |
| 3.  | National evidence from the first phase of the Covid-19 pandemic have shown that strong community engagement is crucial to preventing the spread of infection and to manage local outbreaks.  |   |                    |
| 4.  | Southampton had a strong community response to the first phase of the Covid-19 pandemic. A wide range of community assets were mobilised and enabled the city to respond successfully through this challenging time. Building on this, the Covid-19 Community Champions model was created to |   |                    |

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|     | develop a network of residents who are provided with the latest information, advice and guidance on how to prevent infection, reduce onward transmission, and contain outbreaks.   |
| 5.  | Champions can use the information they receive to help keep themselves and their families safe, or share the information with anyone they wish, such as workplaces, educational settings, and community groups.  |
| 6.  | The Covid-19 Community Champions project is more than just providing information, it is about engagement. Champions are able to raise issues and ideas at live briefings or by emailing the champion inbox. At live briefings, it is often apparent that the solutions to many of the issues raised, exist within the network of champions themselves. Champions shape the content of the briefings by highlighting key topic areas that they would like covered and provide key insight into how best to communicate the advice and guidance within the group and to the wider population.  |
|     | <b>The Covid-19 Community Champions progress to date</b>   |
| 7.  | <u>Recruitment</u><br>To date 255 champions have joined the project, recruited between the 2 <sup>nd</sup> September and 18 <sup>th</sup> November. After an initial surge of membership, the rate of recruitment has slowed but continues to increase week after week.  |
| 8.  | <u>Who do champions share information with?</u><br>Champions report that they share information they receive with the following:<br>Family 24%<br>Friends 24%<br>Community Group 19%<br>Workplace 19%<br>School 8%<br>Other 6%   |
| 9.  | <u>Briefings</u><br>There are four live briefings each month. Briefings are co-hosted by members of the stronger communities and public health teams within the council. Content has changed week on week but standing items include an update on the Covid-19 cases in the city using the publicly available data from the Southampton Data Observatory, and a reinforcement of the key advice for reducing the risk of individual infection, reducing onward transmission and containing outbreaks – with a big focus on Hands, Face and Space. Other topics have included understanding more about the Covid-19 local alert levels, symptoms of Covid-19 and how to get a test, detailed information about face coverings, understanding restrictions when applied to community settings, how the five ways to wellbeing can help everyone through these challenging times, and details of any new national restrictions. |
| 10. | <u>Email Bulletins:</u><br><br>A weekly email bulletin has been sent to all champions since the middle of September and has the following sections:  |

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|     | <ul style="list-style-type: none"> <li>• Welcome</li> <li>• Data</li> <li>• Briefing update</li> <li>• Future dates for the diary</li> <li>• Top Topic</li> <li>• Support / Resources</li> </ul> <p>Top topics have often arisen following questions raised at briefings, or from questions raised by champions emailing the champion inbox, and have included topics such as Hands, Face and Space, the rule of 6, face coverings and Southampton's Outbreak Control Plan.</p>   |
| 11. | <p><u>Social media posts</u></p> <p>Facebook has been the main channel used for social media. A Covid-19 Community Champions Facebook page was created on the 22<sup>nd</sup> of October. To date we have 48 members and we have posted 22 times, with posts viewed 474 times. Topics posted have included:</p> <ul style="list-style-type: none"> <li>• Reminders about live briefings &amp; drop-ins</li> <li>• Guidance</li> <li>• Resources</li> <li>• Polls</li> <li>• Updates</li> <li>• Thanking Covid-19 Community Champions for being part of the network</li> </ul>   |
| 12. | <p><u>Recent and future developments</u></p> <ul style="list-style-type: none"> <li>• The SCC Covid-19 Community Champions project team have joined a network of other Covid-19 Community Champion projects from across the country</li> <li>• A communication strategy is being developed specifically for the Covid-19 Community Champions with generalised and targeted recruitment in mind</li> <li>• A Business Covid-19 Champion model is being developed that will target key Covid-19 information and networking to support businesses</li> <li>• A Young Covid-19 Champion model is being developed that will aim to recruit from schools and other settings and provide information and engagement that is specific to younger people's needs</li> <li>• A WhatsApp broadcast feature will be used to increase our social media presence and be another channel for cascading information to our champions</li> <li>• A survey is going to be conducted amongst existing Covid-19 Community Champions to gain feedback on how champions are experiencing the project to date, in what ways they might be using the information they receive, and to understand whether they feel able to raise issues and ideas or ask questions, and how we respond to these.</li> </ul> |

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|   | <b>Conclusion</b>  |
| 13.   | <ul style="list-style-type: none"> <li>• The Covid-19 Community Champions project continues to be a key component of the City Council's Outbreak Control Community Engagement Plan</li> <li>• The vision is to continue to grow the network of champions and continue to provide key updates on the situation in the city and the latest advice and guidance to help keep people safe</li> <li>• Listening to champions and adjusting the way we deliver the project and grow the network is key to its success</li> <li>• The aim moving forward is to increase membership of the champions especially in those parts of the city, or in the demographics, we identify as being under represented.</li> </ul> |
| <b>RESOURCE IMPLICATIONS</b>  |  |
| <b><u>Capital/Revenue</u></b>                                       |  |
| 14.   | Costs include time and resource from SCC Stronger Communities, Public Health, and Communications teams, covered by the Test and Trace grant and existing budgets.  |
| <b><u>Property/Other</u></b>  |  |
| 15.   | None   |
| <b>LEGAL IMPLICATIONS</b>   |  |
| <b><u>Statutory power to undertake proposals in the report:</u></b> |  |
| 16.   | Coronavirus Act 2020 and secondary legislation   |
| <b><u>Other Legal Implications:</u></b>                             |  |
| 17.   | None   |
| <b>RISK MANAGEMENT IMPLICATIONS</b>                                 |  |
| 18.   | None   |
| <b>POLICY FRAMEWORK IMPLICATIONS</b>                                |  |
| 19.   | None   |
| <b>KEY DECISION?</b>  | <b>No</b>  |
| <b>WARDS/COMMUNITIES AFFECTED:</b>                                  | All  |
| <b><u>SUPPORTING DOCUMENTATION</u></b>                              |  |
| <b>Appendices</b>   |  |
| 1.  | Covid-19 Community Champions Update  |
| <b>Documents In Members' Rooms</b>                                  |  |
| 1.  | None   |

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| <b>Equality Impact Assessment</b>   |   |           |
| <b>Do the implications/subject of the report require an Equality and Safety Impact Assessment (ESIA) to be carried out.</b> |   | <b>No</b> |
| <b>Data Protection Impact Assessment</b>  |   |           |
| <b>Do the implications/subject of the report require a Data Protection Impact Assessment (DPIA) to be carried out.</b>      |   | <b>No</b> |
| <b>Other Background Documents</b>   |   |           |
| <b>Other Background documents available for inspection at:</b>  |   |           |
| <b>Title of Background Paper(s)</b>   | <b>Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)</b> |           |
| 1.  | None  |           |