Report to: Public Engagement Board

Date: 05/10/2020

Report of: COVID-19 Programme Team

CLT Lead: Eleanor Roaf, Director Public Health Trafford

Report Title: Update paper to Public Engagement Board on Communications and Engagement System Connectivity for COVID-19

Report Summary:

This report outlines the progress made in developing the system connectivity to deliver a robust engagement response to the COVID-19 pandemic in Trafford. The paper outlines the governance, forums, groups and networks that have been developed and/or identified as key stakeholders and partners to play a role in our local COVID-19 response.

1.0 Recommendations

Public Engagement Board are asked to:

1.1 Note the progress made in ensuring system reach and connectivity to support our COVID-19 communications and engagement response.
1.2 Comment on the Communications and Engagement Governance structure that wraps around our approach and suggest any areas for strengthening.
1.3 Consider if there are any groups un-represented within the population cohort matrix that should appear for inclusion in mapping our engagement response.

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2.0 Background

2.1 The Covid-19 Outbreak Control Plan for Trafford sets out our commitment to communicating simple and clear preventative measures to our staff, residents and local employers, overseen by the Public Engagement Board.

2.2 To support the Public Engagement Board in its duty the COVID-19 team have reviewed the system governance and composition in place to deliver our system response and identified areas for strengthening.

2.3 A process of mobilisation is now in place to ensure system connectivity to deliver a robust engagement response in Trafford.

3.0 Communications and Engagement Governance

3.1 The below diagram attempts to map and set out the key local system infrastructure in place to support Trafford in its comms and engagement activity for COVID-19.

3.2 Our COVID-19 comms and engagement approach will form part of the longer time strategy for health and social which is managed by the Health and Social Engagement Steering Group.
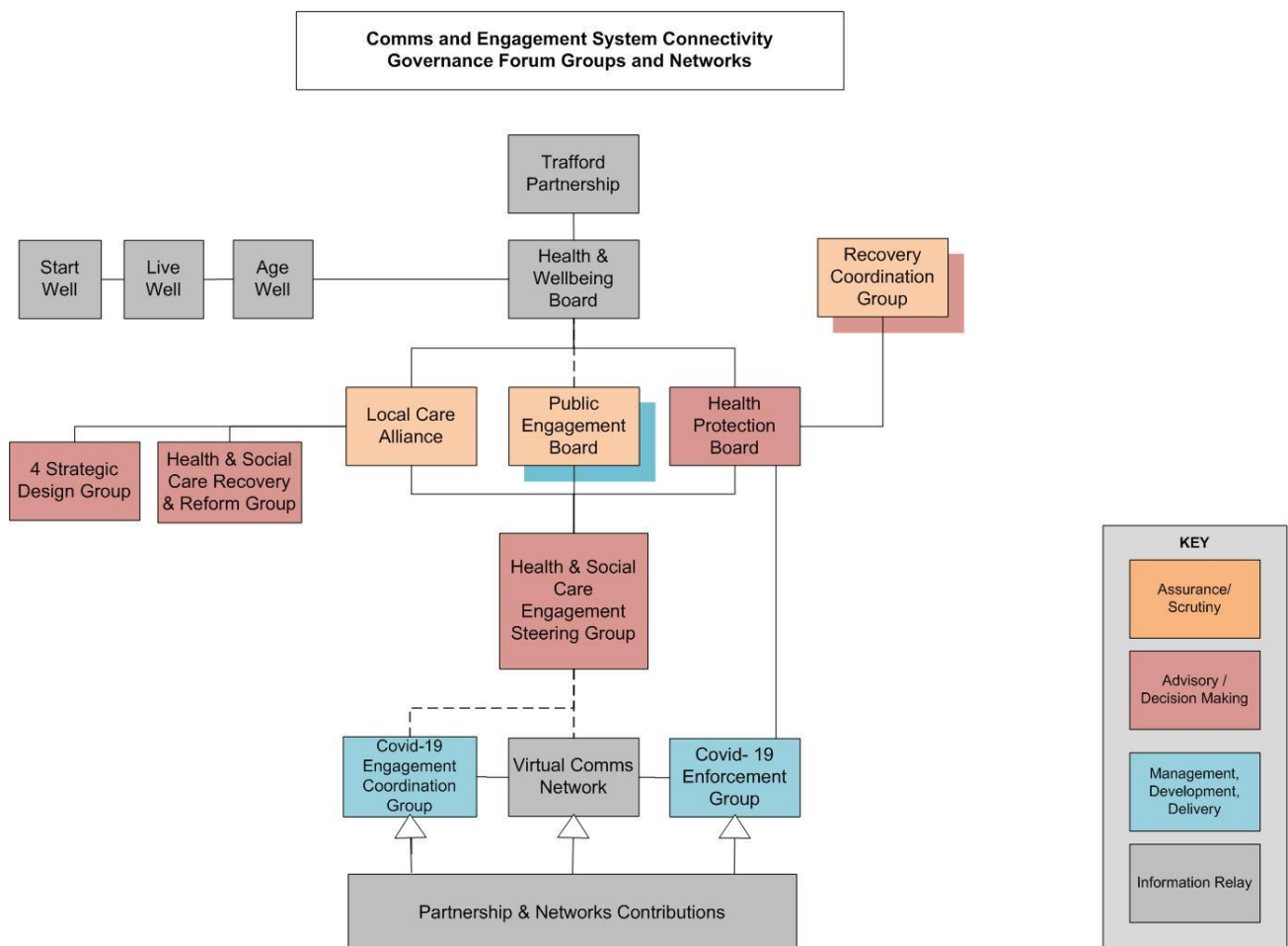
3.3 A weekly Covid-19 Co-ordination Engagement Group has been established to support the work of the Board and co-ordinate the COVID-19 engagement response across the locality. This group will use local data and intelligence to update and lead the intensive 10 point action plan for engagement using localised networks for disseminating information and engaging with residents.

3.4 A weekly COVID-19 Enforcement group has also been mobilised to drive enforcement activity and ensure national legislation and local lockdown guidance is implemented in licenced premises, neighbourhoods and open space.

3.5 A virtual network has been established to ensure we have good system reach for key messages in hard to reach and other groups and disseminate key information to communities for wider circulation.

3.6 Existing governance groups and being pro-actively engaged to ensure system connectivity and maximise our engagement impact and reach.

4.0 System Reach

4.1 To demonstrate our system capability a Community Reach Matrix (Appendix A) is in development.

4.2 This aims to outline the key population cohorts/defining group characteristics of those people we should be engaging with and attempts to map the forums/groups that sit within the current system governance that represent the needs of those cohorts to support delivery.

4.3 This matrix is in development, requires population and will be further refined.

4.4 The Public Engagement Board are asked to review this matrix and comment on the approach.

5.0 Recommendations

Public Engagement Board are asked to:

5.1 Note the progress made in ensuring system reach and connectivity to support our COVID-19 communications and engagement response.

5.2 Comment on the Communications and Engagement Governance structure that wraps around our approach and suggest any areas for strengthening.

5.3 Consider if there are any groups un-represented within the population cohort matrix that should appear for inclusion in mapping our engagement response.

Appendix A: Community Reach Matrix (in development)

Community Reach Matrix

Communication & Engagement Hubs	Description / TOR	Staff	General Population	Young People (18-23)	Senior Citizens (+65)	Multi-Generational Households	Low Income Households	Non-English Speakers	BAME Community	Rough Sleepers	Refugees	Domestic Abuse	Students	Carers / Care Providers	Disabilities	LGBT	Vulnerable Groups	Local Employers	Mental Health	Learning Disabilities
Trafford Partnership																				
Health & Wellbeing Board																				
Start Well																				
Live Well																				
Age Well																				
Recovery Coordination Group																				
Health Protection Board																				
Public Engagement Board																				
Local Care Alliance																				
Health and Social Care Recovery & Reform Group																				
4 Strategic Design Group																				
Health and Social Care Engagement Steering Group																				
Covid-19 Engagement Coordination Group																				
Covid-19 Enforcement Group																				
Virtual Comms Network																				
Partnership & Networks Contributions																				

Population Groups