

Trafford Covid-19 Public Engagement Board

Wednesday 13th January 2021 – 10:00 a.m. – Virtual meeting

Present:

Councillor Freeman (Chair)	Executive Member for Covid-19 Recovery and Reform
Councillor Julian Newgrosh	Leader of the Liberal Democrats Group, Trafford Council
Councillor Welton	Trafford Council
Councillor Acton	Chair of the Overview and Scrutiny Committee, Trafford Council
Councillor Cordingley	Member of the Health Scrutiny Committee, Trafford Council
Councillor Lloyd	Member of the Health Scrutiny Committee, Trafford Council
Eleanor Roaf	Director of Public Health, Trafford Council
Martyn Pritchard	Accountable Officer, Trafford Clinical Commissioning Group (CCG)
Nigel Smith	Head of Regulatory Services
Mr Khan Mohgal	Chair, VoicebeMet
Dorothy Evans	Voluntary, Community Social Enterprise (VCSE) Representative, African Caribbean Care Group
Donna Sager	Consultant in Public Health, Trafford Council
Helen Gollins	Consultant in Public Health, Trafford Council
Helen Grant	Strategy Crime Manager and Antisocial Behaviour, Trafford Council
Laura Hobbs	Programme Leader, Project Management Office, Trafford Council
Martin Dillon	Communications and Marketing Manager, Trafford Council
Tracy Clarke	Communications and Engagement Specialist, Trafford CCG
Andrew Latham	Chief Officer, HealthWatch Trafford
Shan Nasim	Greater Manchester Police
Ellie Caddick	Covid-19 Communications Lead, Trafford Council
Louise Wright	Partnerships and Communities Team, Trafford Council
Molly Shaw	Governance Services, Trafford Council
Fabiola Fuschi	Governance Officer, Trafford Council

	Item	Decision / Action	Key Person for Action
1.	Welcome and apologies	Apologies for absence were received from George Devlin and Caroline Hemingway.	
2.	Minutes	Agreed	
3.	Membership	There had been no changes to the Membership since the last meeting.	
4.	Update on the current Covid-19 situation in Trafford.	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To note the incidence of Covid-19 cases in Trafford has been increasing sharply due to the new, more transmissible variant of the virus; 3. To note that Covid-19 continues to be a very high risk infection and maintaining face covering, hand 	<p>All</p> <p>All</p> <p>All</p>

		<p>hygiene, social distancing at all times is pivotal to reduce the risk of catching the infection.</p> <p>4. To note that to further reduce risk of spreading the disease, messaging needs simplifying: “If you have a cold, don’t go out”.</p>	<p>All</p> <p>Communications</p>
5	10POINT ACTION PLAN		
5a.	Mass Testing	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To note the set-up of a testing site at Trafford Town Hall for asymptomatic key staff (e.g.: Council, Housing, Domestic Abuse Team, Primary School Staff); 3. To note that Lateral Flow testing has started being implemented in secondary schools; 4. To note that companies with over 250 members of staff will be provided with a dedicated testing system; Public Health will deliver a webinar on this topic next week. 	<p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p>
5b.	Mass Vaccination	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To note that three vaccines have now been approved for use in the UK; 3. To note the vaccine is being delivered in a sequence of 9 priority cohorts to protect the most vulnerable and reduce pressure on the NHS; 4. To note that by the end of the week the vaccine will have been offered to all care home residents and staff in Trafford, ahead of the national target; 5. To note that people have to continue to focus on respiratory and hand hygiene and social distancing to reduce the risk of serious illness, hospitalisation and death, as no vaccine is 100% effective; 6. To note that the vaccine is designed to reduce hospitalisation and mortality of vulnerable groups and it is important to encourage all people to take up the vaccination to protect those groups. 	<p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p> <p>All</p>

5c.	Update and escalations from the COVID-19 Engagement Coordination Group and Enforcement Group	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To note the ongoing work to resource the Community Engagement Team with two additional Neighbourhood Leads to improve coordination of community engagement activities; 3. To note that the work on Community Champions Scheme and bid to engage with the most vulnerable groups in Trafford is ongoing with an expected positive outcome; 4. To note that a community event with Cabinet Members took place in Old Trafford and Stretford on Christmas eve to divulge Covid-19 prevention messaging; 5. To note the work that took place with CCG to match volunteers to resource the vaccination centres; 6. To note the work with BAME communities to find volunteers to help spreading the messaging about Covid-19 preventive measures; 7. To note the work with Communications on social media on latest lockdown messaging; 8. To note that the invite to attend a vaccination centre would only come from NHS providers / settings. 	<p>All All All All All All All All All</p>
5d.	Update and escalations from the COVID-19 Enforcement Group	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update 2. To note the ongoing work to ensure that residents and businesses comply with the latest regulations to manage the pandemic; 3. To note that policing action takes place in a proportionate, common-sense manner using the “Four E’s” (Engagement, Explain, Encourage, Enforce) approach; 4. To thank Greater Manchester Police for their continuous and strenuous work to protect the community. 	<p>All All All All</p>
5e.	Update and Escalations from the Age Well Board	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To note the update; 2. To note there are now a number of people coming forward to be the “voice of the elderly”; 3. To note that Age Well booklets are available at vaccination sites. 	<p>All All All</p>
6.	Public Engagement Board Activity and Feedback	<p>The board agreed:</p> <ol style="list-style-type: none"> 1. To request that portfolio holders and other members of this board take part to videos for social media to divulge public health messaging on the pandemic; 2. To devise messaging/signage for Larkhill Centre to inform of timeframe for vaccination programme. 	<p>Comms Comms and CCG</p>

7.	Any Other Business	The Health Scrutiny Committee has resumed its work and the first meeting will take place Thursday 28 th January at 6:30pm.	All
8.	Date of Next Meeting	Wednesday 27 th January 2021 at 10:00am	