

Appendix B

Slough Local Outbreak Management Plan – Communications and Engagement Approach

Responsible officers:

Kate Pratt, SBC Communications Manager

Ginny de Haan, Service Lead Regulatory Services

Background

The following monitoring, gives details of the outputs from the council's communications team related to the LOMP. It also includes partnership work with health colleagues from the council's public health team, the CCG, Frimley ICS and Slough CVS as part of the #OneSlough project to target messaging to vulnerable communities.

There has also been a large amount of engagement –with specific engagement activities undertaken with communities or in areas related to LOMP priorities.

Communications

Responsible officer: Kate Pratt, SBC Communications Manager

The communications and engagement has been around the following themes:

- Prevention – hand washing, face coverings, distancing
- Testing and the local testing centre, including test and trace
- Help and services available
- High risk settings

Traditional media

Media releases

- Announcement of #OneSlough programme for communities more vulnerable to covid infection
- Release of video by young people (commissioned by SBC working with Aik Saath) on getting tested at the Montem testing site
- Quit smoking for Covid – Today's the Day
- Shielding pause – how we are still helping

Radio interviews

- SBC Public Health segment on obesity and covid-19 links (Asian Star)
- Dr Iyer, CCG segment on prevention and testing messages (Asian Star)
- Dr Brutus, SBC segment on prevention and testing messages (Asian Star)
- Ms Sankla, Solutions4Health segment on local services to help including for obesity and stop smoking (Asian Star)
- Stephen Gibson, SBC on testing and the new testing site (BBC Berkshire)

Advertising

- Testing. Running for one month, Asian Star, 30 second slots at least 10 times per day.

Social media

A great deal of the communications and engagement work has been done on social media – with all council platforms having seen a significant rise in followers since the beginning of lockdown.

The following are some of the posts which have been promoted across our channels:

- Launch of wearing face coverings in shops
- Face coverings how to use – in Polish, Somali, Urdu, Punjabi and English
- BAME communications survey
- Today is the day – quit smoking for Covid
- Eid social distancing and washing hands
- Get tested
- Shielding pause and how we are still helping
- Young people getting tested video
- Business information

Partners have also been promoting the same messages with cross-tagging and sharing of information, messages and postings as part of the #OneSlough project to target specific communities and also as part of cross-Berkshire communications planning

Direct communications

The following direct communications is taking place:

- One Slough Booklet / Magazine – 20 page, A4, colour, being delivered to every residential address in the borough with accompanying covering letter. (PDF attached) Includes information on the LOMP, prevention messaging, council actions since Covid-19 began, work with the voluntary sector and looking to the future. Also link to a survey on how Covid-19 has affected residents and what they consider most important during recovery.
- Business responsibilities and what to do in case of outbreak leaflet – emailed to high-risk settings, businesses linked to SEGRO, the Slough BID, Slough Chamber of Commerce and Business Trust.
- Testing leaflet – single sheet to be given to all those attending the Montem testing centre offering wrap-around health messages and instructions on what to do in case of a positive result and prevention messaging. In English and in English, Urdu, Punjabi, Polish and Romanian
- Signs, stickers and window wraps – more than 1,000 floor stickers advising on suitable distancing have been placed in targeted areas across the town including the town centre. These have been backed by lamppost signs and large window wraps in the town centre, including preventative messages around handwashing, social distancing, face coverings and public health.

Regulatory services engagement

Responsible officer: Ginny de Haan, Service Lead Regulatory Services

A combined force of Environmental Health (EH) Officers and other regulatory officers have are delivering an on-going programme of advice, interventions and spot checks in high risk settings and with businesses.

This work mirrors the messages delivered by SBC Communications and One Slough with an additional emphasis business compliance with the Health Protection Regulations, around closure, employee and customer protection and queue management.

The EH Duty Desk operates the CV19Notifications@slough.gov.uk from 09.00 to 17.00 7 days a week and there is an emergency contact number with the SBC Control Room 24/07. The CV19 e-mail system is the first point of contact for the council for information coming from Public Health England and also for businesses and residents to contact with concerns about COVID 19 risks in the town; an automatic response gives all contact information to sign post them to testing on further information on the SBC website and national guidance.

In addition the SBC Safer Public Spaces Task Group (Chaired by the Interim Director – Place & Development) co-ordinates council and partner agency response to support social distancing controls including signage in hot spot areas – such as the High Street, Farnham Road and Chalvey

Operation #Open Doors took place on Wednesday 22.07.2020 in the Farnham Road area with specialist officers from Parking Enforcement, Slough Police, Environmental health and Licensing – this operation was to support behaviour change and is being followed up with future operations in the area and at other sites in the town as informed by local and national trends and information.