



Local Outbreak Board (Integrated Commissioning Sub-Committee)

Date: THURSDAY, 12 AUGUST 2021

Time: 9.00 am

Venue: VIRTUAL

Members: Randall Anderson
Marianne Fredericks
Ruby Sayed

John Barradell
Town Clerk

AGENDA

1. LOCAL OUTBREAK BOARD AGENDA

For Information
(Pages 3 - 4)

City & Hackney Integrated Care Partnership Board

Local Outbreak Board Session

Thursday 12 August 2021

09:00 – 09.50

Microsoft Teams

This is also a meeting of the **Integrated Commissioning Board** which is a Committee in-Common meeting of the:

- The London Borough of Hackney Integrated Commissioning Sub-Committee ('The LBH Committee')
- The City of London Corporation Integrated Commissioning Sub-Committee ('The COLC Committee')
- North East London CCG Governing Body City and Hackney ICP Area Committee (The 'CCG Area Committee')

[Click here to join the meeting](#)

Chair – Randall Anderson QC

Item no.	Item	Lead and purpose	Documentation type	Page No.	Time
1.	Welcome, introductions and apologies	Chair	Verbal	-	09:00
2.	Declarations of Interests	Chair	Paper	2-8	
3.	Minutes of the previous meeting & action log	Chair <i>For noting</i>	Paper	9-14	
4.	Questions from the Public	Chair <i>For approval</i>	None	-	
5.	Vaccinations Program Update <ul style="list-style-type: none"> • Current performance / next steps • Young people comms 	Siobhan Harper <i>For discussion</i>	Paper	15-23 24-34	09:05
6.	Data Intelligence	Diana Divajeva <i>For discussion</i>	Verbal	-	09:30
7.	Local Outbreak Control Plan Update	Chris Lovitt <i>For discussion</i>	Paper	35-68	09:40

Date of next meeting:

9th September 2021, Microsoft Teams

City and Hackney Integrated Care Partnership Board



Register of Interests

Name	Date of Declaration	Position / Role on ICPB	Nature of Business / Organisation	Nature of Interest	Type of Interest
Ann Sanders	30/07/2021	Attendee	NE London CCG	Lay Member	Financial
			Ann Sanders Consultancy	Independent Consultant	Financial
Tracey Fletcher	26/08/2020	Member	Homerton University Hospital NHS FT	Chief Executive	Financial
			Inspire	Trustee	Non-financial professional
Laura Sharpe	23/04/2021	Member	City & Hackney GP Confederation	Chief Executive	Financial
Andrew Carter	13/05/2021	Attendee	City of London Corporation	Director – Community & Childrens' Services	Financial
			ADASS	Member	Non-financial professional
			ADCS	Member	Non-financial professional
Helen Woodland	04/05/2021	Attendee	London Borough of Hackney	Group Director – Adults, Health & Integration	Financial
Sunil Thakker	30/04/2021	Attendee	NE London CCG	Executive Director of Finance	Financial
Paul Calaminus	30/04/2021	Member	East London NHS Foundation Trust	Chief Executive	Financial
			Partner is a Civil Servant	Department of Health	Indirect
Dr Stephanie Coughlin	09/10/2020	Attendee	Lower Clapton Group Practice	GP Principal	Financial



			BMA & RCGP	Member	Non-financial professional
Dr Haren Patel	10/10/2020	Attendee	Latimer Health Centre	Senior Partner	Non-financial professional
			Acorn Lodge Care Home	Service Provision	Financial interest
			Pharmacy in Brent CCG	Joint Director	Indirect interest
			Hackney Marsh	Joint Clinical Director	Non-financial professional
			RMOC – NHS England	GP Member	Non-financial professional
Jake Ferguson	30/09/2019	Attendee	Hackney Council for Voluntary Services	Chief Executive Officer	Financial
			Voluntary Sector Transformation Leadership Group	Member	Non-financial professional
Sir John Gieve	29/07/2021	Member	Homerton University Hospital NHS FT	Chair	Financial
			Vocalink Ltd. 1 Angel Lane, London EC4R 3AB	Non-executive Director	Financial
			MNI Connect	Member	Non-financial professional
			Pause (Charity), 209-211 City Road London	Partner is Trustee & Strategic Board Member	Indirect interest
Ian Williams	20/03/2020	Attendee	London Borough of Hackney	Acting Chief Executive	Financial
				Homeowner in Hackney	Financial
			Hackney Schools for the Future	Director	Non-financial professional
			NWLA Partnership Board	Joint Chair	Non-financial professional
			London Treasury Ltd	SLT Rep	Non-financial professional
			London CIV Board	Observer / SLT Rep	Non-financial professional
			Chartered Institute of Public Finance and Accountancy	Member	Non-financial professional
			Society of London Treasurers	Member	Non-financial professional

City and Hackney Integrated Care Partnership Board



			London Finance Advisory Committee Schools and Academy Funding Group Society of Municipal Treasurers London CIV Shareholders Committee London Pensions Investments Advisory Committee	Member London Representative SMT Executive SLT Rep Chair	Non-financial professional Non-financial professional Non-financial professional Non-financial professional Non-financial professional
Ruby Sayed	19/11/2020	Member	City of London Corporation Gaia Re Ltd Thincats (Poland) Ltd Bar of England and Wales Transition Finance (Lavenham) Ltd Nirvana Capital Ltd Honourable Society of the Inner Temple Independent / Temple & Farringdon Together Worshipful Company of Haberdashers Guild of Entrepreneurs Bury St. Edmund's Woman's Aid Housing the Homeless Central Fund Asian Women's Resource Centre	Member Member Director Member Member Member Governing Bencher Member Member Founder Member Trustee Trustee Trustee & Chairperson / Director	Financial Financial Financial Non-financial professional Financial Financial Non-financial professional Non-financial professional Non-financial professional Non-financial professional Non-financial personal Non-financial personal Non-financial personal
Mark Jarvis	02/03/2020	Attendee	City of London Corporation	Head of Finance	Financial
Honor Rhodes	11/06/2020	Member	North East London CCG Tavistock Relationships Homerton University Hospital NHS FT Barton House NHS Practice	Associate Lay Member Director Assistant Psychologist (Daughter) Registered with GP	Financial Financial Indirect Non-financial personal

City and Hackney Integrated Care Partnership Board



Gary Marlowe	27/08/2020	Attendee	De Beauvoir Surgery	GP Partner	Financial
			City & Hackney ICP	Planned Care Lead	Financial
			Hackney GP Confederation	Member	Non-financial professional
			British Medical Association	London Regional Chair	Non-financial professional
			n/a	Homeowner - Casimir Road, E5	Financial
			City of London Health & Wellbeing Board	Member	Non-financial professional
			Local Medical Committee	Member	Non-financial professional
			Unison	Member	Non-financial personal
Anntoinette Bramble	12/08/2020	Member	CHUHSE	Member	Non-financial personal
			Local Government Association	Board - Deputy Chair	Non-financial professional
				Company Director	
				Labour Group - Deputy Chair	
			JNC for Teachers in Residential Establishments	Member	Non-financial professional
			JNC for Youth & Community Workers	Member	Non-financial professional
			Schools Forum	Member	Non-financial professional
			SACRE	Member	Non-financial professional
			Admission Forum	Member	Non-financial professional
			Hackney Schools for the Future (Ltd)	Director	Non-financial professional
			St Johns at Hackney	PCC	Non-financial professional
			Unison	Member	Non-financial personal
			GMB Union	Member	Non-financial personal
			St Johns at Hackney	Church Warden & License Holder	Non-financial personal
			Co-Operative Party	Member	Non-financial personal
			Labour Party	Member	Non-financial personal
			Urswick School	Governor	Non-financial personal

City and Hackney Integrated Care Partnership Board



			City Academy National Contextual Safeguarding Panel National Windrush Advisory Panel Hackney Play Bus (Charity) Christians on the Left Lower Clapton Group Practice	Governor Member Member Board Member Member Registered Patient	Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal
Marianne Fredericks	26/02/2020	Member	City of London Farringdon Ward Club The Worshipful Company of Firefighters Christ's Hospital School Council Aldgate and All Hallows Foundation Charity The Worshipful Company of Bakers Tower Ward Club	Member Member Liveryman Member Member Liveryman Member	Non-financial professional Non-financial professional Non-financial professional Non-financial professional Non-financial professional Non-financial professional Non-financial professional
Christopher Kennedy	09/07/2020	Member / ICB Co-Chair	London Borough of Hackney Lee Valley Regional Park Authority Hackney Empire Hackney Parochial Charity Labour party Local GP practice	Cabinet Member for Health, Adult Social Care and Leisure Member Member Member Member Registered patient	Financial Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal
Randall Anderson	15/07/2019	Member / ICB Co-Chair	City of London Corporation n/a n/a Member Masonic Lodge 1745 Worshipful Company of Information Technologists	Chair, Community and Children's Services Committee Self-employed Lawyer Renter of a flat from the City of London (Breton House, London) American Bar Association Member Freeman	Non-financial professional Financial Financial Non-financial professional Non-financial personal Non-financial personal

City and Hackney Integrated Care Partnership Board



			Neaman Practice	Registered Patient Renter of a flat from the City of London (Breton House, London)	Non-financial personal
Rebecca Rennison	26/08/2020	Member	Freelance Project Work Hackney Council Cancer52Board Clapton Park Tenant Management Organisation North London Waste Authority Residential Properties GMB Union Co-Operative Party Labour Party Fabian Society English Heritage Pedro Club Chats Palace	Cabinet Member for Finance and Housing Needs Member Board Member Board Member Member Member Member Member Member Board Member Board Member	Financial Non-financial personal Non-financial personal Non-financial personal Financial Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal Non-financial personal
Henry Black	30/07/2021	Member	NE London CCG Barking, Havering & Redbridge University Hospitals NHS Trust Tower Hamlets GP Care NHS Clinical Commissioners Board	Chief Financial Officer / Acting Accountable Officer Wife is Assistant Director of Finance Daughter works as social prescriber Member	Financial Indirect Indirect Non-financial professional
Dr Mark Rickets	14/01/2020	Member / ICB Co-Chair	NE London CCG Homerton University Hospital NHS Foundation Trust Health Systems Innovation Lab, School Health and Social Care, London South Bank University GP Confederation HENCEL Nightingale Practice (CCG Member Practice)	ICP Clinical Chair Non-Executive Director Wife is a Visiting Fellow Nightingale Practice is a Member I work as a GP appraiser in City and Hackney and Tower Hamlets for HENCEL Salaried GP	Financial Financial Indirect Non-financial professional Non-financial professional Financial
Helen Fentimen	14/02/2020	Substitute Member	City of London Corporation Labour Party Unite Trade Union	Member Member Member	Non-financial professional Non-financial professional Non-financial professional

City and Hackney Integrated Care Partnership Board



			Governors Prior Weston Primary School and Children's Centre	Chair	Non-financial professional
Dr Sandra Husbands	26/08/2020	Attendee	Director of Public Health	London Borough of Hackney	Financial
			Association of Directors of Public Health	Member	Non-financial professional
			Faculty of Public Health	Fellow	Non-financial professional
			Faculty of Medical Leadership and Management	Member	Non-financial professional
Jon Williams	02/03/2020	Attendee	Healthwatch Hackney	Director	Financial
			- CHCCG Neighbourhood Involvement Contract - CHCCG NHS Community Voice Contract - CHCCG Involvement Alliance Contract - CHCCG Coproduction and Engagement Grant - Hackney Council Core and Signposting Grant	Contracts Healthwatch Holds with CCG	Indirect
Siobhan Harper	26/10/2020	Member	NE London CCG / City & Hackney ICP	Transition Director	Financial
			Sister is lead commissioner for London on criminal justice and mental health at NHSE		Indirect

Meeting-in-common of the Hackney Integrated Commissioning Board
(Comprising the NEL CCG City & Hackney Area Committee and the
London Borough of Hackney Integrated Commissioning Committee)

and

Meeting-in-common of the City Integrated Commissioning Board
(Comprising the NEL CCG City & Hackney Area Committee and the
City of London Corporation Integrated Commissioning Committee)

and

Community Services Development Board
(Comprising system colleagues from across the City & Hackney geographic area)

Integrated Commissioning Board – Local Outbreak Board Session

Minutes of meeting held in public on 8 July 2021
Microsoft Teams

Present:

Hackney Integrated Commissioning Board

Hackney Integrated Commissioning Committee

Cllr Chris Kennedy	Cabinet Member for Health, Adult Social Care & Leisure	London Borough of Hackney
Cllr Robert Chapman	Cabinet Member for Finance	London Borough of Hackney
Cllr Caroline Woodley	Cabinet Member for Families, Early Years, Parks & Play	London Borough of Hackney

North East London CCG City & Hackney Integrated Commissioning Committee

Mark Rickets	Borough Clinical Chair	City & Hackney Integrated Care Partnership / NE London CCG
Siobhan Harper	Transition Director	City & Hackney Integrated Care Partnership / NE London CCG
Sue Evans	Lay Member	NE London CCG

City Integrated Commissioning Board

City Integrated Commissioning Committee

Randall Anderson QC (ICB Chair)	Member, Community & Childrens' Services Sub-Committee	City of London Corporation
Marianne Fredericks	Member, Community & Childrens' Services Sub-Committee	City of London Corporation
Helen Turnbull	Member, Community & Childrens' Services Sub-Committee	City of London Corporation

Alex Harris	Integrated Commissioning Governance Manager	City & Hackney Integrated Care Partnership / NE London CCG
Andrew Carter	Director, Community & Childrens' Services	City of London Corporation
Catherine Macadam	Lay Member	NE London CCG
Caroline Millar	Acting Chair	City & Hackney GP Confederation
Diana Divajeva	Principal Public Health Analyst	London Borough of Hackney
Haren Patel	Clinical Director	Office of the Primary Care Network
Jenny Darkwah	Clinical Director	Office of the Primary Care Network
John Gieve	Chair	Homerton University Hospital NHS FT
Jonathan McShane	Integrated Care Convenor	City & Hackney Integrated Care Partnership / NE London CCG
Jon Williams	Executive Director	Healthwatch Hackney
Laura Sharpe	Chief Executive	City & Hackney GP Confederation
Matthew Knell	Head of Governance & Assurance	City & Hackney Integrated Care Partnership / NE London CCG
Philip Glanville	Mayor	London Borough of Hackney
Sandra Husbands	Director of Public Health	London Borough of Hackney
Simon Cribbens	Deputy Director, Community & Childrens' Services	City of London Corporation
Stella Okonkwo	ICP Programme Manager	City & Hackney Integrated Care Partnership / NE London CCG
Steve Collins	Acting Chief Finance Officer	NE London CCG
Sunil Thakker	Executive Director of Finance	City & Hackney Integrated Care Partnership / NE London CCG
Susan Masters	Health and Social Care Policy Lead	Hackney Council for Voluntary Services
Tracey Fletcher	Chief Executive	Homerton University Hospital NHS FT

Apologies – ICB Members

Cllr Bramble (LBH)

Ruby Sayed (CoL)

Other apologies

Jake Ferguson

Ian Williams

Stephanie Coughlin

Helen Woodland

1. Welcome, Introductions and Apologies for Absence

- 1.1. The ICB for the first 50 minutes operated in its capacity as the Local Outbreak Board.
- 1.2. Apologies were noted as listed above.

2. Declarations of Interests

- 2.1. The **City Integrated Commissioning Board**
 - **NOTED** the Register of Interests.
- 2.2. The **Hackney Integrated Commissioning Board**
 - **NOTED** the Register of Interests.

3. Questions from the Public

- 3.1 There were none.

4. Vaccinations Update

- 4.1. The item was presented by Siobhan Harper. She noted that primarily, there has been a big push to rapidly increase the offer of vaccination to all adults over the age of 18 particularly in view of the 19th of July deadline and the possibility of lifting restrictions.
- 4.2. There had been concerted efforts to increase our capacity locally in local vaccination centers as well as in community pharmacy. We are continuing to roll out our wide programme of pop up and outreach events as well as offering walk-in appointments. In terms of progress amongst our vulnerable population, we had seen a small but steady increase in uptake.
- 4.3. An issue identified both locally and across Northeast London is in the area of stimulating demand. This was despite a large comms programme targeted at groups with lower levels of uptake. It was also suspected that a lot of younger people felt that Covid-19 was unlikely to cause them serious illness and that the vaccine was not necessary for them. There were also other concerns from people around Covid vaccination and fertility. We are addressing these areas using a community communications perspective.
- 4.4. A priority for the vaccination programme is to ensure our provision is as accessible as possible to remove any barriers. There has been progress around the centralisation of the call and recall functions through a service that the Office of the PCN'S were currently developing and putting in place. Through this service, we aim to provide a local service that will reach in particular, our unvaccinated population in the community.
- 4.5. A planning summit is being arranged for the end of July to think about what will be required to keep the momentum up as we go into winter especially given the scenario of managing an extensive Covid booster programme alongside a flu immunization programme.
- 4.6. Regarding vaccinations in care homes, there is now better access to care homes data. There was also a recognition that the local authority in Hackney had done a huge amount of work to address the issue of vaccine hesitancy as there was now good progress in reducing the number of people who were unvaccinated. There is some work to be done around domiciliary care.

- 4.7. Cllr Kennedy added that the increase in care home vaccinations was due to a lot of engagement work from the Group Director Adults, Health and Integration and her team in the local authority and having individual clinical conversations with care home staff and residents to understand their reasons for hesitancy.
- 4.8. Cllr Kennedy asked if there was official guidance around the interval between first and second doses and whether bringing second doses forward was based on clinician discretion. Siobhan Harper responded that the official policy was a minimum of eight weeks. However there had been instances of second dose vaccinations at less than eight weeks. Mark Rickets clarified that this was just a small number of people walking in without appointments and that generally speaking, many of the people attending sooner than the eight week timeframe had appointments booked for them by their GP, the presumption was not to second-guess the clinical judgment of their GPs. People who walked-in under eight weeks were usually told to book via their GP.
- **Haren Patel asked what we would do about new admissions to care homes that requested Pfizer. Siobhan Harper responded that she would contact Dr Patel outside of the meeting with a response.**
- 4.9. Randall Anderson asked if we were looking at work other boroughs had done to increase uptake among the younger cohort. Siobhan Harper responded that we were looking at learning from the Camden and SE London work and the outreach work that Hackney Council had done.
- 4.10. Marianne Fredericks enquired about the length of time between the first and second jabs, and asked if there was flexibility with those who were going to travel abroad. She also asked what we could do around messaging for young men to encourage them to take up the vaccine. Siobhan Harper responded that we were looking to build on momentum and positive spirit engendered by the recent football news, and other methods of reaching young people. Mark Rickets added that an earlier second dose request was by exception/clinical need and not for reasons such as travelling abroad. One of the main reasons for giving this length of time is that a longer interval between first and second doses conferred stronger long-term immunity.
- **Siobhan Harper to bring back young peoples' communications plans to next Local Outbreak Board meeting.**

5. Data Intelligence Update

- 5.1. Diana Divajeva introduced the item. A steady increase in the number of cases reported for several weeks with the highest increase reported in the young adult group. Incidence rates show an 81% increase in Hackney and 63% increase in the City of London - over 200 per 100,000 in Hackney and over 300 per 100,000 in the City of London. There had also been a small increase in hospitalisations but this was in line with national rates. There had, however, been no deaths so far but this could not be ruled out in the coming weeks.
- 5.2. Marianne Fredericks enquired if the increase reported in the City of London was within the residential population or the business community. She also asked if there anything that could be done to bring the clinics set up in the east of London clinic closer to the city to encourage uptake. Randall Anderson added that there had been a plan to get a community pharmacy vaccination site set up in the east of the City. Sandra Husbands responded that the primary increase in the City of London was linked to the residential postcodes in the areas that we cover. However, there had also been an increase in cases and outbreaks being reported in workplaces, both in the City and in Hackney.

Regarding the vaccination clinics, we were aiming to get a new pharmacy approved but we had been told that this may only be possible when the programme opens up for booster doses. The provision of pop-up services was also being looked at.

- 5.3. Cllr Chapman asked if the government strategy of relying on vaccinations to control the epidemic was vindicated by local data. Sandra Husbands responded that national data indicated a weakening of the link between cases and the more severe outcomes like hospitalisations when compared with similar case rates last year.
- 5.4. Cllr Woodley enquired about the effect of this current wave on the health service and staff resilience capacity. Sandra Husbands responded that in addition to the vaccine programme, there were now better treatments for Covid related illness which should see a reduction in the average length of stay in hospital. Mark Rickets noted that that vaccines do not provide 100% protection; there was still a risk, as not everyone would develop the same immune response. Siobhan Harper added that there has been pressure in the NHS in the area of managing waiting times, elective recovery and workforce capacity especially in view of an increase in urgent and emergency work.

6. Local Outbreak Management Plan

- 6.1. Sandra Husbands introduced the item. She informed members about the change in the community testing programme from the asymptomatic lateral flow testing to a process of using community collect where people can collect test kits from local pharmacies or the PCR test sites. This would target areas where uptake of and access to testing had been low.
- 6.2. Cllr Kennedy said that the issue of the government ending the availability of free lateral flow testing by the end of the month was raised in the media by a radio announcer. However, a government official called in to correct this by saying that the government is yet to confirm what will be happening with the free lateral flow testing after the end of the month.
- 6.3. Jon Williams asked if there would be a local comms approach with regards to the potential removal of restrictions and social distancing on the 19th of July. Sandra Husbands responded that we had anticipated that restrictions would be removed at some stage but that there was less clarity on what the government would announce regarding measures such as face masks as the legal requirement to wear face masks was not the same as advising people to wear face masks. She added that, we will continue to update our local communications and engagement plan as well as using continue to use our community champions.
- 6.4. Mayor Glanville enquired about the capacity within our comms teams to capture the nuances around mask-wearing and local messaging. He also asked about the profiling of new variants, as there was typically a 6-8 week lag between new variants arising and being detected. Sandra Husbands responded that using local comms messaging had been effective throughout the pandemic. However, there had been problems with the national media misinterpreting government guidance. In terms of genome sequencing of new variants, the many cases linked to variants in London had led to the creation of increased capacity in sequencing labs which has decreased the time between a case being detected and its genome being sequenced.

7. Any Other Business

- 7.1. There was none.

City and Hackney Local Outbreak Board / Integrated Care Partnership Board Action Tracker

LOBJun-1	Homeless vaccinations data to be brought back as part of regular local outbreak board reporting.	Siobhan Harper	Jun-21	Aug-21	Complete.	
ICPBJun-2	Proposals for a senior / intermediate-level manager working group on the anchor alliance to be brought to City & Hackney Health and Wellbeing Boards.	Jonathan McShane	Jun-21	Aug-21		
ICPBJun-3	Jon Williams and Jake Ferguson to discuss working with the social value exchange outside of the meeting.	Jake Ferguson	Jun-21	Aug-21		
LOBJul-1	Dr Haren Patel asked what we would do about new admissions to care homes that requested Pfizer vaccines. Siobhan Harper to respond to Dr Patel outside the meeting.	Siobhan Harper	Jul-21	Aug-21		
LOBJul-2	Siobhan Harper to bring back young peoples' comms plans to next Local Outbreak Board.	Siobhan Harper	Jul-21	Aug-21	Complete.	Item due to be submitted to August Local Outbreak Board
ICPBJul-1	Cllr Woodley, Sandra Husbands and Angela Bartley to discuss simplification of language in the inequalities tools and resources pack outside of the meeting.	Sandra Husbands / Caroline Woodley / Angela Bartley	Jul-21	Aug-21	In progress.	
ICPBJul-2	Update on investment underpinning inequalities tools and resources to be brought back to ICPB.	Anna Garner	Jul-21	Aug-21	In progress.	

City and Hackney Vaccination Programme

Current Performance and Next steps on Phase 3 Planning

Local Outbreak Board Update



C&H vaccination snapshot by cohort (as of 10th August)

Cohort	Cohort Description	Cohort Size	First Vaccination	% Vaccinated	Fully vaccinated	% Second Vaccination	WoW Change 1 st doses (%)	WoW Change 1 st doses (#)	WoW Change 2 nd doses (%)	WoW Change 2 nd doses (#)
1	Older adult residents in a care home	318	287	90%	277	87%	1%	2	1%	2
2	80 years of age and over	5,166	4,349	84%	4184	81%	0%	-5	0%	2
3	75 years of age and over	4,008	3,394	85%	3282	82%	0%	10	0%	11
4	70 years of age and CEV	20,911	16,526	79%	15487	74%	0%	17	0%	55
5	65 years of age and over	7,131	5,792	81%	5574	78%	0%	1	0%	5
6	16-64 years of age and at risk of COVID	26,864	18,611	69%	16655	62%	0%	67	1%	96
7	60 years of age and over	6,657	4,932	74%	4660	70%	0%	19	1%	31
8	55 years of age and over	10,304	7,370	72%	6837	66%	0%	13	0%	30
9	50 years of age and over	12,739	9,014	71%	8247	65%	0%	13	0%	21
10	40 - 49 years of age	39,761	24,132	61%	20705	52%	0%	98	2%	414
11	30-39 years of age	73,802	41,420	56%	27670	37%	1%	229	9%	2,238
12	18-29 years of age	58,795	29,175	50%	10373	18%	1%	320	8%	742
	Totals Cohort 1-6	64,398	48,959	76%	45,459	71%	0%	92	0%	171
	Totals Cohort 1-9	94,098	70,275	75%	65,203	69%	0%	135	0%	251
	Totals Cohort 1-12	266,456	165,002	62%	123,951	47%	0%	784	3%	3,647

Source: NEL Covid vaccination dashboard: Invite & uptake coded in Primary care

C&H vaccination uptake compared to other NEL boroughs

Borough	Total eligible population	First Dose	%	Second Dose	%
⊕ Barking	171,032	107,297	62.7%	85018	49.7%
⊕ City & Hackney	266,456	165,002	61.9%	123951	46.5%
⊕ Havering	220,029	171,219	77.8%	142738	64.9%
⊕ Newham	339,317	202,081	59.6%	148353	43.7%
⊕ Redbridge	264,717	184,202	69.6%	153221	57.9%
⊕ Tower Hamlets	294,129	188,841	64.2%	129789	44.1%
⊕ Waltham Forest	254,168	161,739	63.6%	128232	50.5%
Grand Total	1,809,848	1,180,381	65.2%	911302	50.4%

Vaccination of homeless people and asylum seekers (during July 2021)

City of London

Homeless: 11 first doses, 6 second doses

Hackney

Homeless: 2 first doses, 2 second doses

IAC: 34 first doses, 27 second doses

Next Steps

Forward Plan to be developed by Find & Treat and also establish progress on vaccinating Gypsy, Roma, Traveller population

Regular meeting between Find and Treat Team and C&H Inequalities Programme Manager

Work to improve uptake across our communities

Community Outreach Team

Focus on:

- Updating/simplifying our comms to push walk-ins
- On-street (and business in-reach) engagement to direct people to local walk-in clinics across all areas

Dedicated Outreach Team for on-street engagement

- Review current resource and gap analysis
- Collaborative engagement with Testing Team

Outreach Clinics

- In reach/outreach within GP Practices with low uptake
- Evening clinics within specific areas to meet the needs of the communities
- Larger vaccine events in coordination with LVS
- 2nd dose Community clinics planned in areas of high footfall
- Round 2 of Community Grant Funding – for Outreach Engagement teams

Insights

- Evaluation of 1st round of clinics and build on what has work well and what needs to improve
- CYP champions to support with future engagement and outreach events

Springfield, Cazenove, Woodberry Down, Stamford Hill West, Clissold Park

- 2 evening clinics at Clapton Common (18th and 19th August)
- Further clinics to be planned for OJ population post holiday season
- Outreach clinic in Woodberry Down (8th September)
- Outreach Clinic Clissold Park (18th September)
- Supporting Springfield PCN with Phase 3 Booster Programme

Dalston, Shacklewell, Stoke Newington,

- Outreach clinic at Gillett Square (7th August)
- Outreach clinic at Ridley Road Market (1st September)
- Joint clinic with Testing Team at a school in Stoke Newington (Sept)

Hoxton East and Shoreditch, Hoxton West

- 2 outreach events in Shoreditch Park (14th and 15th August)
- Daily clinics running at St Leonards until 9th August and beyond is demand is high
- On street engagement to support uptake within pharmacies

Kings Park and Lea Bridge

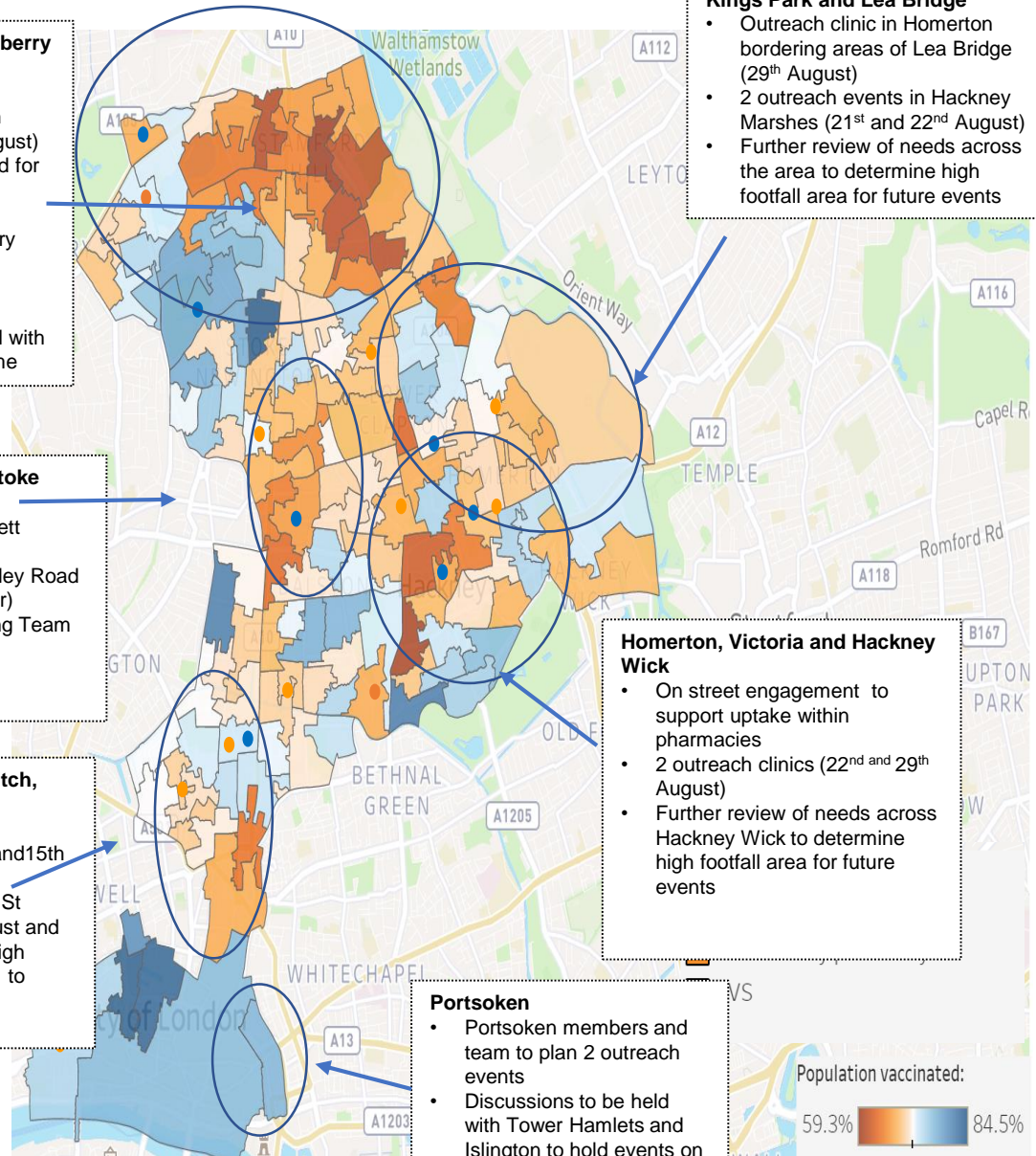
- Outreach clinic in Homerton bordering areas of Lea Bridge (29th August)
- 2 outreach events in Hackney Marshes (21st and 22nd August)
- Further review of needs across the area to determine high footfall area for future events

Homerton, Victoria and Hackney Wick

- On street engagement to support uptake within pharmacies
- 2 outreach clinics (22nd and 29th August)
- Further review of needs across Hackney Wick to determine high footfall area for future events

Portoken

- Portoken members and team to plan 2 outreach events
- Discussions to be held with Tower Hamlets and Islington to hold events on cross boundary areas



Proposed C&H delivery model for Phase 3

Delivery channel	Offer Flu	Offer Covid (Booster)	Offer Covid (Evergreen)	# of Sites
GP Practices	✓	✗	✗	c.40
LVS	✓	✓	✓	2
Community Pharmacies (1)	✓	✓	✓	c.10
Community Pharmacies (2)	✓	✗	✗	Tbc
Hospital Hubs	✓	✓	✓	1
Outreach (housebound on/off DN caseload)	✓	✓	✓	Central mobile team (to be defined) + GPs
Outreach – lead provider <u>Barts</u>	✗ (?)	✓	✓	Barts team exclusively + C&H medical lead
Outreach lead provider <u>LVS</u>	✓	✓	✓	LVS + GPs

Comms becomes even more critical in Phase 3 given the different delivery channels and vaccination options

Timing of eligibility for Covid and flu vaccinations do not perfectly align, highlighting the need for integration between delivery models

Due to the +26 week rule post 2nd COVID vaccination, there will be cohorts that are eligible for flu, but not booster during different months within Phase 3. The priority is to accelerate the rate of individual vaccinations rather than wait for eligibility of both flu and covid booster. This reduces the amount of co-administration that we are likely to see. Please use the table below as ***draft for discussion only***

	Aug	Sept	Oct	Nov	Dec	Jan
1. Eligible for covid booster		8,575	23,832	25,670	20,554	16,573
2. Flu		33,480		22,320		
3. Evergreen (1st dose)	8,581	8,581	8,581	8,581	8,581	8,581
4. Evergreen (2nd dose based on 1st already done)	17,031	17,031	17,031			
5. Evergreen (2nd dose based on 1st not yet done)			7723	7723	7723	7723
6. Children's offer (12-15 years old)	Awaiting details from CEG on cohort size					

Assumptions (to be validated):

1. Eligible for covid booster – numbers calculated based on +26 weeks from 2nd vaccination (for those who had in CP, LVS, Elsdale, or outreach). As we get to the later months a % will not be from cohorts 1-9, and therefore not in scope of Phase 3. Of the numbers shown, 85% are City and Hackney residents. Assumption has been baked in that 10% of C&H residents have been vaccinated at mass vax sites, and will need to be vaccinated locally in Phase 3.
2. Based on assumption that 60% of all 1-9 cohorts will get vaccinated (56k of 93k). Of this, 60% will be vaccinated in Sept and Oct, and the remaining 40% in November until mid December in line with JCVI deadline.
3. Evergreen (1st dose) based on vaccinating the rest of the C&H unvaccinated population to reach a total of 80% uptake
4. Evergreen (2nd dose based on 1st already done) based on 90% uptake of those who have had a 1st vaccination but not yet had 2nd vaccination (phased over 12 weeks)
5. Evergreen (2nd dose based on 1st dose not yet done) based on 90% uptake of 2nd doses for those who are set to have 1st doses (based on +8 weeks between doses)

Note – Evergreen figures based on dashboard from 20/8. This needs to be refreshed based on latest dashboard.

Key planning areas for Phase 3

Getting to a sustainable delivery model:

- Recognising that the timelines for flu and covid do not align in terms of supply and delivery and national priority to ensure flu delivered before winter at same time as delivering booster over 15 weeks
- Current insights are that some people concerned about having co-administration of flu and covid vaccinations
- Need to plan for some co-administration as part of a mixed model of delivery
- Recognising that there are some unknowns and that this is still a test year for both booster and Flu operationally and that Business as Usual may not be until 2022

How do we ensure a more integrated whole population delivery model?

Things that all providers need to be collectively responsible for to ensure an integrated approach:

- Signposting to other services
- Booking into other services (e.g. GP booking in covid vaccination at LVS if had flu vaccine at the practice)
- Workforce (sharing, training and development, possibly involving the workforce enabler)
- Managing supply (and providing clear visibility of stock and opportunities for mutual aid)
- Keeping central team updated about the offer (opening times, vaccines offered, etc)
- Sharing activity data so that we can centrally manage demand and capacity
- MECC (Make Every Contact Count)

Key planning actions for Phase 3

Outreach (to housebound vulnerable patients)

- Development of mobile vaccination team to provide flu/covid to housebound, care homes and other vulnerable groups requiring home service, working alongside district nursing where they are already vaccinating their known caseload)
- GP Confederation to be lead provider – proposal pending

Outreach (mobile vaccination team for pop-ups)

- Development of local mobile vaccination team to provide pop-up clinics as part of inequalities and aligned to engagement / community outreach team
- Lead provider to be Office of PCNs (LVSs)

Health and care staff vaccination

- HUH will operationalise their Hospital Hub by 6 September 2021. Further work required about their role as hospital hub and scope of the vaccination programme in terms of health and social care staff
- Barts Health will operationalise their Hospital Hub in September 2021. Further work required about their role as a hospital hub and scope of the vaccination programme in terms of health and social care staff
- Further work and agreement necessary to develop a more integrated approach to flu jabs for health social care staff – proposal pending

Estates

- Discussions with HUH regarding impact on community health service provision with continued use of John Scott Health Centre as a Local Vaccination Site
- Work required to determine long term future solution to north based LVS site

Key planning actions for Phase 3

Communications and engagement

Delivering a combined evergreen vaccine programme, booster programme and flu programme, in addition to other coronavirus work and health priorities, will mean very complex communications and engagement that needs clear strategic priorities and direction. We will need to:

- Focus on where the local health system can add value to communications by targeting areas and patient groups with low-take up, through culturally competent messaging (rather than repeating national messaging)
- Provide simple, clear, and accurate information about operational delivery, and when and how residents can book their vaccine
- Coordinate communications, engagement, outreach and operational delivery so that targeted work to tackle hesitancy or reach under-represented groups translates into actual booking/delivery of vaccines
- Ensure communications reach communities where they are, rather than expecting them to come to us
- Be clear about communications roles and responsibilities across all responsible organisations

This will require a clear strategy that is being developed across the CCG, Council and other health partners throughout August.

Title of report:	Update on Communications plan for COVID-19 vaccinations: Young People
Date of meeting:	12 August 2021
Lead Officer:	Siobhan Harper
Author:	Amy Wilkinson, Jayne Taylor & Nadia Sica
Committee(s):	City and Hackney Outbreak Control Board
Public / Non-public	Public

Executive Summary:

This paper outlines a response to a request for an update on the communications plan for Young People in order to increase uptake of COVID-19 vaccinations.

This communications plan is aimed at 18-25 year olds and subsequent to its development the national booking system has opened for 16-17 year olds, and local plans are being implemented to vaccinate a small cohort of 12-15 year olds through our local vaccination sites, as per national guidance. An additional update on delivery of vaccinations to these cohorts is attached, and the communication and insight plans are currently being developed and expanded for these groups.

Recommendations:

The Local Outbreak Control Board is asked to:

- To **NOTE** the report;

Strategic Objectives this paper supports [Please check box including brief statement]:

Deliver a shift in resource and focus to prevention to improve the long term health and wellbeing of local people and address health inequalities	<input checked="" type="checkbox"/>	
Deliver proactive community based care closer to home and outside of institutional settings where appropriate	<input checked="" type="checkbox"/>	
Ensure we maintain financial balance as a system and achieve our financial plans	<input type="checkbox"/>	
Deliver integrated care which meets the physical, mental health and social needs of our diverse communities	<input checked="" type="checkbox"/>	
Empower patients and residents	<input checked="" type="checkbox"/>	

Specific implications for City



City and Hackney
Clinical Commissioning Group

To consider communication routes for young people that are appropriate and effective for City of London Young people, and discuss, given the mobile nature and numbers of CoL young people outside the corporation.

Specific implications for Hackney

To consider communication routes for young people that are appropriate and effective for Hackney's diverse communities of Young people, and discuss.

Patient and Public Involvement and Impact:

A significant amount of insight has been done across the system at a local and regional level with young people and their families in order to understand the potential barriers to uptake of vaccinations. This work is ongoing, across a range of communities, and will be extended to younger cohorts.

Clinical/practitioner input and engagement:

Our C&H vaccination clinical leads and CYP clinical leads have had input to plans as they have been developed.

Communications and engagement:

A partnership communications and engagement working group is in place to steer and deliver this work, reporting directly to the City and Hackney Vaccination Steering Group.

Comms Sign-off: Jayne Taylor

Equalities implications and impact on priority groups:

There are significant issues with vaccine hesitancy among younger groups generally, combined with the hesitancy we have seen in some of our City and Hackney older communities. This makes uptake in this group particularly challenging.

Safeguarding implications:

Consent to vaccination and safeguarding training is covered in the updated Green Book for younger groups, and safeguarding training is mandatory for vaccinating up to 18 year olds, along with enhanced DBS checks and paediatric first aid training. Communications will need to take account of recommendations.

Impact on / Overlap with Existing Services:

This work is part of wider communications work as part of the C&H Vaccinations Delivery Plan

Main Report

1. Background and Current Position

1.1 This report provides an update on the range of insight and communications work currently being carried out and in development in response to the expansion of and subsequent relatively low uptake of COVID-19 vaccination in younger cohorts in City and Hackney.

1.2 Currently, all people from the age of 16 years and up are universally eligible to receive an offer of COVID-19 vaccination (under 18s can only receive the Pfizer BioNTech vaccine as authorised by the MHRA). In addition, those aged 12-15 years with specific vulnerabilities and those of this age who are household contacts of individuals of any age who are immunosuppressed should also be offered the Pfizer vaccine.

1.3 Whilst the JCVI has only recently approved vaccinating under 18s (end of July and early August with mobilisation of the offer currently being operationalised locally - please see the detailed briefing on CYP attached to this paper for further details), the offer for over 18 year olds has been live for some time with low levels of uptake being observed in Hackney and the City of London since the outset.

1.4 As of the most recently available data, we continue to record considerably higher incidence rates of COVID-19 in 20-39 year olds than any other age group set against the lowest uptake of vaccination compared to other age groups in City and Hackney. Furthermore, the take up of vaccination in this cohort in Hackney and City currently ranks as the lowest in England.

2. Approach

The reasons for low uptake within this age cohort are varied and complex. In order to increase uptake, these reasons need to be understood and addressed. This is being achieved by carrying out insight work with the affected cohorts and by deploying appropriately targeted and tailored public health messages based on the insights found via assets and channels known to reach young people. This work has been undertaken across the City and Hackney system as a partnership approach, under the leadership of the LBH communications team. In addition, a regional communications strategy has been deployed specifically targeted at this cohort.



City and Hackney
Clinical Commissioning Group

3. Local Engagement, Insight and Communications Work

3.1 A significant amount of insight work has been carried out across the system at a local and regional level with young people and their families in order to understand the potential barriers to uptake of vaccinations. This work is ongoing, across a range of communities, and will be extended to younger cohorts.

3.2 In addition, a wealth of secondary data already exists, on the attitudes, barriers and enablers to vaccine take-up, which has been summarised (see appendix) which has informed the local approach.

3.3 Live data on vaccine take-up shows that Hackney has the lowest vaccination rates in the country, amongst the 18 to 24 age cohort. The data also shows the lowest vaccination rates among Black residents (25%) compared to (59%) amongst the White residents. The ethnic subgroups with the lowest vaccination rates among 20 to 24 year olds as of 26 July were: Black African and Caribbean, Chinese and those from 'other' ethnic backgrounds which is likely to include Orthodox Jewish young people from North Hackney.

3.4 Please see the attached report for an overview of the work insight and communications work that has been undertaken to date (see appendix).

4. Future Communications Plan

A programme of messaging and events has been planned and is being continuously updated as further events come online. The 'Young people: Covid-19 vaccine communications, engagement and outreach' plan can be seen in the appendix.

5. London Level Communications

NHSEI has also been delivering a programme of engagement and communications work at London level for younger adults, which includes the following highlights from the previous week:

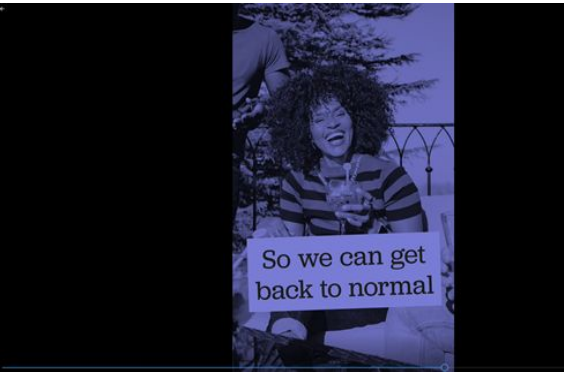
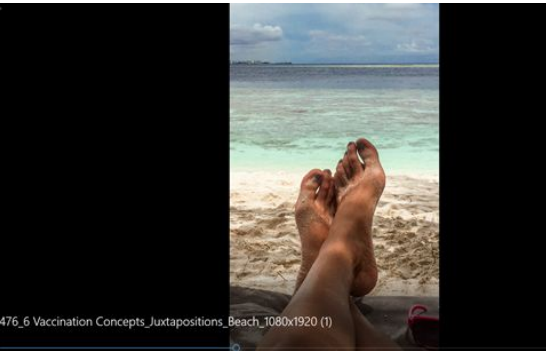
- More than 20 national and regional media outlets covered the pop-up vaccination clinic at Heaven nightclub on Sunday, including BBC National, BBC Breakfast and the Sun. Ru Paul's Drag Race UK star [Baga Chipz](#) also attended and got their vaccine.
- The Mayor of London and Night Czar for London Amy Lane also supported the NWL pop-up at Heaven at the weekend across his [social media channels](#).
- National and regional broadcast media covered vaccination at the Emirates Stadium on Saturday.
- YouTube have added our ["Got a Problem" video](#) to their YouTube Spotlight Playlist, a channel with 2 million+ subscribers. This is thanks to Word on the Curb and their relationship with YouTube.



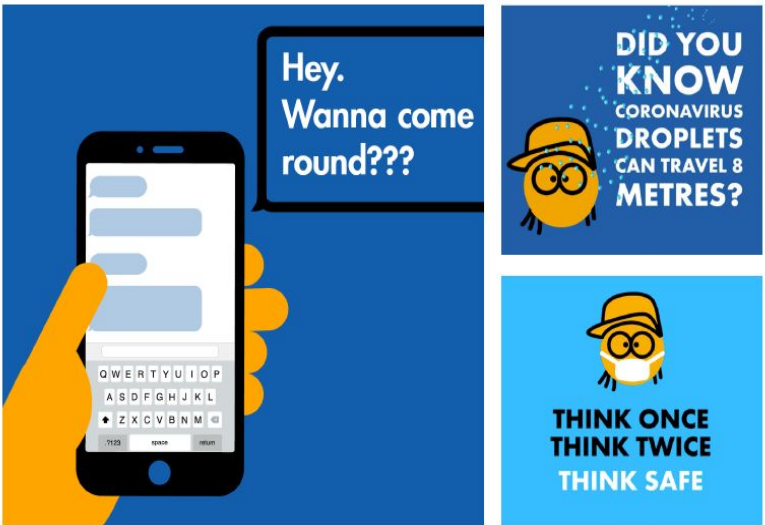
- Work on a second piece of content with Word on the Curb to encourage young Londoners to take the vaccine is underway. This will be advertised to 18-25 year olds across Snapchat and TikTok when ready.
- The GLA and PHE London continue to provide grants for community engagement 'Health Conversations' events with young Londoners about their health, wellbeing and taking the covid vaccine. Events are to take place w/c 23 August and NHSEI are leading on the branding of the week.
- Greenwich NHS Trust was shared, along with their reasons for taking the vaccine.
- PHE and the national NHSEI flu and covid comms teams met to discuss planning for the national integrated communications campaign for phase 3, including flu vaccination and covid booster jabs.

City and Hackney plans will continue to be aligned with regional plans.

Examples of most clicked through social media campaign materials



Example from the toolkit co-produced with young people in Hackney

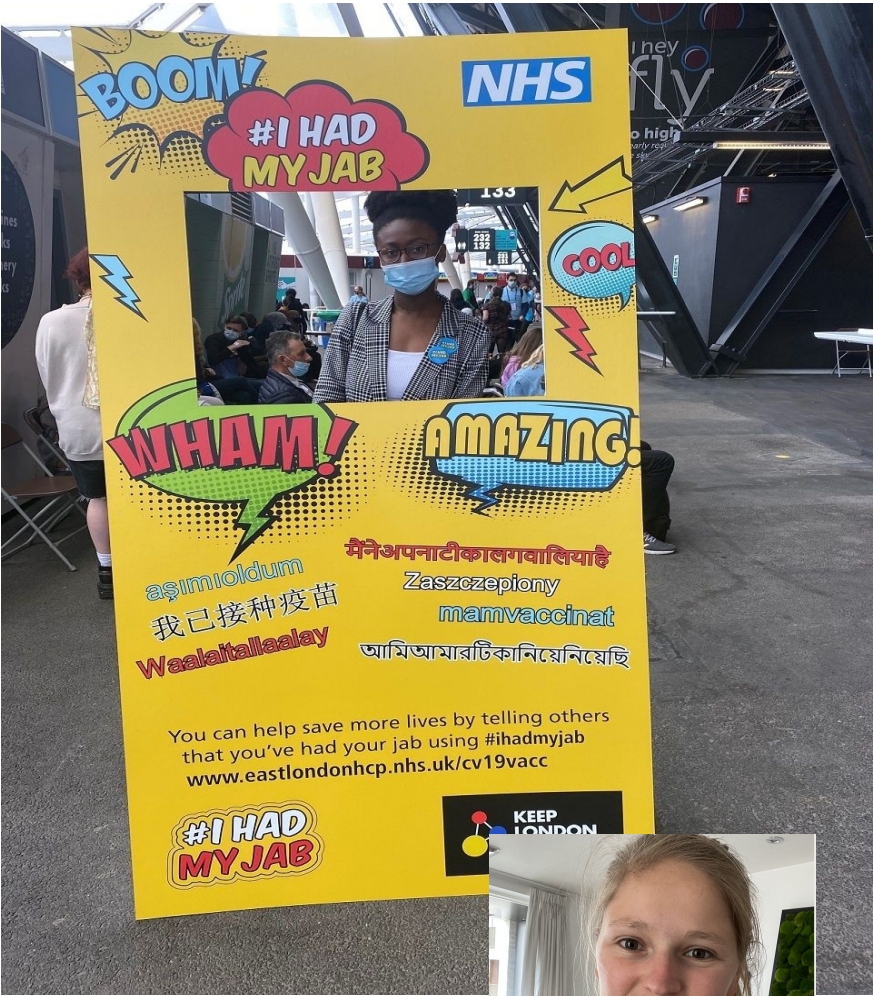


'Life after lockdown' animation and COVID-19 facts as a GIF animation

Examples of national social media campaigns (TikTok and YouTube)



Selfie board for use at vaccine clinics



London Borough of Hackney Covid-19 vaccine selfie competition



Covid-19 vaccine insight summary

What we are recording

- Covid-19 vaccine community insight recorded since January 2021 in a central database; weekly summary produced
- Sources include surveys, online events, focus groups, community feedback and national reports
- Focus on cohorts experiencing inequity in terms of access to the vaccine
- Information recorded includes:
 - Date & source of information
 - Ethnicity, JCVI cohort and other characteristics when known
 - Barriers, enablers and attitude to vaccine when known

Why are we recording this

- Insight can be to drive up vaccine uptake by informing **communications and engagement approaches, outreach activity and the wider vaccine programme**

Our focus during July-August is on

- Young people (18-25) - testing key messages informed by insight; using existing VCS grant scheme and seeking additional resourcing where gaps identified
- Older residents and CEV
- Ethnic heritage groups experiencing vaccine inequality (Black African, Black Caribbean and Black British as priority)

Focus on young people (18-25)

Barriers	Enabler/motivators	Adaptations to approach	Channels
Low perceived risk; Worries about the side effects and safety (fertility a key concern) Misinformation and mistrust; criticism & scepticism around government & authority Inertia; feeling tired; feeling neglected and forgotten Anti vaxx as counter movement; Practical barriers: time & resource, loss of income, technical barriers; Nuanced and particular barriers related to different ethnic heritage groups	Ease of access; less than 30 min to get to the clinic; Digital natives; smartphones no.1 platform Emotion: Want to go back to normal and enjoy life; protecting their family; fear of missing out (FOMO); Can be very health conscious; holistic view of health; mental health and stress as key health concerns; self-care & self-improvement as motivators; Trust NHS more than government, and individual healthcare professionals more than the NHS; Want to know the facts; Trust Pfizer vaccine more than other options; Value social and ethical consciousness; want to see cultural representation and diversity	Acknowledge concerns; share factual information from trusted sources; enable walk-ins and conversations with clinicians and GPs; Use public figures and influencers with genuine interest: e.g. George the Poet, Sideman and Joe Wicks Be honest and clear; be relevant without being “cringey or fake”; use memes, stills, GIFs Frame vaccine in the context of being able to go back to normal, feel balanced and reduce stress; Tailoring the VCS scheme to reach into younger cohorts;	“Use young people to speak to young people” A letter to YP; Young system influencers & youth parliament VCS; educational settings Social media (Instagram, Twitter, TikTok, Snapchat, Facebook); meme pages YouTube, Spotify, Amazon, Netflix Sources: LBH Toolkit for engaging with young people; NHS London &Curbsights report; Barriers and facilitators to Covid-19 vaccine uptake in young people by PHE; GLA report on vaccine insight (18-34); feedback from C&H young system influencers

Appendix A - communications and insight (VSG 20 July)

Ages 18-29 communications report vaccinations

We have gained insight from focus groups run by Camden Council, filmed and shared with Hackney, as well as local insight from young people in Hackney collected by La Braya. We are also using national insight data for this age group.

What are we being told:

- Young people wanted to hear answers to their concerns and questions from a trusted source like a doctor, medical professional, graduate or trainee. They do not want to hear from very famous influencers or celebrities whose lifestyle does not align with theirs or do not have genuine interest in the topic
- Young people are scared that the vaccine will make them infertile
- Many young people have had Covid-19 so don't see the point in getting the vaccine
- People with zero hour jobs are worried about the vaccine side effects meaning they will miss a days off work
- Young people wanted to see their peers get the vaccine first to see if they felt safe taking it
- There was confusion on the fact there were different types of vaccines, were AZ and Pfizer the same? Do all vaccines cause blood clots?
- They want to access the vaccine at sites walkable to their homes
- They want a simple way to book an appointment or to just walk-in
- They want to know why they should take the vaccine, what is the point?
- Most of our Orthodox Jewish community are aged under 30 and are a specific key target group for vaccinations
- Some young people feel the vaccine is being forced onto them and find all the promotion around it 'weird' and it is their choice whether they want to take it or not
- Young people have also told us that they find all the messaging around the vaccine confusing/conflicting

What we are doing:

- We created a [communications plan](#) for this cohort
- Using the insight we have learned from the [Young People's Engagement Toolkit](#) to inform our comms/approach
- Every month the Council has delivered a publication to 110,000 homes in the borough with at least 3 pages on Covid-19 content. In the July edition we included a FAQ section from Dr Husbands answering the most common questions that came in the youth focus groups
- We added more FAQs to our vaccine webpage
- We did a [one week targeted digital advertising campaign](#) aimed at 18-29 year olds which resulted in: 3,429 click throughs to the national booking system, 158,397 impressions of the adverts which included 10 second GIFs answering FAQs
- In our next advertising campaign we are using the [most popular creatives](#) with this age group
- We have done daily organic social media posts across Twitter, Instagram and Facebook - crafting our content based off insight

- Our Orthodox Jewish community are mainly aged under 30, so we are doing weekly adverts in the Orthodox Jewish press on vaccinations, and having community meetings to help encourage uptake and answer questions
- We have placed three full page adverts in the Hackney Citizen on vaccinations, this paper has a younger 'hipster' readership
- We are doing individual paid for facebook and instagram adverts promoting individual walk-in clinics using geolocation and age criteria. E.g. Murrays Pharmacy clinic advert had 1,964 impressions at a cost of £10
- We do two e-newsletters a week to Hackney residents with covid-19 vaccine stories each time
- We have on street advertising including 320 correx boards advertising national booking system, JCdecaux bus stop sized adverts, posters on council notice boards
- We are working closely with a group of young people to gather updated and real time insights about their thoughts towards the vaccine. We are also working with them to test out different key messages/comms messaging.

Title of report:	Covid-19 Local Outbreak Management Plan update
Date of meeting:	12 Aug 2021
Lead Officer:	Dr Sandra Husbands, Director of Public Health
Author:	Emmanuel Ross, Business Support Officer
Committee(s):	Local Outbreak Control Board
Public / Non-public	Public

Executive Summary:

This report provides an update against the Local Outbreak Management Plan and an overview of activities in the following key areas:

- Testing
- Local contact tracing
- Outbreak management, including OIRR, incident management teams, outbreaks & exposures in settings
- Support for isolation, including enhanced isolation pilot
- Community engagement, including community champions
- Communications
- Finance - Test & trace and COMF budgets
- Vaccinations will be covered by a separate update

Recommendations:

The **City and Hackney Local Outbreak Control Board** is asked to **NOTE** the report

The **City Integrated Commissioning Board** is asked:

- To **NOTE** the report;

The **Hackney Integrated Commissioning Board** is asked:

- To **NOTE** the report;

Strategic Objectives this paper supports [Please check box including brief statement]:

Deliver a shift in resource and focus to prevention to improve the long term health and wellbeing of local people and address health inequalities	<input type="checkbox"/>	
Deliver proactive community based care closer to home and outside of	<input type="checkbox"/>	

institutional settings where appropriate		
Ensure we maintain financial balance as a system and achieve our financial plans		
Deliver integrated care which meets the physical, mental health and social needs of our diverse communities	✓	Working collaboratively across the whole system, including the community and voluntary sector (and with local businesses) to respond to the local impact of the Coronavirus pandemic
Empower patients and residents	✓	Empowering patients, residents, communities and staff with knowledge and understanding about how to reduce the risk of Covid-19, prevent/reduce the spread of infection and how to respond in the event of a possible/suspected outbreak

Specific implications for City

None

Specific implications for Hackney

None

Patient and Public Involvement and Impact:

Community, public and patient engagement has been undertaken throughout the COVID pandemic to ensure insight is gained, issues addressed and services changed to reflect identified need.

Local contact tracing: Patients are called for contact tracing purposes but also to connect them with the Welfare Line if needed. This can help support a range of issues that might make maintaining isolation difficult or impossible, especially for vulnerable or socially isolated individuals.

Information is contained in the main report

Clinical/practitioner input and engagement:

The Public Health team provides extensive support via the Covid-19 inbox (Monday to Friday), including consultant support when needed. Local contact tracing receives support 7 days a week and working groups have clinical/practitioner input.

Communications and engagement:

Communications continue to focus on meeting the objectives of the LOMP in particular, preventing and mitigating the spread of Covid-19 to save lives, communicating openly and honestly with key stakeholders, and working with the community to develop capacity to support local testing contact tracing, as well as vaccination uptake. This includes the continued reinforcement of the prevention messages 'hands, face, space' on various channels, amplifying government messages and supporting the work of the GLA and London Councils. In addition, there is ongoing work on specific communications related to key areas of work, with key stakeholders, including the public, care homes, local contact tracing teams and community champions.

Equalities implications and impact on priority groups:

Local contact tracing: Covid-19 is understood to have disproportionately frequent and severe effects on specific high risk groups, who may be the least likely to be contacted by the national NHS Test and Trace team. The local service offers an opportunity to address this inequality both directly, by contacting harder to reach individuals at higher risk, and indirectly by contributing to the national and global fight against the virus.

The Community Champions work and Covid-19 Grant Information programme are targeted at key communities and priority groups.

Safeguarding implications:

All contact tracing staff undertake mandatory safeguarding training, before being able to access the national database to make calls.

Impact on / Overlap with Existing Services:

Potential additional surges in infections may occur during winter and into 2022. As infections rates reduce services will be reviewed to see what can be stepped down or mainstreamed into existing service provision.

FINANCE

The total projected spend for the Test and Trace programme is currently standing at £3.746m. A detailed breakdown of the projected spend for each organization, including details of outbreaks plans agreed to date is shown in Appendix 1 below.

Appendix 1A - Finance Summary for Test and Trace allocation

Item	Expenditure Type	Description	2020/21 LBH Cost	2021/22 LBH Cost	Total Cost	Comments
1	Staffing Resources	Programme Manager - assignment commenced in July 2020)	74,656	24,885	99,541	Assumed will be in post till the end of the FY. Cost should be split 80:20 with the CoL.
2	Staffing Resources	PH Consultant	30,110	31,220	61,330	80:20 allocation (Chief Officer 3) - starts full time Sept 2021.
3	Pan-London Outreach Testing - ADPH London	ADPH London Pan-London Outreach Testing -	13,755		13,755	Agreed expenditure.
4	VCS Test & Trace Programme	VCS Test and Trace Programme	482,871	246,354	729,225	£600k of Grants + £68,727 Hackney CVS + 60,474 VCH
5	IT Software	Tableau software platform for COVID dashboard	9,408	24,592	34,000	Purchased.
6	Communication Costs	Bereavement leaflet for frontline workers	170		170	
7	Community Covid Helpline - Bikur Cholim	Bikur Cholim Community Covid helpline - (3 months) 13 August to 12 November 2020.	7,000		7,000	.
8	Staffing Resources	Keep London Safe Programme (Campaign Manager)	2,756		2,756	
9	Staffing Resources	Customers Services cost agreed for 6 months	91,575		91,575	£52k Customers Services cost agreed for 6 months (£1,968 per week)
10	Communication Costs	Covid Communication Plan	-		-	Covid Communication Plan - £33k agreed
11	Communication Costs	Further communications work (internal) £10k.	10,000-	33,000	43,000-	
12	Covid Response Team (CRT)	Covid Response Team (CRT)	81,307	8,693	90,000	Start date 1st October 20-31st March 21 (Agreed on 21st Sept 20)
13	Covid Awareness - Interlink	Interlink Funding for COVID awareness work	22,500		22,500	
14	External Care provision	Electcare Health Emergency support over the weekend	2,505	5,595	8,100	

15	Welfare Support to Support Self Isolation	Welfare support to support self isolation	119,944	56	120,000	
16	Covid 19 Testing (Find & Treat Service)	Covid 19 testing (Find & Treat Service)	-	5,000	5,000	
17	Staffing Resources	Local Contact Tracing Proposal	-	28,752	28,752	
18	Communication Costs	City and Hackney Coronavirus New Normal Budget (Further communication for residents & businesses)	-		-	Awaiting confirmation of spend
19	Staffing Resources	Tableau Data Manager post 1XPO5 for 6 mths - start date 2nd Nov 20	10,822	27,202	38,024	
20	Community Covid Helpline - Bikur Cholim	Bikur Cholim Community Covid helpline additional grant 13 November to 31 Dec 2020	15,749		15,749	Helpline adviser's costs for 20 weeks £11,049 and Communications from August to December £4,700
21	IT Software	Coronavirus Call Handling Software	120,000		120,000	Here to Help
22	Staffing Resources	Administrative support (forecast is for 3XSc5) for 6 mths	15,663	38,170	53,832	Admin 1: To provide dedicated and full time support to co-ordinate and report on the lifecycle of IMT meetings Admin 2 & 3: To help with day to day tasks and work flexibly on a full time basis over the next 6 months. Excellent organisational, administrative and design skills needed.
23	Staffing Resources	Senior Public Health Specialist: Health Protection Lead 1XPO10 for 6 mths	12,035	17,595	29,631	
24	Staffing Resources	Senior Public Health Specialist 2xPO7 for 12 mths (Local Contact Tracing Post & Community Engagement Post)	30,845	104,499	135,344	Management of contracts/relationships for Covid response, lead on testing and community engagement for 12 months

25	Staffing Resources	Senior Public Health Specialist: Communications 1XPO3 for 6 mths	14,669	13,790	28,459	Strategic oversight of communications across all LOCP workstreams. This role will oversee the work of PH comms officers, ensuring a good engagement strategy is delivered for SOPs across City and Hackney for a minimum of 6 mths.
26	Staffing Resources	IPC Health Protection Support	70,000	-	70,000	Technical input on infection prevention control to priority settings/partners. Agreed at HPB 1-Feb-21
27	Counselling/Training	Group Session Counselling – Covid team support	-	7,140	7,140	
28	Counselling/Training	Suicide in safeguarding training	-	800	800	
32	Staffing Resources	winter break planning, extension to Hackney Covid-19 helpline	-	1,300	1,300	
33	Communication Costs	Local Contact Tracing Door to door letter drops	500		500	
34	Staffing Resources	Senior Public Health Specialist 1xPO7 (Health Protection Board Lead, 18 Hrs a week)	13,323	4,785		
35	Staffing Resources	Testing operations lead 1xPO7	10,476	24,382	34,858	
37	Staffing Resources	Service Designer PO4/5, recruited by ICT, Support to Testing inc. Qmatic booking system, 6 months fixed term	7,029	24,499	31,528	
38	Contact Tracing	Training for Local Contact Tracers	7,500		7,500	
39	Communication Costs	City and Hackney communications budget for January to March 2021	-		-	Awaiting final costings
40	IT Software	CTAS form payment. This has been set up for up to 1,500 responses monthly at £55.40 pm. Anticipated for three months	-	166	166	
41	Staffing Resources	BI project to improve self-isolation and social distancing	-	22,000	22,000	

42	Staffing Resources	Senior Public Health Practitioner: (Testing Support)	-	29,554	29,554	
43	Staffing Resources	Expansion of Covid Response Team to Support Local Implementation of Enhanced Contact tracing. Funding for 2 x EHOs for 12 months respectively (PO4) at a cost of £173K comprising 85% staff costs and 15% non pay costs (with a 10% contingency).		172,718	172,718	
44	Community Covid Helpline - Bikur Cholim	Bikur Cholim Community Covid helpline additional grant 1 January 2021 - 31 May 2021	-	22,615	22,615	
45	Behavioural Insights	Behavioural Insights to drive up local contact tracing success rates in City & Hackney	60	3,940	4,000	
46	Communication Costs	Additional communications funding to support vaccine take up	-	38,000	38,000	Agreed to fund £38k on 22nd Feb 21. Content to be approved by the Vaccination Steering Group. 80:20 allocation between LBH:CoL
47	Contact Tracing	Surge testing. To ensure routine genetic sequencing with subsample to monitor and suppress the spread of coronavirus and better understand new variants	-	40,050	40,050	
48	Staffing Resources	Covid Response Team (CRT)		90,000	90,000	Extending the current arrangement to fund three EHOs for 6 months (PO4) from the 1st April 2021 - 30th September 2021.
49	Staffing Resources	City and Hackney Public Health Intelligence Team (PHIT)	-	67,280	67,280	
50	Staffing Resources	Single point of access (SPOA) and Navigation Networks	-	99,044	99,044	
51	Staffing Resources	Local Contact Tracing (LCT) 6 month contract extension	-	153,168	153,168	

53	Communication Costs	Coronavirus communications from April to June 2021		55,000	55,000	
54	Vaccine Equalities	Community-led approach to increasing COVID-19 vaccine uptake / addressing vaccines inequalities	-	43,828	43,828	
55		Prevention and Promotion Fund for Better Mental Health 2021/22	-	123,765	123,765	
56	Staffing Resources	Community Champions/Covid-19 Information Grants Communications Officer funding. The costs for a 1 FTE PO3 Communications Officer, for 6 months (July-December 2021)	-	22,740	22,740	
58	Communication costs	Additional comms funding		16,000	16,000	
59	Staffing Resources	1 FTE PO3 Communications Officer, for 6 months (July-December 2021)		26,262	26,262	
61	Staffing Resources	Strategic Consultation & Engagement lead (PO5)		31,527	31,527	Agreed at HPB 22 Jun 2021 50% of the salary costs for a Strategic Consultation & Engagement lead (PO5), to lead the delivery of consultation & engagement activity related to the Covid-19 pandemic; within the Communications, Culture and Engagement directorate
62	Staffing Resources	4 x PO2 Community Support Managers		163,706	163,706	4 x PO2 Community Support Managers to replace the staffing provider (IF Crew) site managers currently in place for 9 months
63	Staffing Resources	LCT Community Support Manager (PO4-37) LCT Community Support Practitioner (Scale2-04) + overtime		122,833	122,833	Agreed a HPB 6 July 2021

64	Staffing Resources	Various non-staffing costs inc Motor vehicle hire, parking fees, public transport, ICT devices inc. mobile phone and wifi dongle, training, BPSS checks and recruitment costs and 16.4k contingency		65,894	65,894	
65	Staffing Resources	Service designer PO5 contract extension (6 months) to support critical public health workstreams		29,000	29,000	
66		Developing Here To Help to continue to support Hackney residents		91,000	91,000	
10	Communication Costs	Communication Costs	156,846		156,846	Covid Communication Plan - £33k agreed
67		Misc	6,675		6,675	
			£1,430,750	£2,131,397	£3,562,146	

Appendix 1B - Finance Summary for City of London Corporation

Item	Expenditure Type	Description	20/21 CoL Cost	2021/22 CoL Cost	Total Cost	Comments
1	Staffing Resources	Programme Manager - assignment commenced in July 2020)	18,664	6,221	24,885	Assumed will be in post till the end of the FY. Cost should be split 80:20 with the CoL.
2	Staffing Resources	PH Consultant - CURRENTLY VACANT (1 year fixed term contract)	7,403	7,805	15,207	80:20 allocation (Chief Officer 3) - commences on 1st July 20 to 30th June 21.
28	Counselling/Training	Suicide in safeguarding training	-	200	200	Agreed at HPB 14 Dec 2020 split 80:20% CoL
29	Communication Costs	City Matters for Covid 19 Wrap Around	16,000		16,000	First wraparound (Nov 20, Dec 20)
30	Communication Costs	City Matters for Covid 19 Second Wrap Around	16,000		16,000	This was agreed at HPB on 07th Dec 20 (Jan 21, Feb 21)
36	Communication Costs	City Matters for Covid 19 third Wrap Around	8,000	8,000	16,000	Agreed at HPB 11-Jan-2021 (Mar 21, Apr 21)
45	Behavioural Insights	Behavioural Insights to drive up local contact tracing success rates in City & Hackney	-	1,000	1,000	Agreed at HPB 15-Feb-2021. Split 80:20
46	Communication Costs	Additional communications funding to support vaccine take up	-		-	Agreed to fund £38k on 22nd Feb 21. Content to be approved by the Vaccination Steering Group. 80:20 allocation between LBH:CoL
47	Contact Tracing	Surge testing. To ensure routine genetic sequencing with subsample to monitor and suppress the spread of coronavirus and better understand new variants		10,012	10,012	Agreed at HPB 1 Mar 2021. One-off activity over 5 days (12 hour shifts). Only activated if there are cases of Variants of Concern (VOC). Should a VOC be found within Hackney and not the City, LB Hackney will fund the surge testing operation, and vice versa if a VOC is found in the City and not Hackney. Should a VOC be linked to postcodes across the City and Hackney boundaries, then the cost of surge testing will fall to both the City and LB Hackney, who then share the financial responsibility to fund all aspects of surge testing.
49	Staffing Resources	City and Hackney Public Health Intelligence Team (PHIT)		16,820	16,820	Agreed at HPB 8 Mar 2021. 80:20 split. In the absence of Sandra and Chris the paper will be tabled at Covid-19 Operational Working Group on Thursday instead for approval
52	Communication Costs	City Matters for Covid 19 fourth Wrap Around		16,000	16,000	Agreed at HPB 22-Mar-2021 (May 21, Jun 21)
55		Prevention and Promotion Fund for Better Mental Health 2021/22		30,941	30,941	Agreed at HPB 8th June 2021

56	Staffing Resources	Community Champions/Covid-19 Information Grants Communications Officer funding. The costs for a 1 FTE PO3 Communications Officer, for 6 months (July-December 2021)		5,685	5,685	Agreed at HPB 8th June 2021
57	Communication Costs	Continuation of City Matters wraparounds		16,000	16,000	Agreed at HPB 8th June 2021
Total:			£66,066	£118,685	£184,751	

COVID-19 Local Outbreak Management Plan – Update to Local Outbreak Control Board

12 August 2021



Summary

This report provides an update against the Local Outbreak Management Plan and an overview of activities in following key areas:

- Testing
- Local contact tracing
- Outbreak management, including OIRR, incident management teams, outbreaks & exposures in settings
- Support for isolation, including enhanced isolation pilot
- Community engagement, including community champions
- Communications
- Finance - Test & trace and COMF budgets
- Vaccinations will updated separately

Testing

Symptomatic (PCR) Testing

- Symptomatic PCR testing will continue to be provided by the Government free of charge until further notice
- Hackney has 3 Local Testing Stations (LTS), these are open from 8am - 8pm, residents can book or walk in. An additional mobile testing unit operate on Hackney Marshes on an ad hoc basis
- The City has [one LTS](#) which is open 8am to 8pm
- Operation Eagle (providing genomic sequencing for all PCR tests across all London boroughs) has ended but targeted waste water testing for variants of concern is continuing.
- Over the last fortnight COVID cases have reduced from levels approaching the peak of wave 2 high, the ending of most legal restrictions on the 19th July reinforces the need for consistent messaging around getting a PCR test if symptomatic, however mild and regardless of whether vaccinated is clear and consistent.
- It remains a legal requirement for anyone who tests positive following a PCR test to self-isolate for 10 days.

Testing cont.

Asymptomatic (LFT or rapid) testing

- LFT testing in schools peaked in mid March at 15,542 weekly tests in Hackney and 314 in the City; this has fallen to 1,164 in Hackney & 59 in the City by the 27th July
- LFTs from testing centres also peaked in mid March with 2,265 weekly tests in Hackney and 40 in the City, this fell to 1,312 in Hackney but increased to 321 in the City by the 27th July-
- From the 1st July national strategy on asymptomatic testing has changed to focus activities to encourage greater testing in communities that are under served or disproportionately impacted by COVID. Twice weekly testing for everyone is still recommended and home testing kits are available by post or collection from local collection points including community pharmacies & vaccination pop up sites
- Reflecting the national change a City and Hackney Health Protection testing team has been set up to deliver community collect (home rapid tests) and mobile assisted testing
- Community testing jobs have been promoted via Hackney Works and HCVS to advertise and recruit for the new team.

Testing cont.

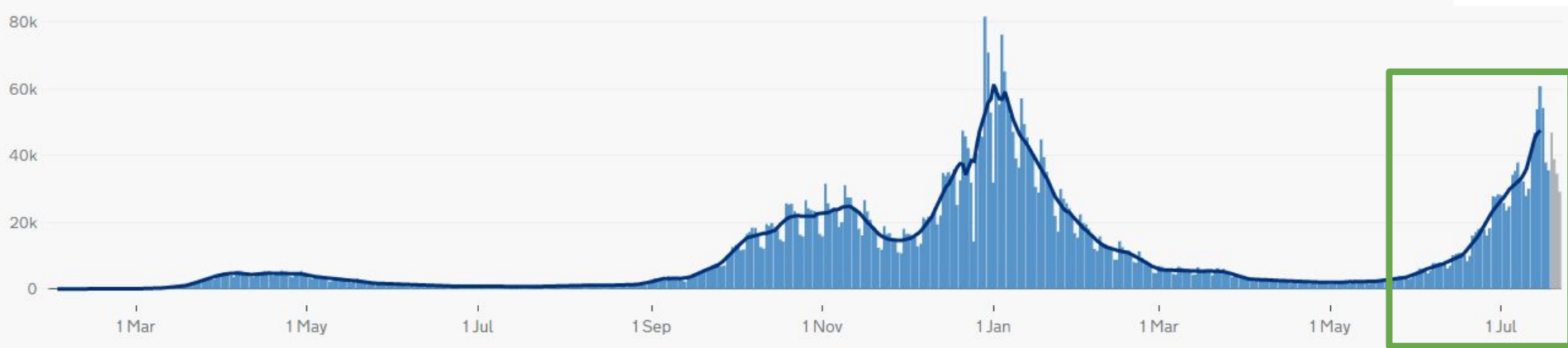
- Overall Hackney residents tend to PCR test in a LTS over ordering home PCR tests
- In the week ending 18th July 2021 Hackney test site registered 4,789 PCR tests within a LTS. In the same week Hackney residents registered 2,264 home PCR tests
- Over the last quarter weekly number of PCR tests has increased from 3,331 per week to 9,685
- Approx 15% PCR tests have no ethnicity data recorded- white ethnic groups make up 48% of all PCR tests, 17% from other, 12% black, 4% mixed and 4% Asian
- Overall in the City residents tend to test with home PCRs than test in a LTS
- Over the last quarter weekly number of PCR tests has increased from 533 per week to 1,477
- In the City approx 17% PCR tests have no ethnicity data recorded- white ethnic groups make up 57% of all PCR tests, 12% other, 8% from Asian, 3% black, and 3% mixed

The groups we are focusing Community Testing outreach on

1. Those who work in occupations with high exposure risk
2. Those who live in multi-generational and high occupancy households
3. Black, Asian and minority ethnic groups
4. Religions, faiths including the Charedi and nationalities where there have higher rates of COVID
5. People with disabilities or impairments (such as those in supported living)
6. People with dependencies on drugs or alcohol in contact with services
7. Gypsy, Roma, Traveller Communities
8. Low income households Residents
9. People experiencing homelessness and rough sleepers Rough Sleepers
10. The elderly (who may or may not also fall into one of the above categories)

Local contact tracing (LCT)

- Upto the 28th July Hackney's overall contact tracing cases completion rate stands at 84%
- Rapidly increasing COVID infections from 10,000 cases on 19th June to 54,674 the 17th July required changes to local priorities to ensure high quality contact tracing continued. Changed included:-
 - Target 30 cases a day & rapidly return cases exceeding local capacity back to national team- this included a total of 90 suspected Variants of Concern returned between 12th -27th July
 - Mobilising part time call agents from other helplines for LCT day shifts - bringing the team daytime capacity to 3 full time (1 new joiner) and 2 to 4 part time call agents on most days from Mon to Fri
 - Do a maximum of 5 call attempts for non-responsive cases then return cases to national team



Local contact tracing cont.

- Since LCT inception in last Sep, thousands of contact tracing calls were made
- Single complaint received relating to patient's permission of NHS data sharing with LA, complaint satisfactorily answered to residents satisfaction
 - NHS data sharing - The **COPI** (Control of Patient Information) notice 2002 recognises and enables a variety of public sector agencies, to process confidential information and enable the data sharing process, without the patient consent
 - Welfare support - Change of process using text messages instead of calls to confirm case's need for welfare service to go live shortly
- There has been a delay the national move to a new national Integrated Tracing System 'ITS'
 - Target early Sep for a revised roll out plan for LA
 - Baseline Personnel Security Standards (BPSS) vetting is underway for future ITS access

Local contact tracing - City of London

- Up to the 28th July City's overall contact tracing cases completion rate is 84%.
- EHOs in the Commercial Environmental Health Team handle local contact tracing for the City.
 - The volume of calls handled is lower than in Hackney reflecting the low residential population.
 - In the last week of complete data (17th to 23rd July), 51 residents of the City of London were transferred to the NHS Test and Trace system after positively testing for COVID-19. 88% of these had been completed by 28th July.
 - Contact can be time consuming and has on occasion involved door knocking.
 - A welfare referral system has been set up using our City Corporation Contact Centre.
- We have started the required onboarding to ITS; BPSS checks are complete and IT colleagues are on standby for the revised dates.

Outbreak Management - Outbreak identification and rapid response 'OIRR'

- New process implemented to converge situation alerts coming from various channels - iCERT, LCRC/business notifications of situations/outbreaks via Public Health Test and Trace inbox, clusters reports, etc. with attendance of Hackney EHO and City EHO at Covid Situation Review (CSR) meeting 4pm most days of the week to review situations and discuss action required
- iCERT hit a record high of 112 common exposures (or coincidences) for Hackney and 132 for City on 26th July; 110 for Hackney and 77 for City on the 5th. Work refocused on high risk situations and settings necessary during period of high caseloads

iCERT - Interactive Common Exposure Reporting Tool (illustrative) - identifiable setting data was edited out from diagram

Postcode description					Priority metrics						
Local authority	HPZone info	Postcode	Description	Last recorded case ↓	Exposure Group	New cases	Total cases (28 days)	Total cases	Risk Likelihood	Days since last cluster	Work cases
▶ Hackney Hackney	NA			26/07/2021	eating out: restaurant	0	3	3	INCREASED	7	
▶ Hackney Hackney	NA			25/07/2021	retail sector: technology	0	2	2	INCREASED		2
▶ Hackney Hackney	NA			25/07/2021	entertainment and day trips: pub or bar	0	4	4	INCREASED	17	
▶ Hackney Hackney	NA			25/07/2021	shopping: supermarket	1	2	2	LOW	6	

Outbreak Management - Outbreak identification and rapid response 'OIRR'

- A brief summary of situations actioned by setting type for the period 21st June to 22nd July to provide an indication of EHO and LCT efforts expended

Location	Fitness/Leisure	Hospitality & Hotel	Workplace/ Office setting	Close contact service	HMO/Homeless housing	Total#
City	1	49	29	0	0	79
Hackney	11	39	9	2	4	65
C&H Total	12	88	38	2	4	144

- # The count was based on available data & to the best of our knowledge
 - Missing some iCERT days in July - PowerBi crash, iCERT not yet refreshed in time for daily 4pm, EHO not available for 4pm due to competing priorities, etc.
 - New process to converge situation alerts (the previous slide), started early July, took a bit of time to embed as BAU
 - Self managed settings e.g. hospitals, care homes, and schools not included in the count
- In view of rising cases in July, review frequency of iCERT has been as and when team capacity allows, i.e. not necessarily daily

Support for isolation

- DHSC funded, 8-week enhanced self-isolation support trial currently ongoing and now open to all Hackney and City residents until end of August
- Support offer includes funded hotel room for contacts and self-catering apartment for positive cases, Care Package (PPE, PCR etc), tailored IPC guidance and referral to existing support (food, £500 grant), regular welfare calls
- Referral system is working and hotel and apartment have been used
- Uptake is slowly increasing; next promotional push will be in the City

Community engagement

Community Champions

Newly recruited Community Champions have attended bespoke Making Every Contact Count training, developed based on feedback from Community Champions. The training includes the use of motivational interviewing techniques typically used by health professionals and aims to develop conversational skills in relation to the Covid-19 vaccine.

An externally facilitated Peer Support Session has also be developed and will take place in early August, in addition to Mental Health First Aid training.

The Community Champion forum in July focussed on engaging young people and included a presentation from La Braya Buffong on the Young People's Engagement Toolkit which she has produced.

Community engagement

COVID-19 Information Grants

The final COVID-19 grants round (aimed at supporting smaller voluntary and community organisations) has now closed and 40 applications have been received.

Applications will be assessed and a panel meeting will take place on 10th August to award funding. More information will be provided at the next update.

The Grants Forum in July included key updates on Covid-19 testing and vaccinations.

Targeted Work

Community Led Outreach Clinics

Achievements to date: (May-July)

- **£68k** awarded to **14** VCS organisations or networks
- **14** vaccine clinics in **12** locations with **40+** volunteers providing invaluable support
- **Over 25** different population groups
- **525** people vaccinated at pop up clinics, spoke to **at least 5,250+** providing information and advice
- **471** people vaccinated at John Scott events. Total of **996** people with potential ripple effect/reach through our communities much further.
- **PLUS** lots of positive communications / promotion...
- Final Community Led Outreach Clinic - 18th September 2021

What next?

1. Using local staffing to support more pop up clinics at outreach locations
2. Need to use our knowledge, skills and existing partnerships to move to medium scale pop up clinics (100+)
3. More walk ins at local vaccination sites / pharmacies and promotion
4. Dedicated outreach team to be flexible and responsive to support pop up clinics and information stalls
5. Continue to increase vaccine uptake, including upcoming booster programme and [flu vaccinations](#) (now until end January)

Homeless & Asylum Seekers

Achievements to date: Find & Treat

City

Homeless: 11 first doses, 6 second doses

Hackney

Homeless: 2 first doses, 2 second doses
IAC: 34 first doses, 27 second doses

Next Steps

Forward Plan to be developed by Find & Treat and also establish progress on vaccinating Gypsy, Roma, Traveller population

Regular meeting with Inequalities Programme Manager

Targeted work - Outreach Forward Plan

Outreach Forward Plan

- Focus on
 - Updating/simplifying our comms to push walk-ins
 - On-street (and business in-reach) engagement to direct people to local walk-in clinics across all areas
- Dedicated Outreach Team for on-street engagement
 - Review current resource and gap analysis
 - Collaborative engagement with Testing Team
- Outreach Clinics
 - In reach/outreach within GP Practices with low uptake
 - Evening clinics within specific areas to meet the needs of the communities
 - Larger vaccine events in coordination with LVS
 - 2nd dose Community clinics planned in areas of high footfall
 - Round 2 of Community Grant Funding – for Outreach Engagement teams
- Insights
 - Evaluation of 1st round of clinics and build on what has work well and what needs to improve
 - CYP champions to support with future engagement and outreach events

Springfield, Cazenove, Woodberry Down, Stamford Hill West, Clissold Park

- 2 evening clinics at Clapton Common (18th and 19th August)
- Further clinics to be planned for OJ population post holiday season
- Outreach clinic in Woodberry Down (8th September)
- Outreach Clinic Clissold Park (18th September)
- Supporting Springfield PCN with Phase 3 Booster Programme

Dalston, Shacklewell, Stoke Newington,

- Outreach clinic at Gillett Square (7th August)
- Outreach clinic at Ridley Road Market (1st September)
- Joint clinic with Testing Team at a school in Stoke Newington (Sept)

Hoxton East and Shoreditch, Hoxton West

- 2 outreach events in Shoreditch Park (14th and 15th August)
- Daily clinics running at St Leonards until 9th August and beyond as demand is high
- On street engagement to support uptake within pharmacies

Kings Park and Lea Bridge

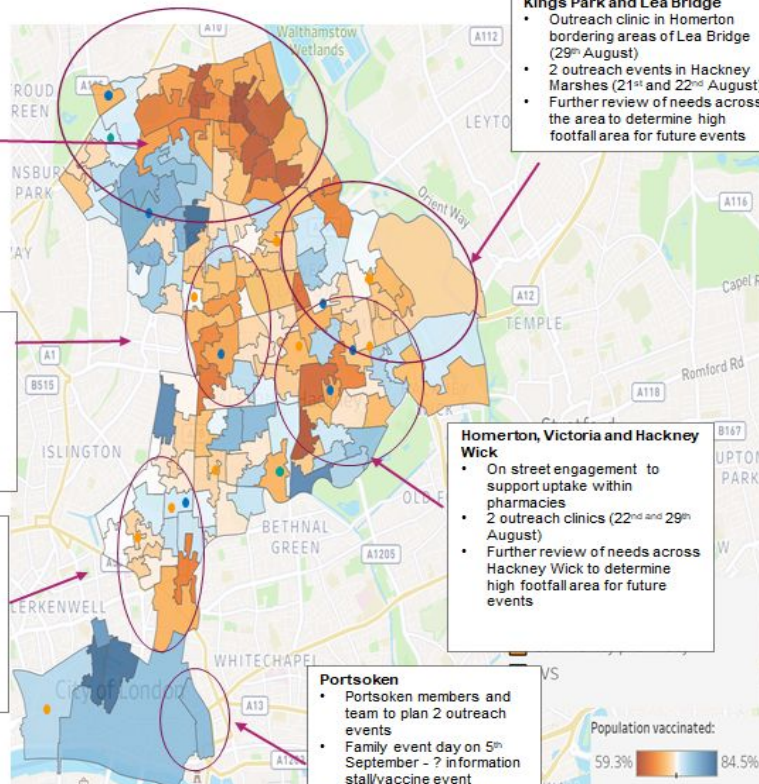
- Outreach clinic in Homerton bordering areas of Lea Bridge (29th August)
- 2 outreach events in Hackney Marshes (21st and 22nd August)
- Further review of needs across the area to determine high footfall area for future events

Homerton, Victoria and Hackney Wick

- On street engagement to support uptake within pharmacies
- 2 outreach clinics (22nd and 29th August)
- Further review of needs across Hackney Wick to determine high footfall area for future events

Portoken

- Portoken members and team to plan 2 outreach events
- Family event day on 5th September - ? information stall/vaccine event
- Discussions to be held with Tower Hamlets and Islington to hold events on cross boundary areas



Town Clerk's Communications

Strategy focussing on:

- Meeting the City of London Corporation's overall strategic aim to use communications to preserve life and deliver an effective recovery from the COVID-19 pandemic
- Fulfilling the City Corporation's legal duty as a category one responder to warn and inform the public under the Civil Contingencies Act

Vaccination rollout

- Widespread social media and resident comms to communicate with harder to reach groups, including BAME communities, to encourage take up of vaccines
- Daily posts across City Corporation social media

Testing

- Communicating move of COVID-19 test sites for those who are symptomatic and asymptomatic to 65a Basinghall and Aldermanbury
- Continued push on digital channels for everyone to test twice a week. Informing businesses how they can access tests for staff.

Town Clerk's Communications cont.

Ongoing communications

Regular social media posts across City Corporation channels on:

1. Vaccinations – to ensure good uptake of first and second doses
2. Testing – to highlight 2 testing sites for those with and without symptoms
3. Hands, Face, Space and Fresh Air
4. COVID Business Recovery Fund
5. COVID business accreditation scheme

Town Clerk's Communications cont.

Targeted communications

News releases:

1. City Corporation helps businesses build resilience as [Square Mile reopens](#)
2. City back open for business following lifting of [lockdown restrictions](#)
3. Two weeks to go: [Square Mile SMEs](#) urged to take advantage of City Corporation financial support before deadline
4. City Corporation responds to Prime Minister's announcement on easing of [lockdown restrictions – July](#)
5. City Corporation responds to Prime Minister's announcement on [easing of lockdown restrictions](#)

Communications: Town Clerk's Communications cont.

A four-page [City Matters wraparound](#) targeted at City residents and workers. The joint letter from the Lord Mayor and Policy Chair highlighted:

- Getting both doses of the vaccine
- Getting tested
- Hands, face, space, and fresh air
- Support available for City residents

Communications: Hackney Council

Widespread social media, including paid-for advertising, and targeted communications campaign to target younger residents to promote the vaccination rollout.

Targeted and culturally competent digital and print communications at Black, South Asian and Orthodox Jewish residents to encourage greater take-up of the vaccine among these ethnic groups, including regular newsletters and Whatsapp messages to Community Champions.

All-channel promotion of major vaccine events, pop-up vaccination events, pharmacy and local vaccine site locations and opening times.

Promotion of continued mask wearing, social distancing and other sensible guidance through [press work](#), Hackney Life and digital communications.

Communications: Hackney Council

Continued print and digital communications on rapid and PCR testing, as well as promotion of the self-isolation pilot to encourage referrals.

Inclusion of key public health messaging in the Council's wider Hello Again, Hackney campaign encouraging safety and caution as the economy reopens with Step 4 of the roadmap.

Specific business communications around Step 4 guidance, including a joint webinar with the City of London and continued promotion of guidance, support and grants available through the Hackney Business Network social media, email and website.

Updates to and simplification of information on the Council's website to ensure accuracy and easy accessibility of key messaging.

Finance

- The total projected spend for the Test and Trace programme currently stands at £3.746m.
- A detailed breakdown of the projected spend for each organization, including details of outbreaks plans agreed to date is included in appendix 1 of the cover report

