

FLASH REPORT TEMPLATE Agenda Item no. 7

Alliance/Board: Update on Community Engagement re COVID 19	
Presented by: Julia Simmonds	
Date: 17 th September, 2020	
Something to Celebrate/Share:	Need some support from H&WB Board:
<p>During the first phase of the Covid crisis emphasis was on getting the key messages out to the borough. Post lockdown the focus is on engaging communities in continuing to prevent the spread of the virus by:</p> <ul style="list-style-type: none"> • Providing opportunities for continued dialogue with partners and communities to collect stories and capture successes • Focussing on collaboration so that partners and communities have ownership of the messages and the communication channels • Ensuring that messages resonate with the key audiences • Using feedback from this change in approach to inform communications going forward. <p>3 key strands are being used:</p> <ol style="list-style-type: none"> 1. Covid community champions - can be anyone in the community. People sign up to be a Champion, receive the latest advice and guidance, then share with anyone in their community, however they want. Champions also let the council know what is and isn't working. 2. Key influencers – people respected by the target audience to add power and impact to messages for these audiences. 3. Work with existing groups and networks - to ascertain what they think about COVID-19 and T&T process. <p>The Covid Community Engagement Group has been established to co-ordinate this activity focussed on key priority groups:</p> <ul style="list-style-type: none"> • BAME communities • Single mothers with young children • People aged 65 plus • People aged 18-24 years old • 25 – 64 year olds in work • Teenagers 	<ul style="list-style-type: none"> • Commitment to continue to work differently with communities as we did during the lockdown period eg less red tape, more flexible systems, more trust between statutory and voluntary sector • Co-ordination at strategic level with the work of the Forging the Future Strengthening Communities strand • Sign up as Covid Community Champions

<ul style="list-style-type: none"> • Taxi drivers • Faith leaders • Roma community • GRT families on traveller sites 	
<p>Major Concerns/Risk:</p> <ul style="list-style-type: none"> • The return of schools and colleges, particularly the increase risk this poses for town centres and transport • Maintaining individual's adherence to guidelines through the winter months, particularly around test and trace. • That statutory organisations will revert back to their traditional way of working with communities and the voluntary sector by assuming control rather than working in collaboration 	<p>Top actions to do next:</p> <ul style="list-style-type: none"> • Continue to build relationships with communities and learn from what they are telling us • Launch the Covid Community Champions programme • Use the information from communities to inform the local communication campaigns