



Covid-19 Community Champions

Background

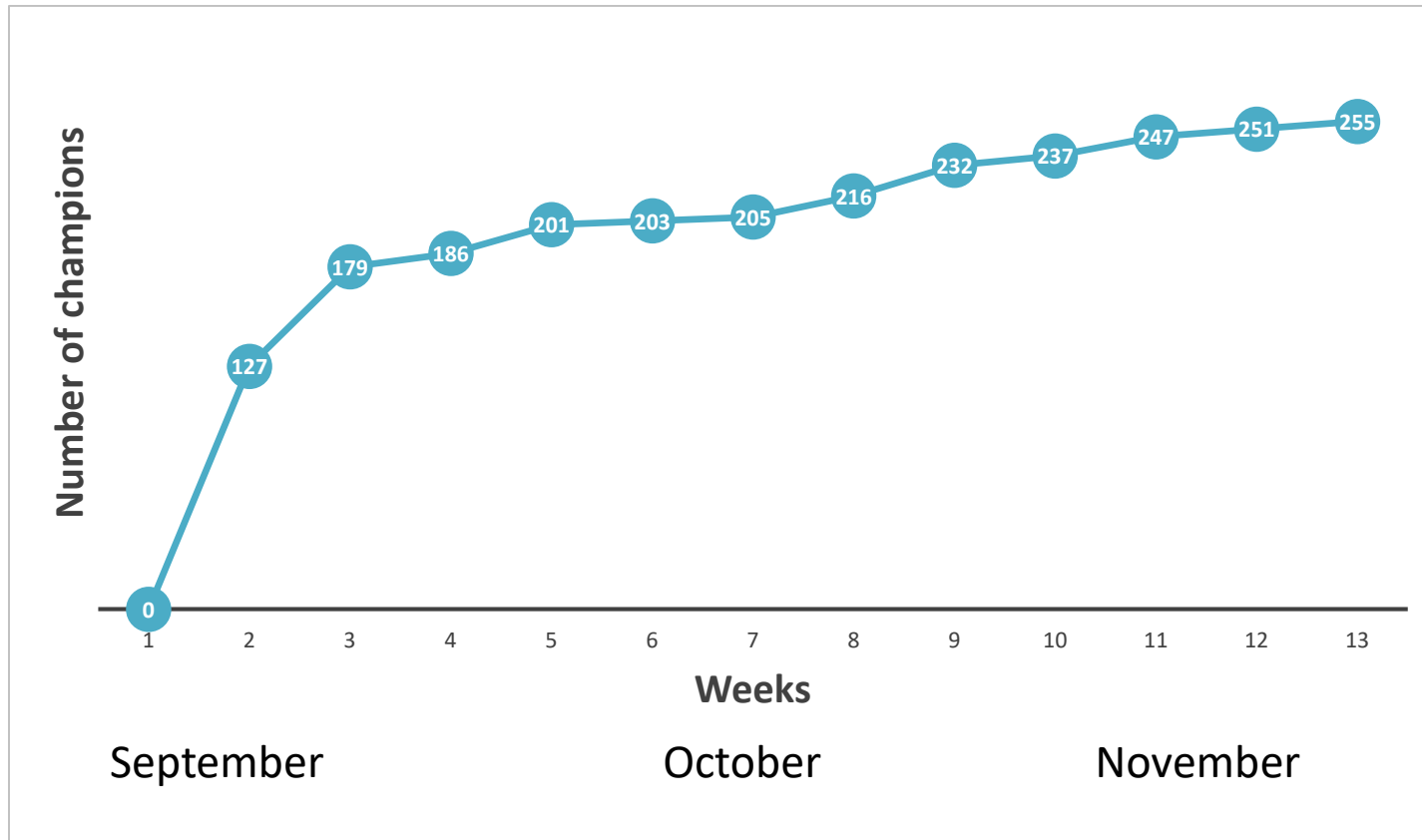


- **Went live 2nd September 2020**
- **Based on a model used by Newham**
- **Covid-19 Community Champions are provided with the latest information, advice and guidance about how to prevent infection, reduce onward transmission, and contain outbreaks**
- **Achieved through weekly live briefings, drop-in sessions, email bulletins and social media posts**
- **Champions encouraged to use the information to help keep themselves and their families safe and optionally to share the information in any way they choose**

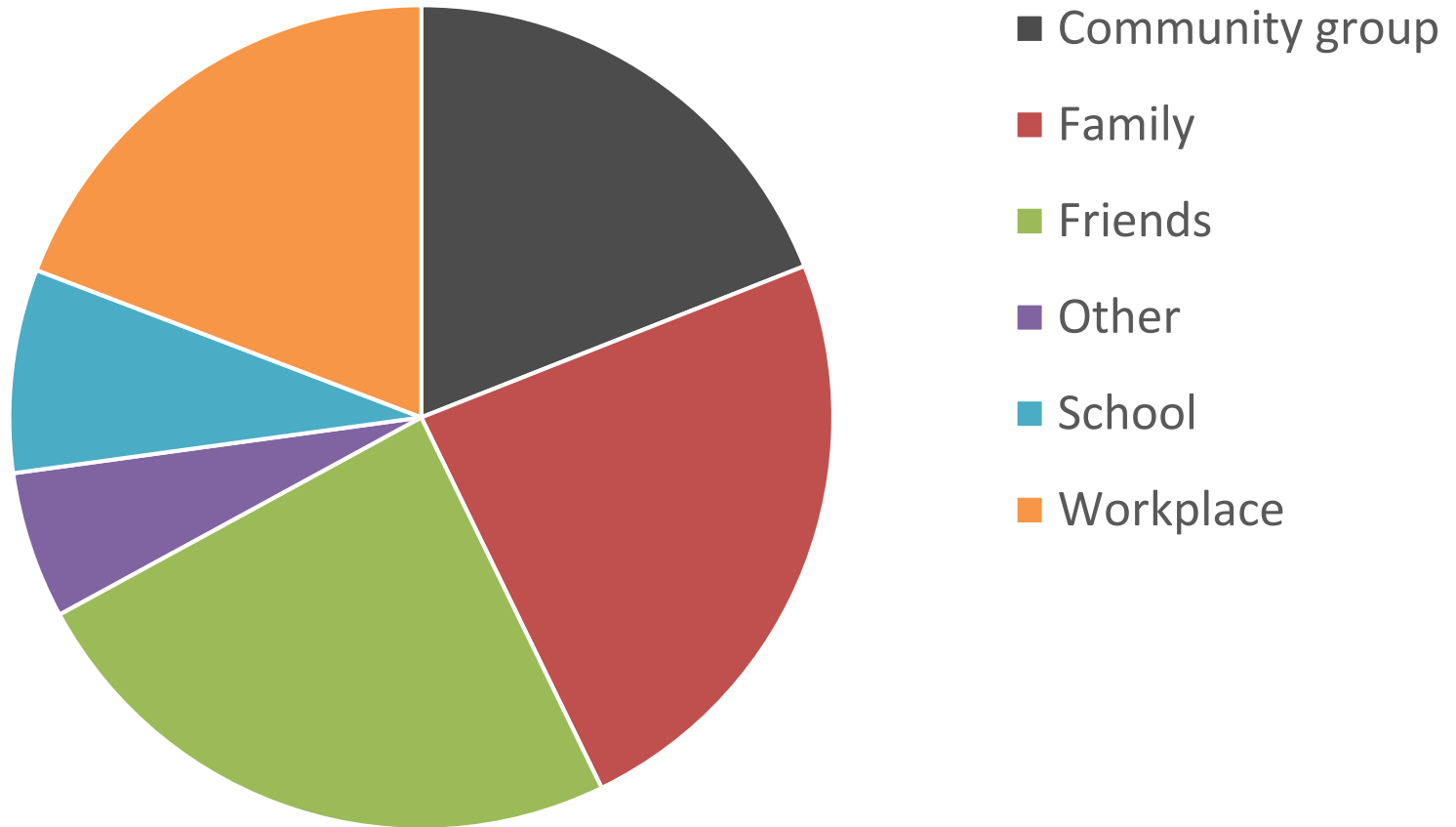
Engagement

- **Covid-19 Community Champions are able to raise issues and ideas at live briefings, finding solutions often exist within the network of champions**
- **Champions ask for clarification on specific topics which the team include in subsequent briefings or as a top topic in weekly email bulletins**
- **Champions provide insight that helps us shape the communications we provide to themselves and the wider population**
- **Champions help shape the way we deliver briefings and the content that they find most useful**

Recruitment of champions over time



Who do champions share information with?



Briefings

- **Four briefings a month**
- **Update on local data from data.southampton.gov.uk**
- **Update on Guidance (national or local)**
- **Top topics**
- **Discussion:**
 - Feedback on role as champion
 - Questions about guidance or public health issues
 - Discussion about what to include in future briefings/bulletins

Alert levels

Testing

Symptoms

Face Coverings

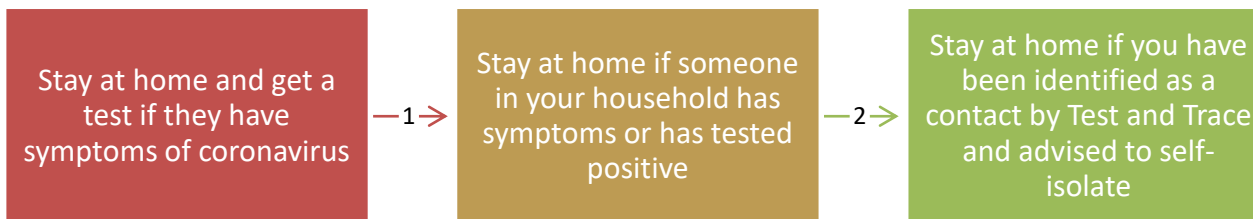
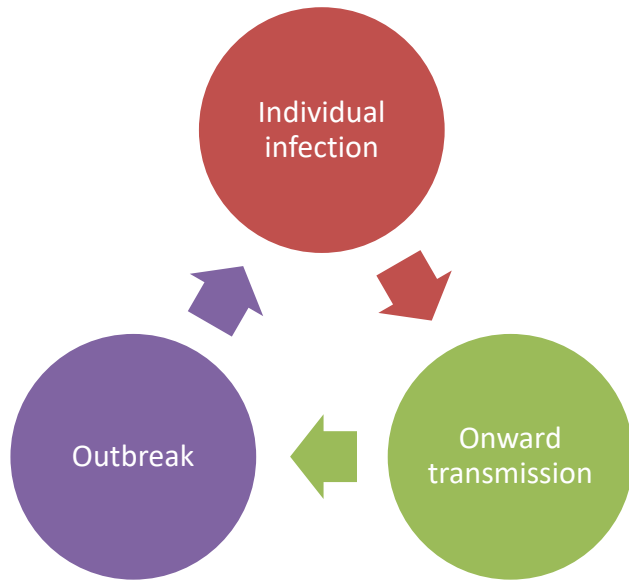
Community
settings
restrictions

Wellbeing

Hands, Face,
Space

New National
Restrictions

Sample content



Email bulletins



Community Champions Update

Thank you so much to those who attended Wednesday's briefing, it was great to see you and share thoughts and experiences. Dr Debbie Chase, Director of Public Health highlighted the importance of your work as champions, being role models and sharing information in the city. She also talked about the swiss cheese model. This is the idea that none of the measures are perfect, but together they reduce the risk of infection. You can find the model [here](#), and we are very excited to hear how you've been using it in your conversations!

We also talked about the new national measures that started on Thursday. Some of you found the [slides](#) helpful, so we included them in this bulletin so you can share them with others. This information is from www.gov.uk/coronavirus, where all relevant guidance is published.

Finally, you can find information about the rates of infection, and more importantly the trends (whether these numbers are going up or down over time) in Southampton [here](#). This is the information we present each week during the briefings.

New National Restrictions

This week we saw the new national restrictions come into place. From Thursday 5th November to Wednesday 2nd December we have been asked to stay at home and only leave the house for a number of reasons.



Top Topic - Wellbeing

This week Sabina would like to talk to you about wellbeing and the 5 steps.

This period can be difficult for some of us, and it's so important, maybe now more than ever, that we look after ourselves and after others around us. Research shows that, much like eating our 'five a day', there are five easy things we can do to improve our wellbeing:

Connect – get in touch with loved ones, or maybe talk to someone new.

Be active – regular physical activity is associated with better mood and lower anxiety, it doesn't have to be intense, do what makes you feel good!

Take notice – stay aware and in the present, enjoy the moment, decluttering or buying a new plant might help.

Keep learning – say yes to new experiences, read or research something you've always wondered about.

Give – people who help others report better mood, giving can mean anything, time, a friendly shoulder to cry on, donate.

How do you look after your wellbeing?

Feedback

“I copy the information from Facebook and share it in my street’s WhatsApp group”

“I find the briefings very informative and it’s information that I can trust”

“I used the translated posters in my school to help children and parents understand key messages”

Recent & future developments

- **SCC joined a network of Covid-19 Community Champion projects**
- **Developing a communications plan for Covid-19 Champions**
 - Recruitment – general & targeted
- **Business champions**
 - Introductory meeting 4th December via GO! Southampton and Business News Bulletin
 - Targeted Covid-19 information/networking for businesses
- **Young champions**
 - Early stages of recruitment – targeting schools; No Limits
 - Consulted Council's Youth Forum – informal & young people friendly
- **WhatsApp group**
- **Survey**

Summary

- **The Covid-19 Community Champions project continues to be a key component of the City Council's Outbreak Control Plan**
- **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**
- **Listening to champions and adjusting the way we deliver the project and grow the network is key to its success**
- **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**