

# Public Document Pack



## NOTICE OF MEETING

<b>Meeting</b>	Hampshire Local Outbreak Engagement Board
<b>Date and Time</b>	Monday, 15th March, 2021 at 10.00 am
<b>Place</b>	Virtual Teams Meeting - Microsoft Teams
<b>Enquiries to</b>	members.services@hants.gov.uk

John Coughlan CBE  
Chief Executive  
The Castle, Winchester SO23 8UJ

## FILMING AND BROADCAST NOTIFICATION

This meeting is being held remotely and will be recorded and broadcast live via the County Council's website.

## AGENDA

### 1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

### 2. DECLARATIONS OF INTEREST

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

### 3. MINUTES OF PREVIOUS MEETING (Pages 3 - 8)

To confirm the minutes of the previous meeting.

### 4. DEPUTATIONS

To receive any deputations notified under Standing Order 12.

**5. CHAIRMAN'S ANNOUNCEMENTS**

To receive any announcements the Chairman may wish to make.

**6. OUTBREAK CONTROL POSITION REPORT (Pages 9 - 12)**

To receive a report from the Director of Public Health on the current situation and up to date data.

**7. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

To receive an update from the Director of Public Health on actions taken and powers that have been used.

**8. COMMUNICATION ENGAGEMENT UPDATE (Pages 13 - 14)**

To receive an update on community engagement and messaging, including communication with communities and district councils.

**ABOUT THIS AGENDA:**

**On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.**

**ABOUT THIS MEETING:**

**The press and public are welcome to observe the public sessions of the meeting via the webcast.**

# Agenda Item 3

AT A MEETING of the Hampshire Local Outbreak Engagement Board of  
HAMPSHIRE COUNTY COUNCIL held remotely on Tuesday, 16th February,  
2021

Chairman:

\* Councillor Keith Mans

\* Councillor Liz Fairhurst

\* Councillor Patricia Stallard

\* Councillor Judith Grajewski

## Co-opted members

Also present with the agreement of the Chairman:

Councillor Keith House

Councillor Ken Rhatigan

Judy Gillow

Laura Taylor

Councillor Roger Huxstep

## 66. APOLOGIES FOR ABSENCE

Apologies were received from Judy Gillow.

## 67. DECLARATIONS OF INTEREST

Members were mindful that where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3, Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore, Members were mindful that where they believed they had a Personal interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

There were no declarations of interest.

## 68. MINUTES OF PREVIOUS MEETING

The minutes of the meeting held on 20 January 2021 were agreed as a correct record.

69. **DEPUTATIONS**

There were no deputations received.

70. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman noted the encouraging news regarding completed vaccinations within the county.

71. **OUTBREAK CONTROL POSITION REPORT**

The Director of Public Health shared the weekly update with the Board outlining the current situation in term of managing the outbreak in Hampshire including data on current infection numbers, the position for care homes and death rates across the county.

Members received an update on the national picture and revised scale which confirmed Hampshire rates as being in the lowest categories. Rates were reviewed by ethnicity, age, and areas and overall going down. Work around communications and marketing continues to target and support appropriate action. With the steady fall in rates, the R rate in the Southeast is currently between 0.6 and 0.9 with a continued decrease for ceremonial Hampshire. The all age 7-day case rate of 114 is currently lower than that of England and the Southeast and continuing to fall.

Outbreaks in care homes do affect the rate and the Public Health team look across all districts around the county on a daily basis to review and manage outbreaks in any settings and testing to pick up asymptomatic people to ensure rates continue to fall.

The number of people in hospitals is falling but is still a lot of pressure on the NHS at this time. Southampton continues to accept residents from various areas due to the services and expertise offered by the hospital. Ventilator bed usage rates continue to fall, and hospitals are managing well in terms of critical care needs. Unfortunately, there have been over two thousand deaths and some lag in the reporting.

The current Covid alert level guidance is being followed and a variety of factors have an impact such as the level of compliance with rules, vaccination levels, etc. and careful preparation continues for the easing of lockdown.

Community testing for those without symptoms, subject to approval, will commence from 22 February for front facing workers or those who must travel for work. This will include County Council staff who may not qualify under other programmes. The department is grateful to district colleagues in this partnership approach implemented at a fast pace to find the right venues and staff and currently waiting for approval. Better understanding the asymptomatic condition will help break the infection chain. One out of three people will have Covid without knowing it and everyone taking part in the lateral flow testing will be doing their part to help.

Testing for specific settings and developing bids for groups such as primary school teachers, companies of 50 or more, etc. continues. This will allow for home tests to be used to meet needs of Hampshire population using government funding for the programme.

There has been news of single case of South African variant in the Bramley area, but the risk is low with national restrictions in place. To enable the government and Public Health team to understand how this variant is spreading, surge testing is likely to commence tomorrow door to door with identified postcodes. Tests are expected to arrive on 16 February and walking routes have been designed. Members expressed their thanks and appreciation to the surge testing team in their quick response and adaptability with national testing procedures.

In response to questions, Members heard:

Based on forensic examination of the specific variant case and the movement, a smaller surge testing cohort was appropriate and proposed to the government per Public Health guidelines.

Rates over half-term may be impacted as the virus spreads when people connect, and this will have decreased.

Ventilator treatment numbers have fallen. People's needs may vary, and the average time is currently 14 days, with efforts to reduce this time. It will be important to consider the impact that this may have on someone's life in the long term.

Surge testing will be a helpful pilot in learning how implement effectively, should it be necessary again in the future with other variants. Community testing will be similarly helpful in learning to coordinate and work together at all levels together to manage problems and provide quality community testing, alongside other methods.

Members expressed their appreciation that primary school teachers would now receive lateral flow tests but wanted to confirm timescales for extending testing to early years providers and nursery staff as they provide care for many key workers, as well as foster carers. It was confirmed that early year settings will receive tests if they are connected to a school and if not, they will be included in the community testing program being launched on 22 February. Testing for foster carers is being looked at by colleagues and will be addressed to ensure Covid-safe placements for care referrals.

The data shared reflected deaths not just in care homes but inclusive of all deaths across the county.

With regards to the NHS led vaccination programme, progress has been good with teething issues being managed, but the data is not yet public. Collaboration with colleagues continues to ensure effective roll out and good percentages in the first groups being vaccinated while addressing any inequality issues. Working with faith sectors and community leaders to help provide encouragement and support for the vaccines, helps make a difference on

infection rates in the community. Collaboration and review with GP practices helps to pick up on those who may not have showed up initially.

Encouraging all members of the community from all backgrounds will help increase the percentage of vaccine uptake, including educating ethnic minorities who may be fearful or have received misinformation through community leaders, imams, experts, and Primary Care Networks to approach and provide information in a culturally appropriate way.

Local and national work and learning from colleagues who may successfully reached large minority populations is helpful. It has not been a significant issue in Hampshire but the Public Health team has been mindful of communications with CCGs to appropriately target and reach communities and address myths with high profile faith leaders accepting and supporting vaccinations. This work with cohorts will be ongoing and carry-on encouraging uptake, even at a later date.

In supporting the NHS vaccination programme, work also continues with transient and traveller populations to ensure coverage. Encouraging registering with a GP practice and using a mobile model allows the vaccinations to reach them, in a way similar to reaching the homeless populations. Large vaccination centres can be used as hubs to deliver programmes to these communities as well. The County Council continues to connect with all communities, without a fixed model, to roll out programmes quickly and meet community needs. From a local authority perspective, supporting contact with hard-to-reach groups through the Equalities Board with staff working closely with traveller communities to ensure they are hearing from people and leaders they will listen to and trust, alongside BAME, people with learning disabilities, and other hard to reach groups.

The Hampshire Local Outbreak Engagement Board noted the current data and implications.

## **72. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

The Director of Public Health provided updates as noted in the item above regarding community and surge testing.

## **73. COMMUNICATION ENGAGEMENT UPDATE**

The Executive Member of Public Health updated the Board on communications and engagement noting that the Communications team continues to be engaged and active with new developments.

Members heard that the roll out of vaccination programme and stay at home messages continuing with a well-received lock down animation that reached over 700,000 residents. Connect to Support work carried on with children receiving meal vouchers and activities with child focused graphics over half term. Posts about mental wellbeing advice, help for unpaid carers, and signposting for those experiencing domestic abuse remained priorities.

There were 97 media inquiries and regarding the mobilization of the temporary mortuary, care home outbreaks, community testing, etc. With regards to vaccinations, NHS messaging has been amplified - when and what to expect and advice on post vaccination behaviour. Dedicated pages have supported national programme and provided signposting to the NHS information hub. Targeted messages on vaccine hesitancy and awareness of scams have been shared to protect those vulnerable, shielding or socially isolated. Targeted engagement for hard-to-reach BAME, Nepalese, traveller communities continue as well as outdoor media and posters in over 130 strategic points. Upcoming priorities include plans in place with surge testing, the possible return to school, and encouraging young men to wear face coverings. Communications targeting asymptomatic testing and the booking system are ready for launch and preparation continues for event planning ahead of the summer.

Members heard that vaccination for informal and unpaid carers is also starting with the local authority role in managing eligibility and easing access for this group. Communication will go out next week to carers and will be managed carefully with support of practitioners as needed for eligibility, as well as voluntary sector groups engaged.

Members noted that the news has been encouraging and pushing the message to carry on following the guidance in Hampshire communities continues to be a priority.

*The meeting ended at 10:45am.*

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Chairman,

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## HAMPSHIRE COUNTY COUNCIL

### Report

<b>Committee:</b>	Hampshire Local Outbreak Engagement Board
<b>Date:</b>	15 March 2021
<b>Title:</b>	Outbreak Control Position Report
<b>Report From:</b>	Director of Public Health

**Contact name:** Simon Bryant

**Tel:** 02380 383326

**Email:** [simon.bryant@hants.gov.uk](mailto:simon.bryant@hants.gov.uk)

#### Purpose of this Report

1. The purpose of this report is to provide an update on the current situation and up-to-date data. Please note that a supplementary appendix containing the latest data will be published shortly before the meeting.
2. Link to the data can be found here:  
<https://documents.hants.gov.uk/corprhantsweb/Covid19/Keep-Hampshire-Safe-Infographic.pdf>

#### Recommendation

3. To note the current data and implications.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u>	<u>Date</u>
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u> <a href="#">COVID-19 Recovery Strategy</a>	<u>Date</u> June 2020

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>
None	

## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

2.1 This paper does not contain any proposals for major service changes which may have an equalities impact other than to improve outcomes and manage the pandemic.

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## Social media and key campaigns

### Key themes covered

- Community testing for people without symptoms and workforce testing programme launched
- Local test and trace service launched
- Financial impact of COVID – 2021/22 budget proposals to serve residents and keep Hampshire safe
- Staying safe over half-term and activities
- Rapid local testing in Bramley, Basingstoke

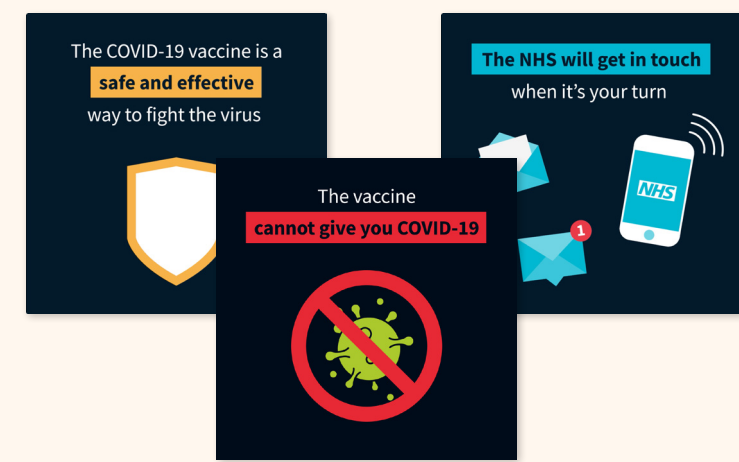
### Most successful post – Vaccinations explained

**34,481**  
People reached

**555**  
Link clicks

**34,846**  
Video plays

**275**  
Interactions



### Bespoke animations and digital assets created

Design and delivery of bespoke digital content for use across all channels to promote:

- Vaccinations explained
- Vaccination fraud
- 'I'll get the job' vaccination campaign
- Keep following rules after vaccine
- Essential shopping safely
- Hands/face/space
- 'Act like you've got it' – young people campaign
- New COVID variants
- Launch of new Test and Trace service in Hampshire
- COVID-safe half-term activities
- Community testing animations

**139**  
Social media posts

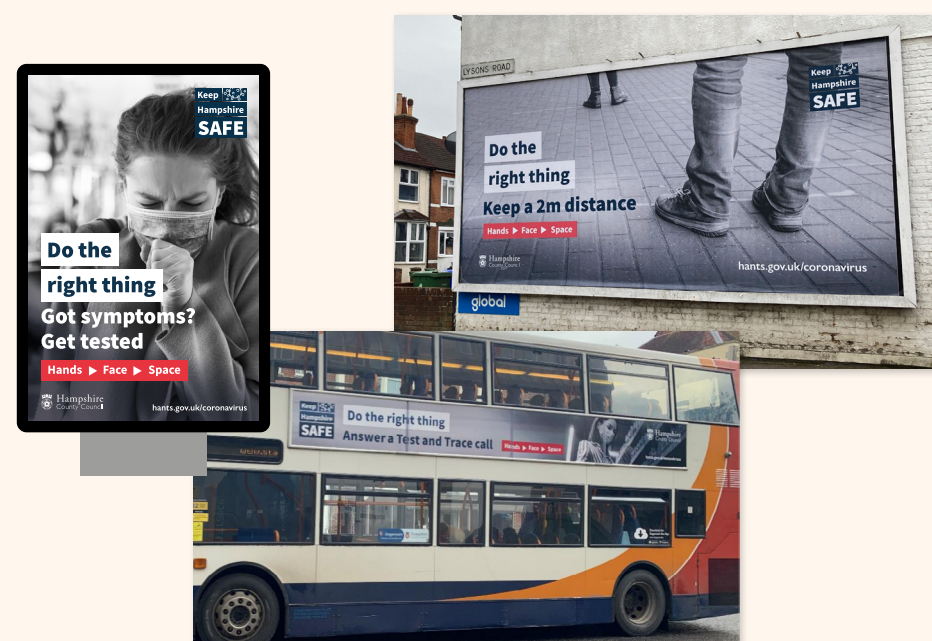
**539,105**  
People reached

**148,951**  
Video views

### Key outdoor media campaign – 'Do the right thing'

Creation and delivery of digital and large-scale outdoor media campaign across the county, including:

- Social media assets
- Billboards
- Large outdoor poster sites
- Indoor digital poster sites
- Radio messaging on local stations
- Local press advertising



## Public and stakeholder engagement

### Key areas of enquiry

- Community Testing – requests for extra details and interviews about plans to roll out asymptomatic testing
- COVID variant – requests for broadcast interviews and further information regarding the new South African variant and the impact this might have
- COVID testing sites – requests for further information regarding locations and opening times of local community testing sites
- Return to education – queries relating to implementation of testing programme for students and families

### Upcoming priorities / in development

- Launch of 'Keep going' campaign to reinforce the need for continued COVID-safe behaviours. Channels include:
  - Sky TV broadcast ads
  - Radio advertising
  - Various outdoor media/billboard sites including bus advertising
- Targeted posters of key COVID-safe behaviours/vaccination messaging translated in Nepalese, Bengali, Polish, Punjabi, Hindi and Chinese
- Key vaccination messaging to next cohorts and extended at-risk groups
- Finalisation of Hampshire faith group leaders video to promote vaccination take-up
- Return to school on 8 March and pupil/family testing

### Dedicated webpages

**84,921**

Views of dedicated COVID-19 webpages

**55**

Media enquiries handled

**174**

News items

**98%**

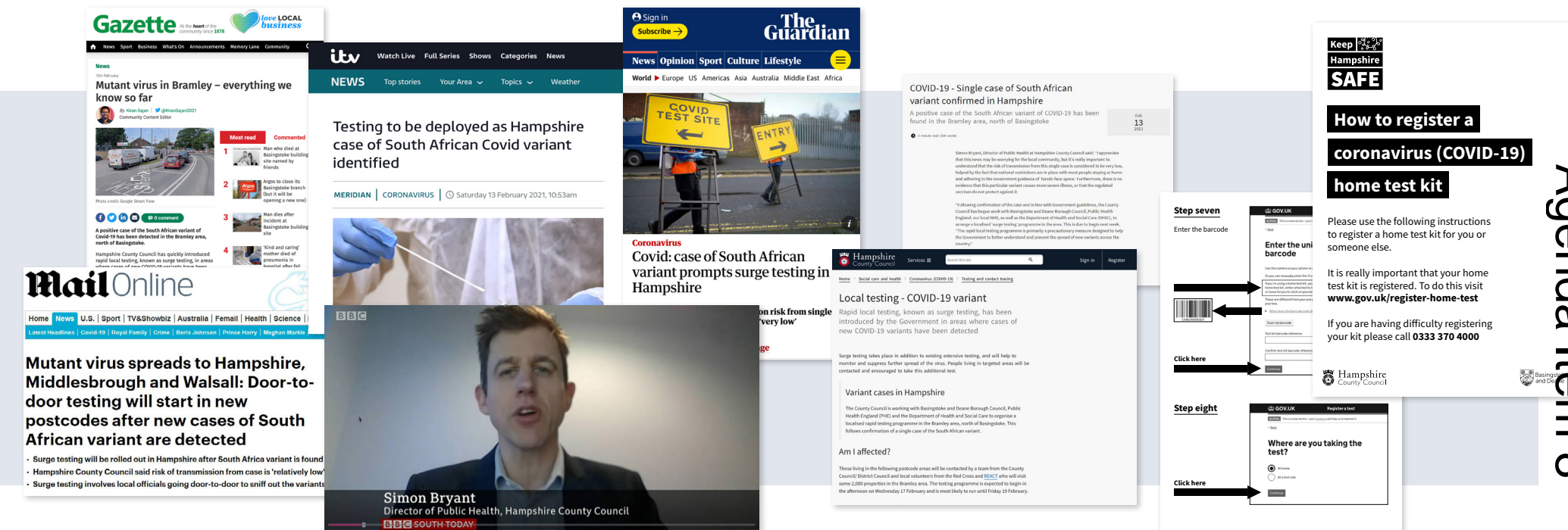
Positive/neutral coverage

- Support for families in hardship during the Easter holidays
- COVID-safe voting during the May elections (ongoing)
- Summer 2021 events
- Mental wellbeing (ongoing)
- Preparations heading towards end of lockdown – health and fitness
- Animation to support and promote Local Tracing Service
- Animation to promote success and ongoing operation of the Hampshire Coronavirus Help and Support Line
- Preparation for changes to rules coming into effect 29 March including reintroduction of rule of six outside

## Rapid testing in Bramley, Basingstoke

Comprehensive proactive communications to promote rapid local testing to support government investigations into how coronavirus variants are evolving. Materials have included:

- Press release (national and regional news coverage achieved)
- Broadcast news interviews (TV and radio)
- Scripts and FAQs for council contact centres and support helpline
- Updated web pages
- Stakeholder engagement materials
- Filming opportunities for social media and regional TV

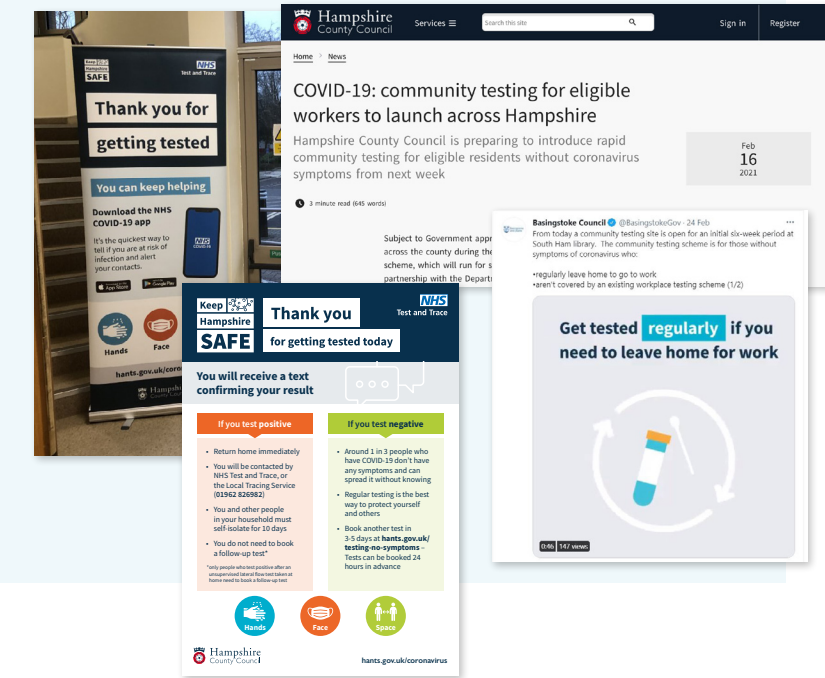


## Community testing

Proactive communications announcing the staggered go-live of Hampshire's 11 community testing sites. Highlights include:

- District cascade of HCC designed social media assets targeted to general population and Hampshire businesses
- 100% pos/neutral coverage across all news media from targeted key messaging and proactive media management
- Broadcast interviews secured across local radio and BBC stations
- Updated information to district council communications teams via e-bulletin
- Communications to key stakeholders and partners

- HCC site assets now in situ across 11 district locations



## Vaccination programme

Ongoing promotion of the national vaccination programme across digital, media and stakeholder platforms with content including:

- Circulation of dedicated community bulletin to harder to reach and BAME audiences with information including:
  - Vaccination transport services by community districts
  - Extension of vaccination programme to clinically vulnerable and unpaid carers
- Creation of bespoke digital materials to reinforce key national messaging:

- Vaccinations explained
- Key behaviours post-vaccination
- Vaccines scams warning
- Tailored digital assets for district and borough councils
- Amplification of NHS/CCG messaging via social media



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