

Minutes
Covid-19 Public Engagement Board
28 July 2020
9am to 10am
Microsoft Teams

Present:

Eleanor Roaf (ER), Director of Public Health, TMBC
 Diane Eaton (DE), Acting Corporate Director for Adult Services, TMBC (Chair)
 George Devlin (GD),
 Tom Maloney (TM), Health & Social Care Programme Director, TMBC
 Andrew Latham (AL), Health watch
 Cllr Michael Welton (Cllr MW), TMBC
 Tracy Clarke (TC), Communications & Engagement Specialist (Engagement Lead, CCG)
 Aliya Bukari (AB), Coordinator, VBMET
 Stephen James (SJ), Head of Strategic Growth, TMBC
 Shaenaaz Ramjean (SR), Public Health Project Support Officer, TMBC
 Martin Dillon (MD), Communications and Marketing Manager
 Sarah Grant (SG), Partnerships and Communities Manager, TMBC
 Dorothy Evens (DE),

Apologies:

Donna Sager
 Andrew Western

1.	<p><u>Welcome</u></p> <p>DE welcomed the group and explained that the purpose of the group is to oversee the plans for ensuring public engagement and leadership to Trafford's outbreak management plan</p>
2.	<p><u>Update on the current situation in Trafford</u></p> <ul style="list-style-type: none"> • <u>Health Protection Board report</u> <p>The situation in Trafford has changed in that we have been seeing a marked build up in cases over the last weeks, going from the previous average of three or so cases a day, up to about 10-11 a day now. There is a marked increase in the 17 to 22 age group. This level of positive cases in Trafford in the young population is not the trend nationally. There is no increase in the over 65s. There is not much increase in children cases.</p> <p>We need to develop our community strategy to include the messaging for this</p>

	<p>age group. It was noted that it is important to engage with the public to reduce risk.</p> <p>Action: MD to utilize a fast email or text group messaging system to keep people up to date.</p>
<p>3.</p>	<p><u>Developing our communications and engagement strategy and action plan</u></p> <ul style="list-style-type: none"> - <u>GM Communications & Engagement Plan ‘Safely Managing Covid-19’</u> - <u>Trafford’s Communications & Engagement Strategy</u> <p><u>External briefing for stakeholders</u></p> <p>TM went through Trafford’s Communications & Engagement strategy and explained that the Community Engagement Steering Group was set up last year and have been meeting up for 6 months. Some amazing comms work has been done to date .However, with the support of the members of this board, we can reach further into communities and protect more people.</p> <p>It was noted that public engagement is needed using existing forums and any new forums or media the group feel is appropriate. Ongoing conversation is needed and to look at branding, resources, learning that has been successful in other areas .</p> <p>Health watch reported back that they have launched their survey, which will give helpful indications on improvements possible to the messaging. AL reported that 120 survey responses had been received so far to the HealthWatch survey which is being run until mid-September. Some interim results can be produced to give an indication of what people are saying. Some concerns raised are the impact of isolation for people and lack of child care.</p> <p>Points noted are:</p> <ul style="list-style-type: none"> • It was noted that people need to have an awareness of hubs. • To find out where people get their local information from. • Capture right places across Trafford. • Note areas not represented in communication work. • Simple, clear messages are needed. • How do we make sure we are reaching everybody. • Key channels appropriate for age, gender, ethnicity, community, sexuality etc. • Right stakeholders get involved in the channels. <p>TC stated that GPs and Health Watch send out messages to patients which has been really supportiv .</p> <p>Cllr MW informed the group that they have mailing lists of people interested in</p>

	<p>issues and they have a list of supporters and these channels could be used.</p> <p>Action: ER and TM to look at GDPR guidance regarding the use of these lists.</p> <p>SJ reported that they produce weekly bulletins and have a data base which relevant information can be included to send out. They have 2000 followers on Trafford Twitter. Information officers cover the town centre providing businesses with up to date information, staying safe requirements and make sure that businesses are aware of the latest guidelines. This is another mechanism to use to get information to businesses. It was noted that businesses want clear information.</p> <p>ER explained key points critical for this group:</p> <ul style="list-style-type: none"> • That we need to meet in public , therefore , the mtg will in future be accessible via the council web site • Explain why and how we are doing something • Roles in the group need to be clear • Structure under this to support this work is being put in place • Clear, transparent and quick messages are needed
4.	<p><u>Communication and Engagement Steering group (LCA)</u></p> <p>MD informed the group that there has been media interest in Trafford. The message to be given is that more testing is being done, more younger people are coming forward to be tested and there is an awareness to continue social distancing.</p> <p>ER suggested having 20 minute comm sessions in the council and for partners, to build the confidence of the workforce to support the key messaging to the public. ER to arrange.</p> <p>AB and DE are happy to cascade information through whatsapp, other systems and networks they use.</p> <p>It was noted that engagement with schools is to continue.</p> <p>The steering group needs to identify anyone else that we need to have involved.</p> <p>Action: MD to do a clear message outlining that more testing is being done, more younger people are coming forward to be tested and awareness to continue social distancing.</p> <p>Action: Colleagues to bring any other resourcing issues or gaps to the next meeting.</p> <p>Action: ER and Comms Team to work at giving clear messaging.</p>

	Action: MD and TC to have key contact texting information and list of contacts.
5.	<p><u>Identification of leads or groups for key themes or actions</u></p> <p>Action: Jamie Oliver and MD will pull together the communication strategy work already underway into an simple easy to read action list for distribution. Any gaps will be identified for the next mtg . Action: TC, Jamie Oliver and MD to do work on the Comms.</p>
6.	<p><u>Resources and capacity</u></p> <p>ER stated that there is funding for communications and engagement within the Outbreak Management Plan; MD and SG will be reviewing the resources for this</p>
7.	<p><u>Developing our risk log</u></p> <p>Eleanor and team have identified a set of triggers which provides an early warning system. This will be a dynamic risk log which is constantly informed by intelligence received both locally and nationally. As any new areas of risk emerge .</p> <p>SJ stated that it is difficult to get on the ground information, with some testing being completed through pillar 2 (nationally collated). However, this has started to flow into Trafford from last weekend. Businesses are focusing on recovery using mechanisms we have at the moment.</p> <p>Action: Need to get a GMP representative onto this group.</p>
8.	<p><u>Items for escalation</u></p> <p>Action: Comments to be sent to ER.</p>
9.	<p><u>AOB</u></p> <p>DE thanked everyone in the group.</p>
10.	<p>Date and time of the next meeting 11th August 2020; 11:00-12:00</p>

Actions:

	Action		Status
1.	MD to set up a fast text or email	MD	

	system to keep people in this group up to date.		
2.	ER and TM to look at GDPR guidance for use of our varied existing messaging systems	ER/TM	
3.	MD to prepare further messaging outlining that more testing is being done, more younger people are coming forward to be tested and awareness to continue social distancing, for distribution today .	MD	
4.	Colleagues to bring any other resourcing issues or gaps to the next meeting.	ALL	
5.	ER and Comms Team to pull together all the communication and engagement activity/strategy into one easy read document	ER/Comms	
6.	MD and TC to have key contact texting information and list of contacts.	MD/TC	
7.		JO/MD	
8.		JO/MD	
9.	Need to get a GMP representative.	ER	
10.	Comments to be sent to ER. (?)	All	