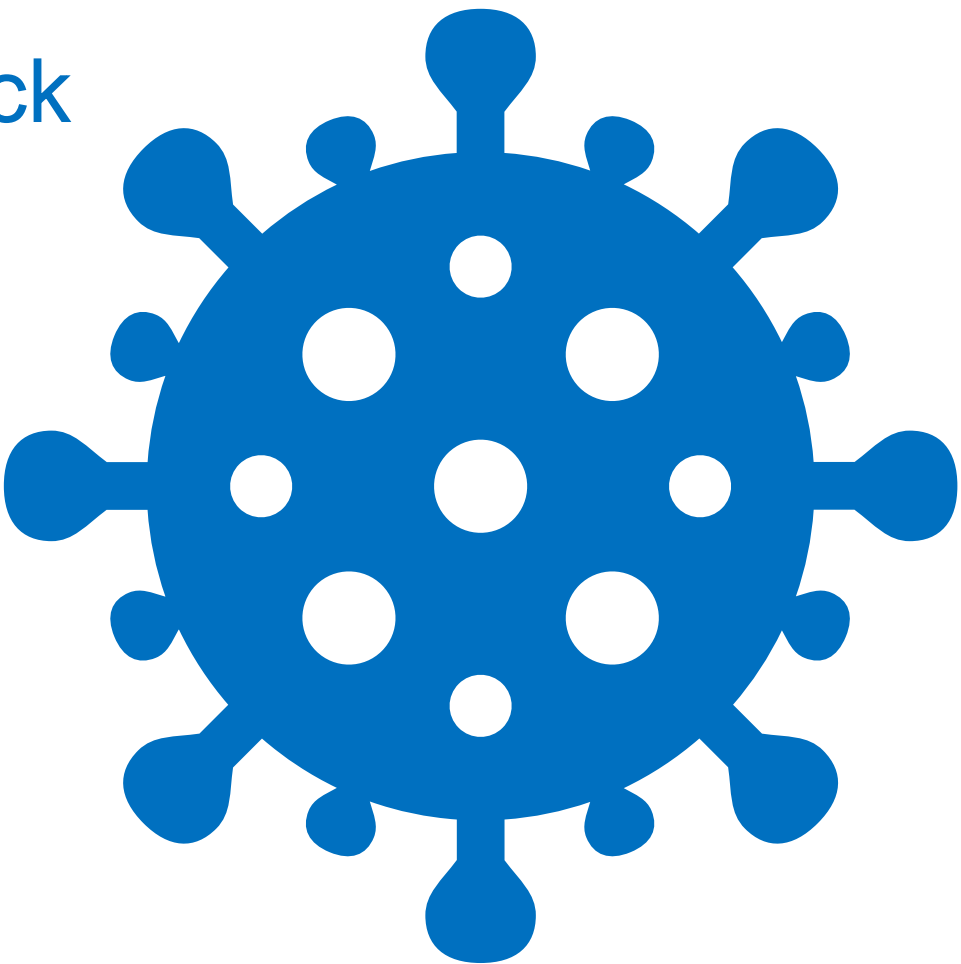


Hampshire COVID-19 weekly datapack

12th October 2021

Data correct as of 13th October 2021 but subject to revision

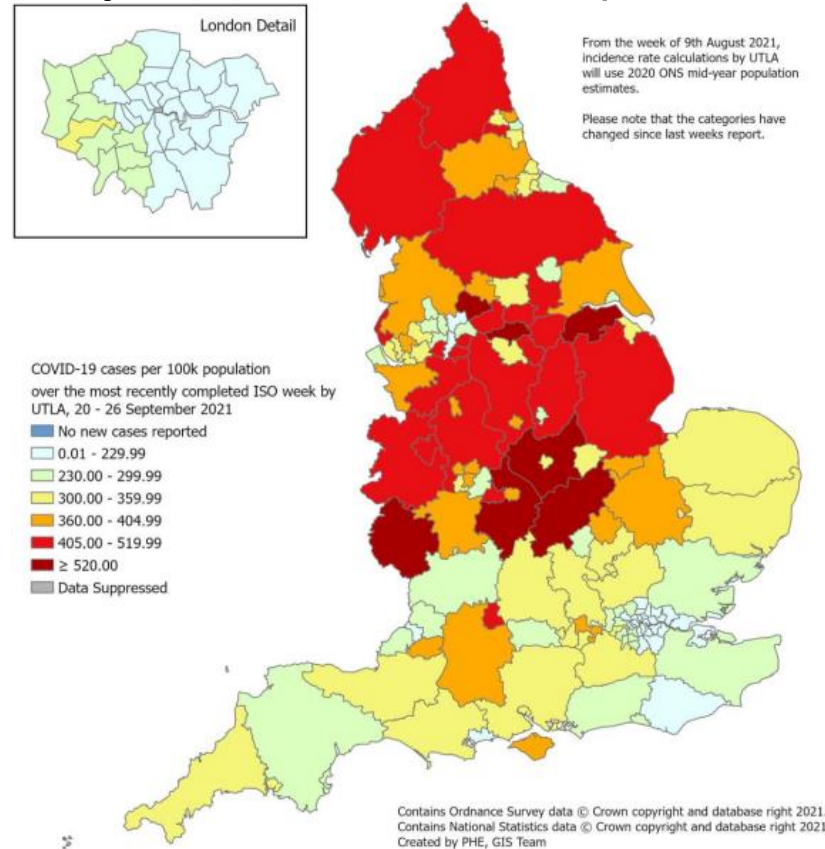
Page 1



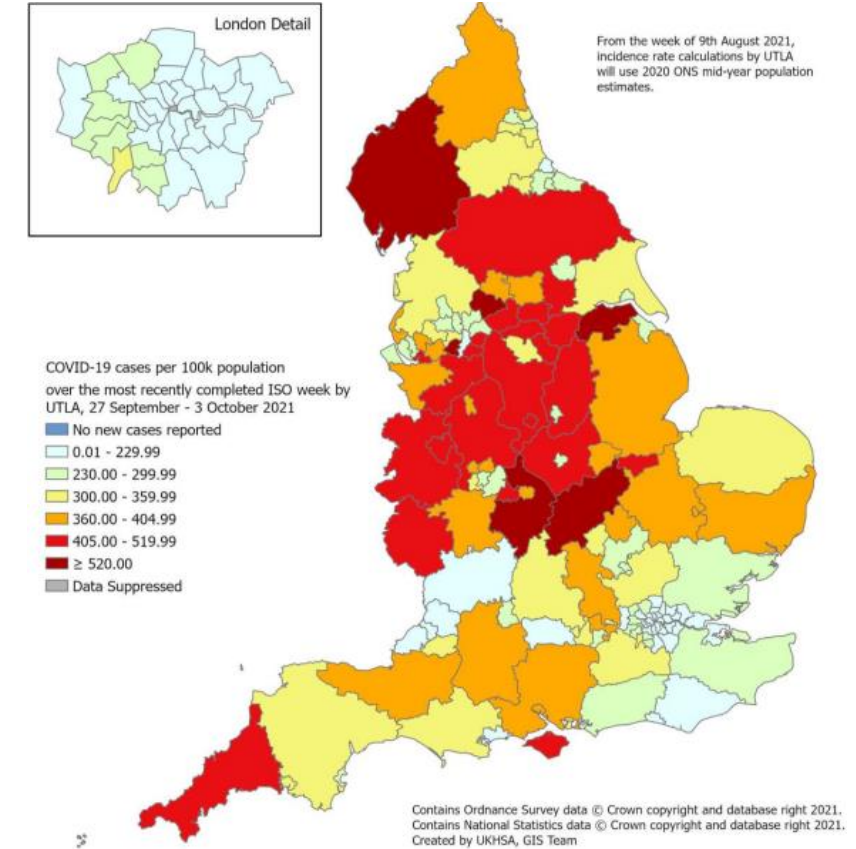
Produced by the Public Health Team and the Insight and Engagement Unit

What do weekly case rates per 100,000 population tell us about COVID-19 activity in England?

Weekly rate: Week 38, 26th September 2021



Weekly rate: Week 39, 3rd October 2021

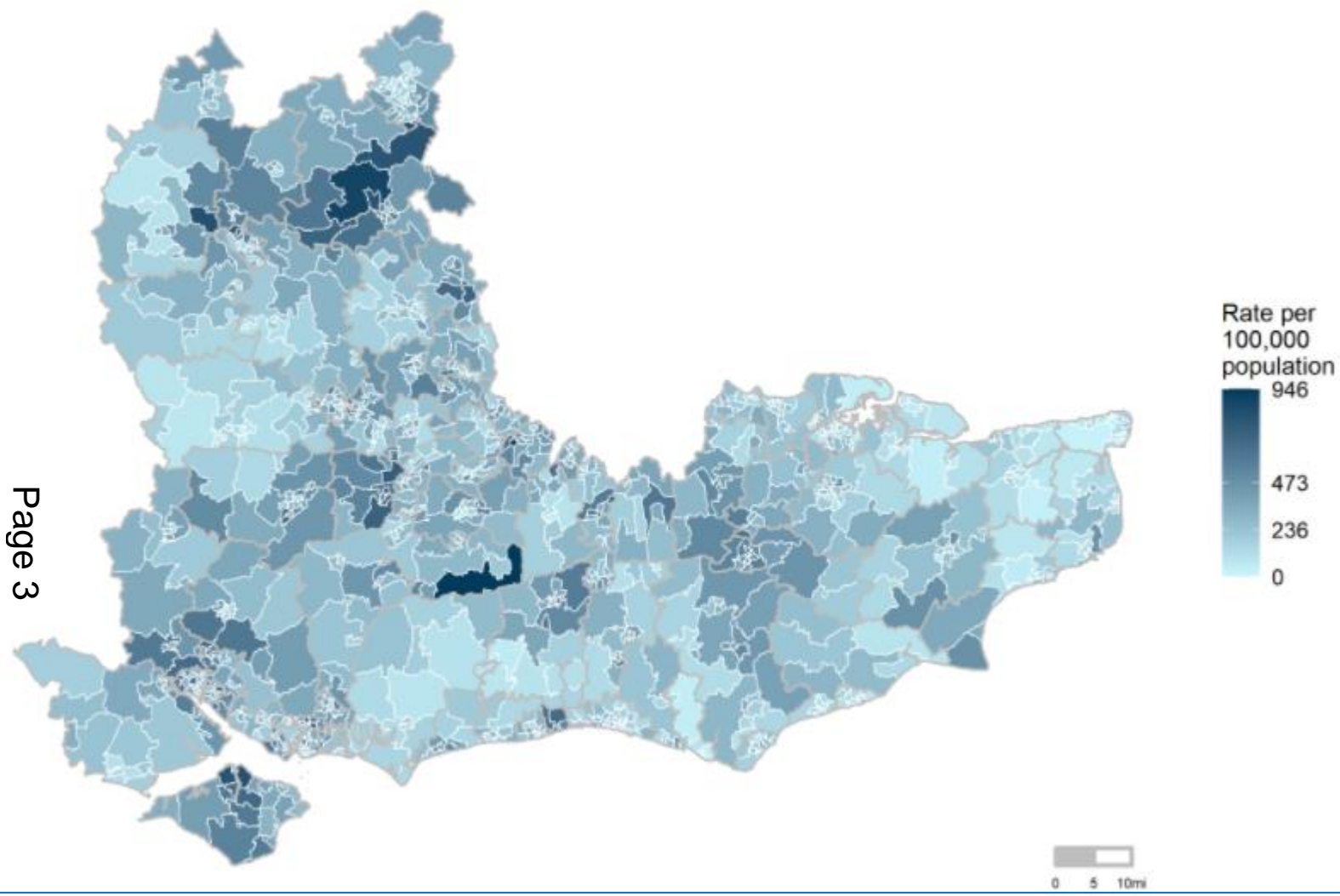


Source: *Weekly Coronavirus Disease 2019 & Influenza (COVID-19) Surveillance Report*

Page 2

Overall COVID-19 case rates remained stable in week 39. Case rates remained stable or decreased in all regions, remained stable in all ethnic groups and remained stable in most age groups, while decreasing in those aged 10 to 19. Overall Pillar 1 remained stable and Pillar 2 positivity decreased slightly compared to the previous week.

What do weekly case rates tell us about COVID-19 activity across South East regional local authorities?



Reproduction number (R) and growth rate of COVID-19, 8th October 2021

Region	R	Growth rate % per day
England	0.9 to 1.1	-1 to +2
East of England	0.9 to 1.2	-3 to +2
London	0.9 to 1.1	-2 to +1
Midlands	0.9 to 1.2	-1 to +2
North East and Yorkshire	1.0 to 1.1	-1 to +2
North West	0.9 to 1.1	-1 to +1
South East	0.9 to 1.2	-2 to +3
South West	0.9 to 1.2	-1 to +3

* Particular care should be taken when interpreting these estimates as they are based on low numbers of cases, hospitalisations or deaths, and/or dominated by clustered outbreaks. They should not be treated as robust enough to inform policy decisions alone.

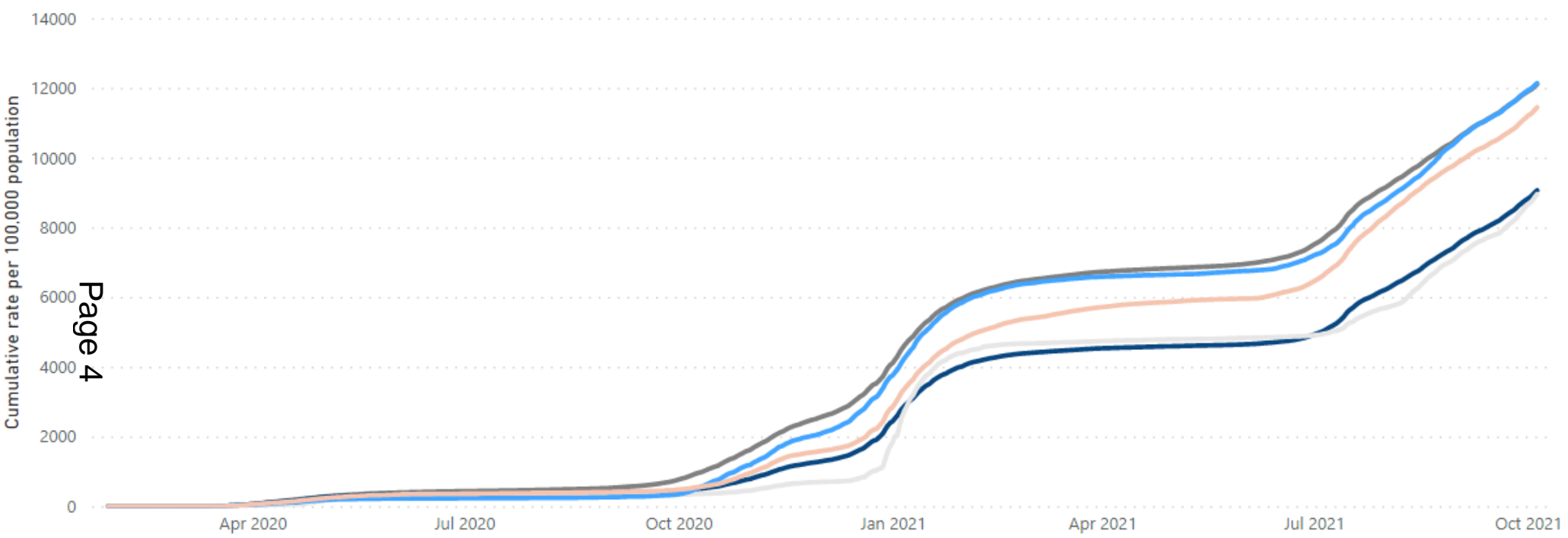
Source: *The R number in the UK*

Case rates across the South East’s small areas have increased, suggesting ongoing community transmission across the region. The spread shows variation within and between South East regional local authorities/Counties.

What do weekly cumulative case rates tell us about COVID-19 activity across ceremonial Hampshire?

COVID-19 - Cumulative case rate per 100,000 population

Area ● England ● Hampshire ● Isle of Wight ● Portsmouth ● Southampton



Most Recent Rates (5th October 2021)

Area	Cumulative rate per 100,000
England	12,098.93
Hampshire	9,057.69
Isle of Wight	8,950.36
Portsmouth	12,130.87
South East	10,249.99
Southampton	11,440.18

Trends suggest a rise in infection rates across ceremonial Hampshire. Portsmouth City Council authority area has the highest cumulative case rate as of the 5th October 2021 and is now slightly higher than the England rate.

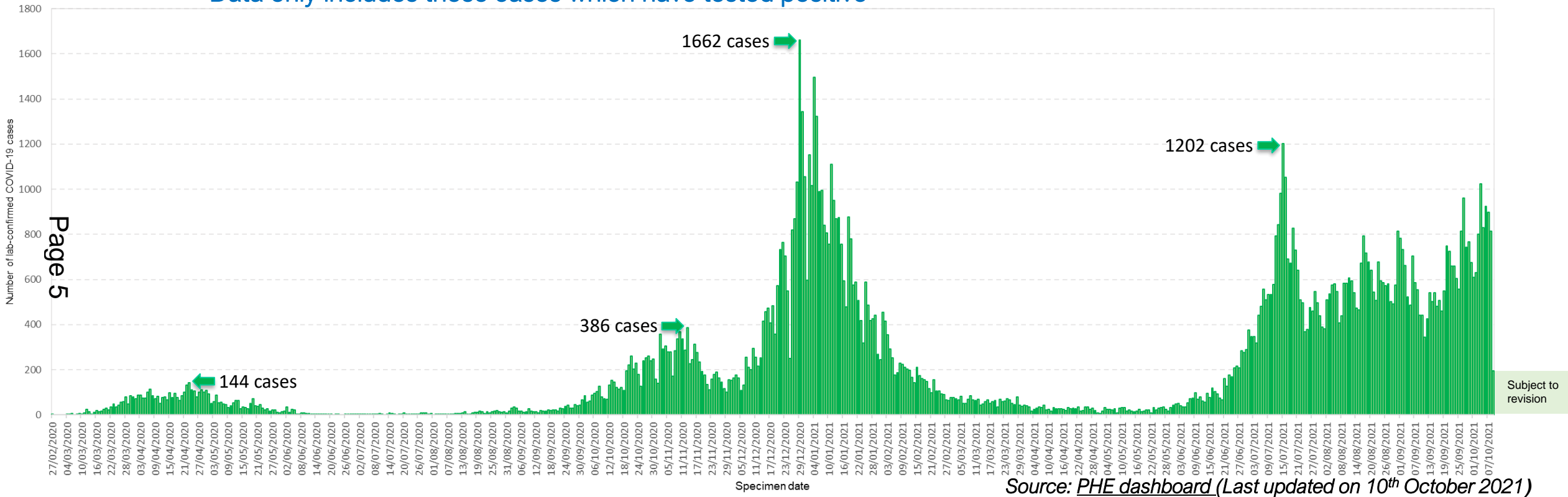
What do daily cases tell us about how the epidemic is progressing over time in Hampshire?

During wave 1 only Pillar 1 (NHS/PHE laboratories) testing was available, this included people admitted to hospital and later people living or working in a health or care environment. Widespread Pillar 2 community testing (Government's commercial testing partners) began on 14th July 2020 and since then the data includes both testing Pillars. Due to these different testing strategies, it is not possible to directly compare case numbers between wave 1 and wave 2.

Total number of COVID-19 cases
128,661

Caution: There is a data lag with more test results expected for the most recent week.

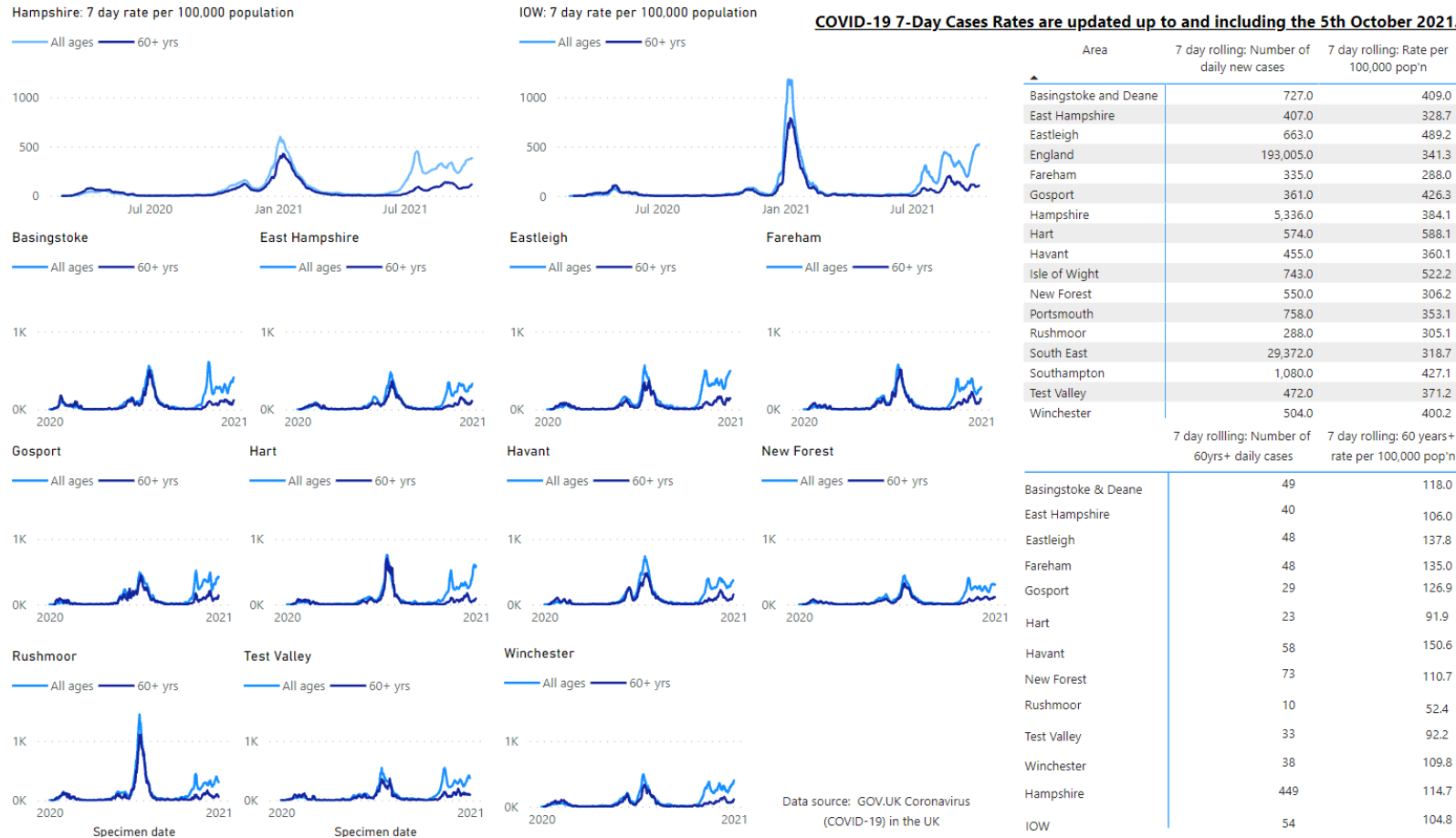
Data only includes those cases which have tested positive



Over the epidemic, there have been 128,661 case detections in Hampshire (as of 9th October). Recent data show a continuing increase in the number of cases across Hampshire. *Please note that the number of cases in the last 5 days is subject to revision.*

What do the trends in weekly all age case rates tell us about overall COVID-19 activity across Hampshire Districts?

Daily rates of COVID-19 cases per 100,000 population in districts up to 5th October 2021



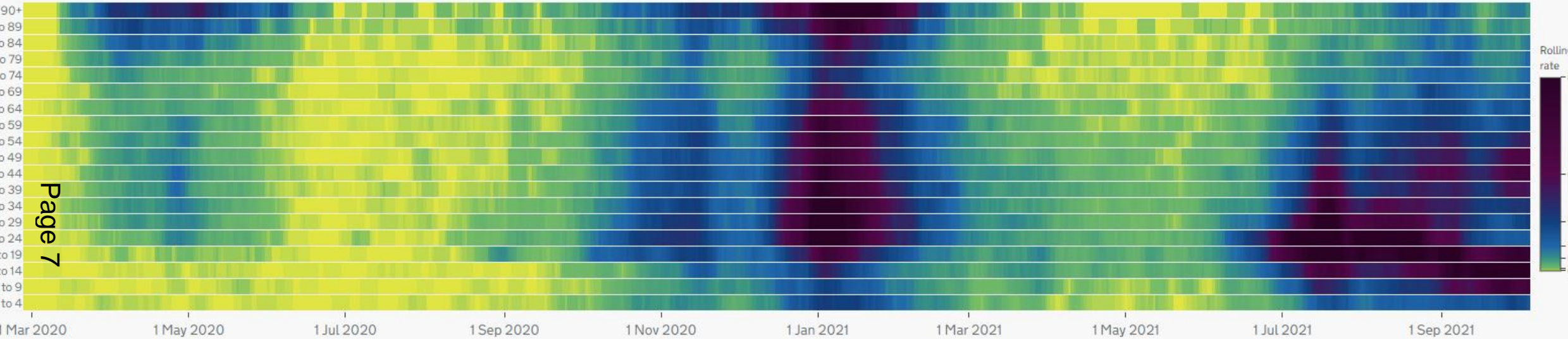
Data source: PHE Line List data analysis and PHE dashboard (Last updated on 10th October)

The trend in COVID-19 all age case rates are rising across the Hampshire districts. At 688.1 per 100,000 population, Hart has the highest 7-day all age case rate, higher than the England case rate of 341.3 per 100,000 population. Havant has the highest over 60 year case rate of 150.6 per 100,000 population, on the 5th of October 2021.

Which age group is most affected in Hampshire?

Cases by specimen date age demographics

Rate of people with at least one positive COVID-19 test result (either lab-reported or lateral flow device) per 100,000 population in the rolling 7-day period ending on the dates shown, by age. Individuals tested positive more than once are only counted once, on the date of their first positive test.

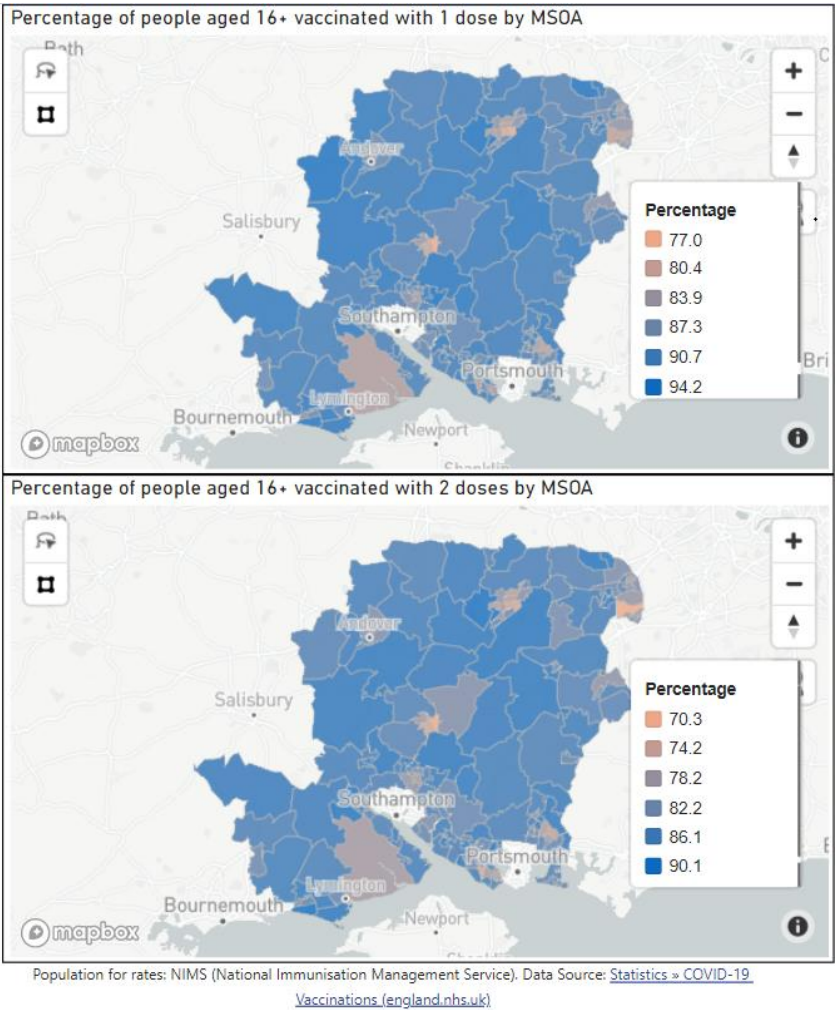
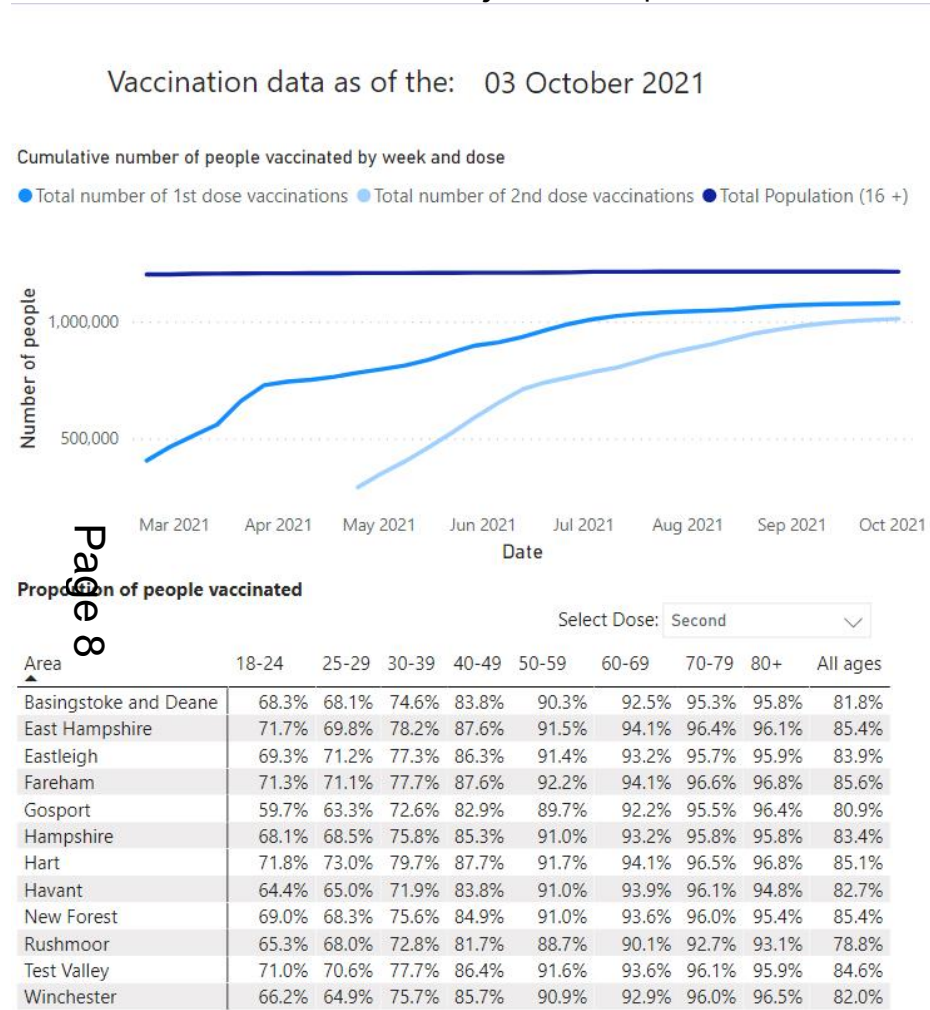


Case rates are prevalent in all age groups, but 10-14 year olds are the most affected age group with a rate of 1,975.6 per 100,000, this is an increase compared to the previous week. Case rates are starting to increase in the 35-49 year age bands.

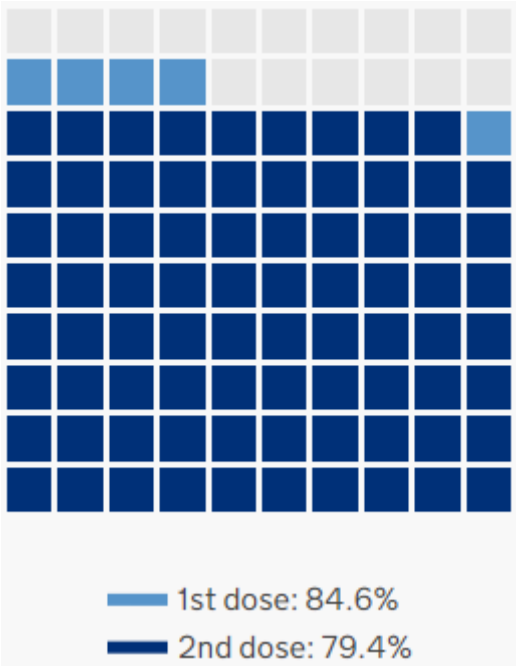
Source: [PHE dashboard](#) (Last updated on 10th October 2021)

How is the vaccination programme progressing in Hampshire?

Cumulative vaccinations by week up to 3rd October 2021



Vaccination uptake



Source: [PHE dashboard](#) (Last updated on 10th October 2021)

Estimated vaccination rates for 1st and 2nd doses continue to increase in Hampshire Districts. Over 75% of Hampshire residents aged 12+ are fully vaccinated. National evidence shows that the vaccination programme has led to clear reduction in serious illness, hospitalisation and death.

How have weekly COVID-19 cases changed across Hampshire Districts?

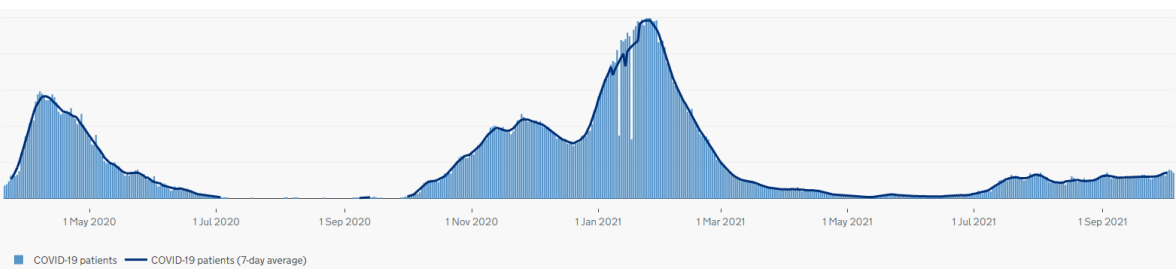
	Weekly percentage change, comparing to the previous non-overlapping 7-day period						
	05 October 2021	04 October 2021	03 October 2021	02 October 2021	01 October 2021	30 September 2021	29 September 2021
England	0.1	-1.6	-1.3	-0.5	1.3	4	8.3
Isle of Wight	12.6	14.9	24.7	33.3	44.6	52.3	61.5
Hampshire	6.8	5.4	8.7	15.5	16.4	19	23.8
Basingstoke and Deane	11.5	12.1	14.9	4.4	6.3	10.6	18
East Hampshire	16.3	9.8	2.7	10.6	2.9	10.9	17.5
Eastleigh	10	13.9	13.5	18.2	12.5	13.2	14.3
Fareham	15.9	7.6	3.4	20	26.7	25.4	23.2
Gosport	9.4	7.1	12.4	28.2	29.3	33.3	29.6
Hart	4	-0.7	10	29.8	42	46.5	62.7
Havant	12.6	25.3	18.8	30.4	25.6	24.4	13.9
New Forest	-0.5	-5.8	-0.9	4.6	4.5	9.4	17.4
Rushmoor	-19.1	-23.8	-13.2	-6.1	-1.2	4.6	21.1
Test Valley	-3.5	-0.2	7.8	27.1	26.2	28.8	34.7
Winchester	20	14.7	22.3	13.2	20.2	13.6	18.8

Data source: <https://coronavirus.data.gov.uk>

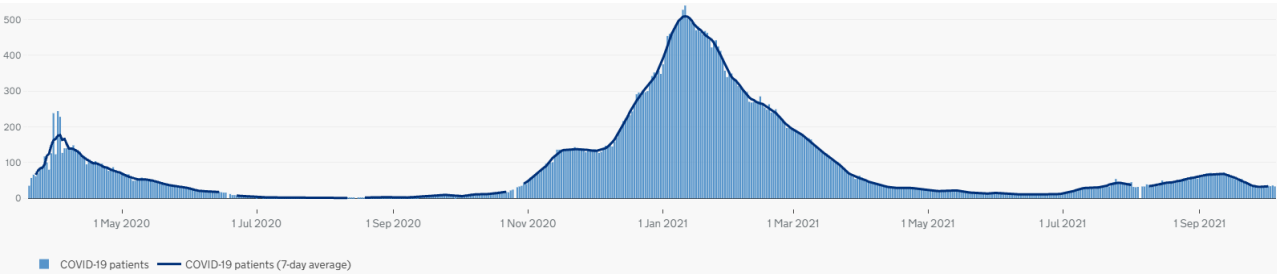
Overall, there has been a slight recent increase in weekly cases compared to the previous week, nationally and across the majority of local districts.

What do trends in COVID-19 patients admitted to hospital tell us about healthcare activity across Hampshire?

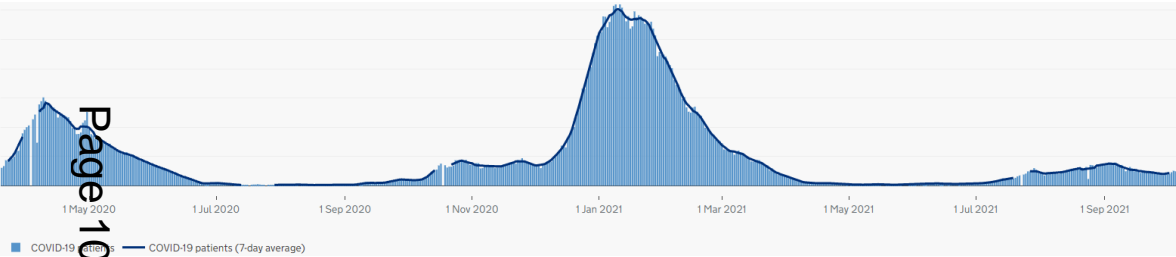
Hampshire Hospitals NHS Foundation Trust – 36 patients in hospital



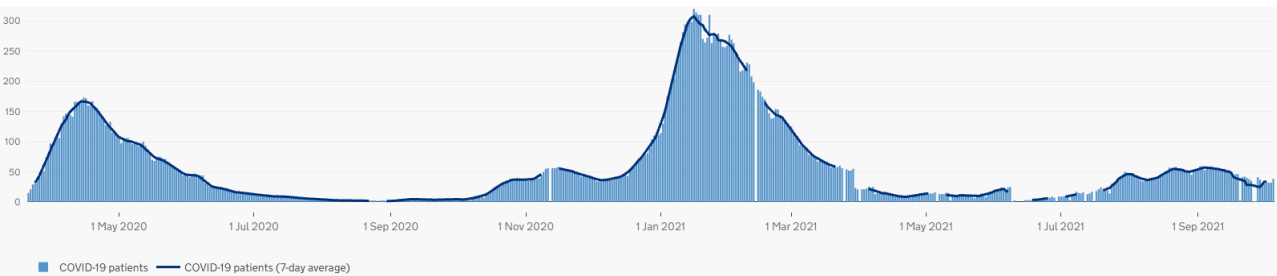
Portsmouth Hospitals University NHS Trust – 33 patients in hospital



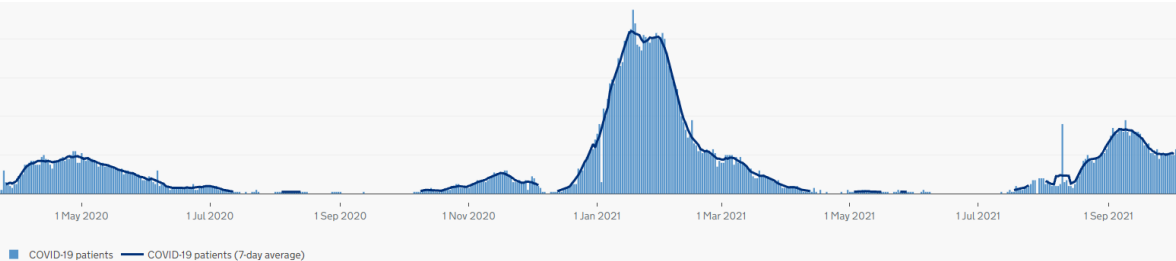
Frimley Health Foundation Trust – 49 patients in hospital



University Hospital Southampton NHS Foundation Trust – 38 patients in hospital



Isle of Wight NHS Trust – 19 patients in hospital

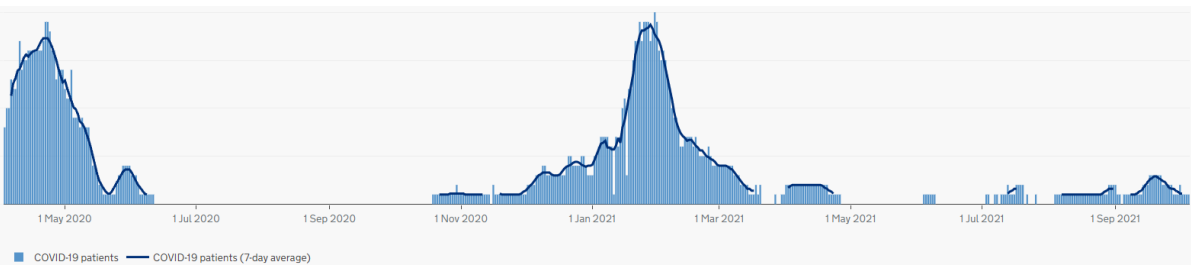


Data source: [https://coronavirus.data.gov.uk/details/healthcare reported on 10th October 2021](https://coronavirus.data.gov.uk/details/healthcare%20reported%20on%2010th%20October%202021)

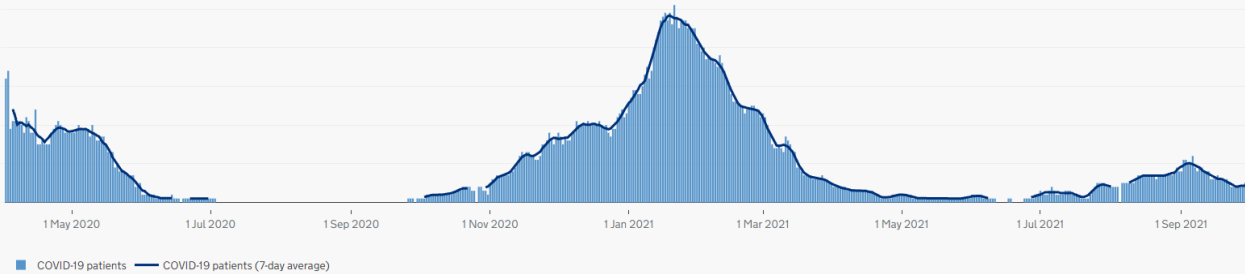
The number of new COVID-19 admissions across HIOW trusts has begun to slow down with early signs of a decreasing trend, hospital occupancy is stable.

What do trends in COVID-19 patients in mechanical ventilation beds tell us about healthcare activity across Hampshire?

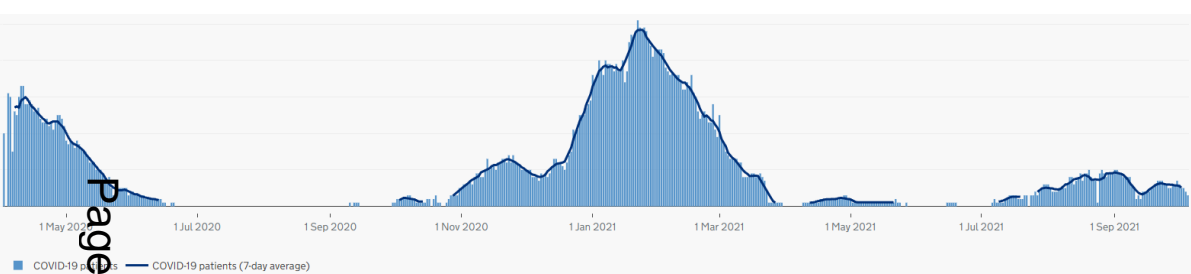
Hampshire Hospitals NHS Foundation Trust – 1 patient on ventilation



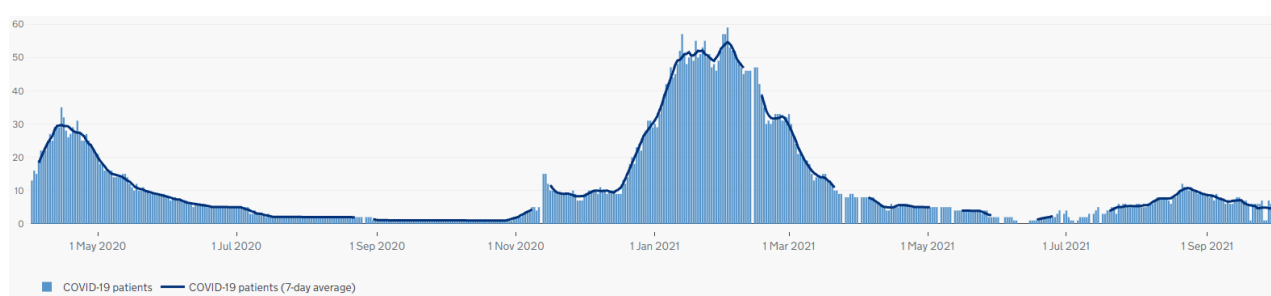
Portsmouth Hospitals University NHS Trust – 4 patients on ventilation



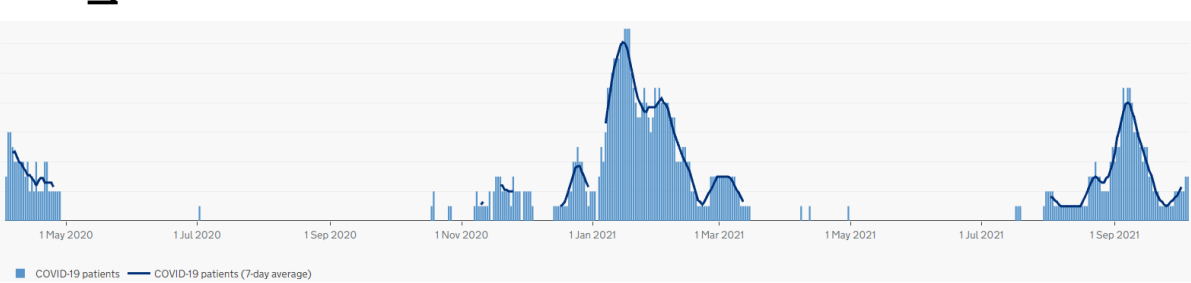
Frimley Health Foundation Trust – 3 patients on ventilation



University Hospital Southampton NHS Foundation Trust – 6 patients on ventilation



Isle of Wight NHS Trust – 3 patients on ventilation



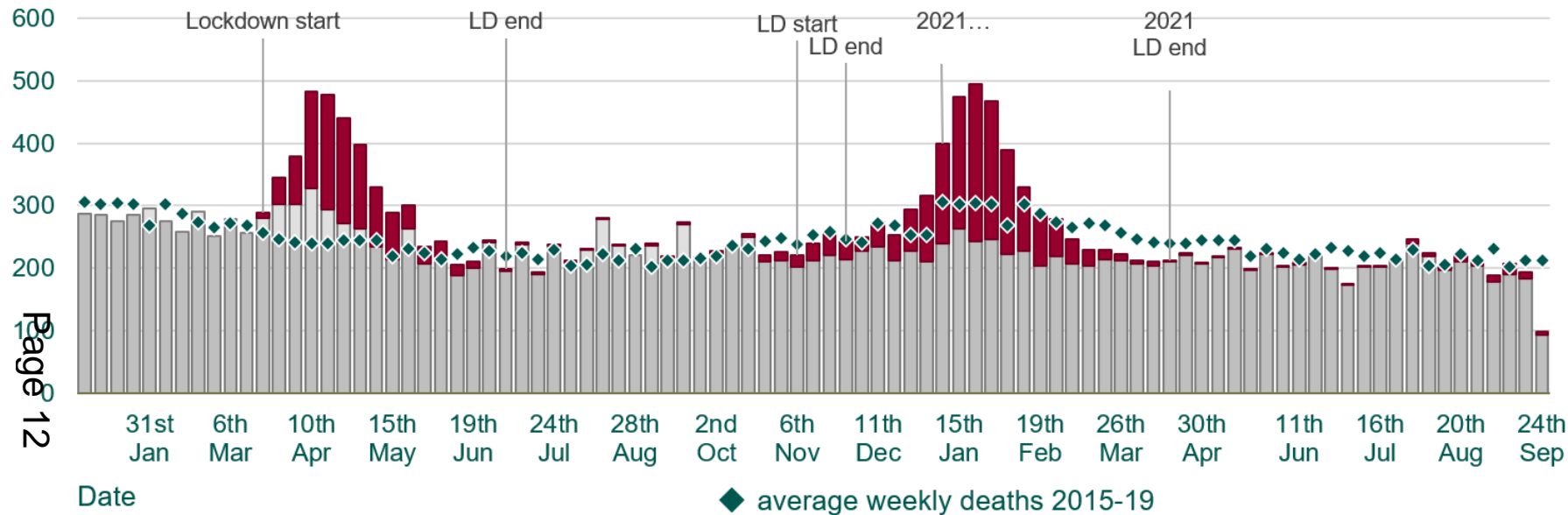
Data source: <https://coronavirus.data.gov.uk/details/healthcare> reported on 27th September 2021

The number of COVID-19 patients in mechanical ventilation beds in critical care units (CCU) across Hampshire has begun to decrease across some trusts. The need to avoid CCUs being overwhelmed is a key factor in significant policy decisions, including regional and national lockdowns and service recovery.

What do trends in excess deaths tell us about the COVID-19 mortality experience across Hampshire?

Hampshire deaths per week over 2020 to 24th September 2021 compared with 2015-2019 five-year average

All deaths in 2020 and 2021 by week, with proportion where COVID-19 is mentioned



COVID-19 mentioned on the death certificate

Values for 2021 are still compared to the average for the years 2015-19 due to the impact of COVID-19 in 2020.

Registered deaths for week 1 should be treated with caution because of potential registration delays from the Christmas period.

COVID-19 not mentioned

Data source: ONS Death registrations and occurrences by local authority and health board. Produced by LKIS, Public Health England
Office for National Statistics, licensed under the Open Government Licence.

Source: Data source: ONS Death registrations and occurrences by local authority and health board. Produced by LKIS, Public Health England

Further detailed county and district mortality data can be accessed from the Public Health [Hampshire Districts COVID-19 Cases and Mortality Report](#)

In Hampshire excess (extra) deaths mostly occurred during wave one and wave two of the pandemic however, not all excess deaths throughout the time had COVID-19 mentioned on the death certificate. Since March the number of deaths overall has been below or comparable to what we would expect for this time of year. Sadly 2,951 people have so far died of COVID-19. Five deaths were reported as at the latest week ending the 24th September.

Our focus needs to be on:

- [Being vigilant about variants](#) – emergence of the new, more transmissible Delta variant leading to increased community transmission, serves as a reminder that we need to continue to ease carefully out of lockdown, especially as population mobility increases
- [Promoting vaccination](#) – there's been a clear reduction in severe illness and hospitalisation due to a successful vaccination programme. Vaccine-effectiveness after 2 doses against the delta variant is high. We need to get more people vaccinated, especially numbers receiving the second dose
- [Aiming on containing transmission](#) – need to continue measures to reduce transmission rates of confirmed cases through NHS Test and Trace – take up of PCR testing to enable swifter case finding among contacts, step-up contact tracing and support self-isolation.
- [Continuing strong public messaging](#) – require to reiterate the importance of following COVID-19 appropriate behaviours, safe distancing, hand washing, wearing a face covering when in public places, ensuring good ventilation, regular testing and compliance with Government restrictions. These public health control measures used with previous variants are still applicable to the Delta variant.
- [Protecting younger age groups](#) - Infection rise is currently confined to younger groups and we need to lay emphasis on making activities safe rather than stopping them outright and ensuring public health control measures are followed by younger age groups.

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Testing Summary

Symptomatic Testing

The following sites offer PCR testing;

- 1 x Regional Testing site (RTS) Southampton Airport, Eastleigh
- 7 x Local Testing sites (LTS)
- 4 x Mobile Testing Units (MTU) deployed across 14 locations in Hampshire
- PCR bookings portal: <https://www.gov.uk/get-coronavirus-test>
- Any of the above locations can also be re-designated as asymptomatic sites when testing for variants of concern (VOC's)
- Access to additional MTUs from UKHSA to support with testing in outbreaks.

Asymptomatic Testing

Testing for those without symptoms using Lateral Flow Devices (LFDs)

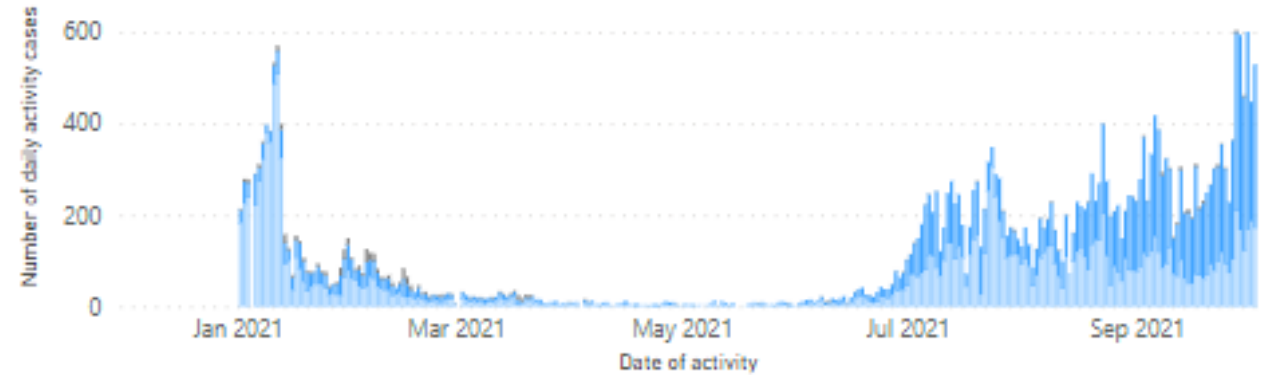
- **Supervised LFD testing** located at 30 Pharmacy sites
- **Home collect LFD test kits** from over 300 pharmacy locations

National testing schemes registered for:

- Children Services incl. schools, nurseries, homes
- Adult Social Care incl: Care Homes, Extra Care & Supported Living
- Workplace testing: Private and Public
- <https://maps.test-and-trace.nhs.uk/#/>

Contact Tracing

- The Hampshire Local Tracing Service are rapidly expanding their operations and resources to provide additional capacity for contact tracing at a local level.
- In collaboration with the UKHSA, the service now offer the 'Local 0' approach (seeing contact tracing cases sent directly to Hampshire, without involvement of National Test and Trace) across nine of the eleven Hampshire districts.
- Plans are in place to implement Local 0 across all Hampshire districts (onboarding Hart, Winchester and East Hampshire) by the end of the October, subject to positivity rates and service capacity.



September Statistics

- 10,512 contact tracing cases handled.
- 84.1% completion rate, exceeding the national target of 80%.

Self Isolation

- The number of Hampshire residents requiring practical and emotional support whilst in their self-isolation period remains low.
- In the month of September, 24 individuals declared a support need to the Council and were signposted to relevant agencies.

Page 17

The Government have recently confirmed that the monthly allocations of the Practical Support Grant will be extended to March 2022.

- Public Health continue to work with other HCC departments and partners to consider additional schemes that could be funded through this grant to support the self isolation needs of the population.

The next phase of the response

- The country is learning to live with COVID-19, and the main line of defence is now vaccination rather than lockdown. Data continues to show that the link between cases, hospitalisations, and deaths has weakened significantly since the start of the pandemic
- The **Test, Trace, and Self-Isolation** system remains critical to the government's plan for managing the virus over the autumn and winter.

The Winter Strategy

Page 18

1. Individuals with COVID-19 symptoms to be tested with a free PCR test.
2. Regular asymptomatic testing to continue and will be available as a free provision for the coming months.
3. Community Testing will support LAs to focus on high-risk/disproportionately represented groups.
4. Legal requirement to self isolate if positive, or as an unvaccinated contact of a positive case remains. Financial support available to those legally obligated to self isolate.
5. Contact Tracing will continue throughout the Autumn and the Winter.
6. Encourage the use of NHS COVID-19 App to help individuals manage risk and make informed decisions.
7. Local Authority use of No.3 regulations to issue directions to venues, if required.
8. Government to continue to support LAs in areas of enduring transmission.



Autumn and Winter Health Risks

- Winter is always a challenging time for the NHS.
- Impact of flu and other respiratory diseases is likely to be wider in 2021/22.
- Uncertainty how these pressures will interact with the impact of COVID-19.
- NHS England to work with LAs and partners to ensure equal access and maximise uptake of COVID-19 and influenza vaccinations.
- Local Authorities must continue to update their LOMPs to take winter health risks into account.

Local Authorities and Directors of Public Health

- DPHs working closely with District colleagues to assure a joined-up tracing, enforcement and support for self isolation approach.
- DPH has statutory responsibility for the Local Outbreak Management Plan (LOMP).
- LA Chief Executive is responsible for the local response, providing strategic leadership and direction, shaping local communications and engagement, and deploying local government resources.
- Councillors, as local systems leaders, and local community leaders can facilitate systems relationships and community engagement
- Local authorities have legal powers relating to public health which include [the ability to impose restrictions](#) on settings and members of the public

Social media and campaign highlights

Bespoke animations and digital assets

- Weekly COVID data dashboards
- Starting/going back to university – messaging for students and parents
- Isle of Wight festival – safe behaviours
- 16-17 year old vaccination reminder communications
- 'Your choices still count' – safe behaviour campaign

470,110
People reached

217,867
Video views

37
Social media posts

Other key themes covered

- 12-15 year olds being offered first dose of the vaccine
- Promotion of walk-in vaccinations
- Welcoming students back to school and college



Most successful social media campaign – 25-29 Reality Check (Facebook)

26,021
Video views

1,622
Click-throughs

£0.25
Cost-per-click



Media/promotional activity

100%
Positive/neutral coverage

22
News items

9
Media enquiries handled

Key areas of enquiry

- COVID cases in schools and unauthorised absences
- Mandated vaccinations for care workers
- Afghan evacuees resettlement – COVID-safe arrangements

Upcoming priorities

- Vaccinations –
 - Booster/flu combined campaign
 - Compulsory vaccination for care home workers – including support private sector
 - Mobile vaccination offer
- Self-isolation –
- Help is available campaign
- Seasonal events – e.g. Halloween, Divali
- Mental wellbeing –
 - World Mental Health Day
 - Talk Money Week – promotion of support available via the Coronavirus Support Helpline
- Testing –
 - Hard-to-reach groups e.g. the homeless and Traveller community
- Schools
- Over 60s

16-17 and parent targeted campaign

Campaign targeted at 16-17 year olds and their parents encouraging them to get vaccinated – including:

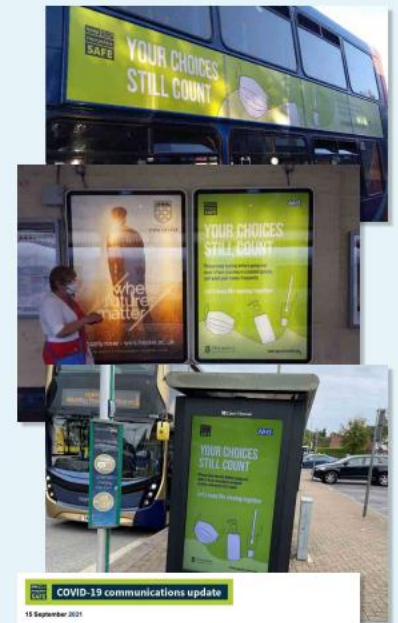
- Specially created digital assets for both audiences shared on Snapchat and Instagram
- Signposting to specially created webpage



'Your choices still count' multimedia campaign

A large-scale multimedia campaign delivered across the county promoting the importance of continuing safe behaviours. Approaches included:

- Social media messaging and headers with specially created digital assets, including versions for district and borough councils
- Bus-side advertising
- Large outdoor poster sites
- Indoor and shopping centre digital poster sites and large screens
- Radio messaging on local stations and Spotify



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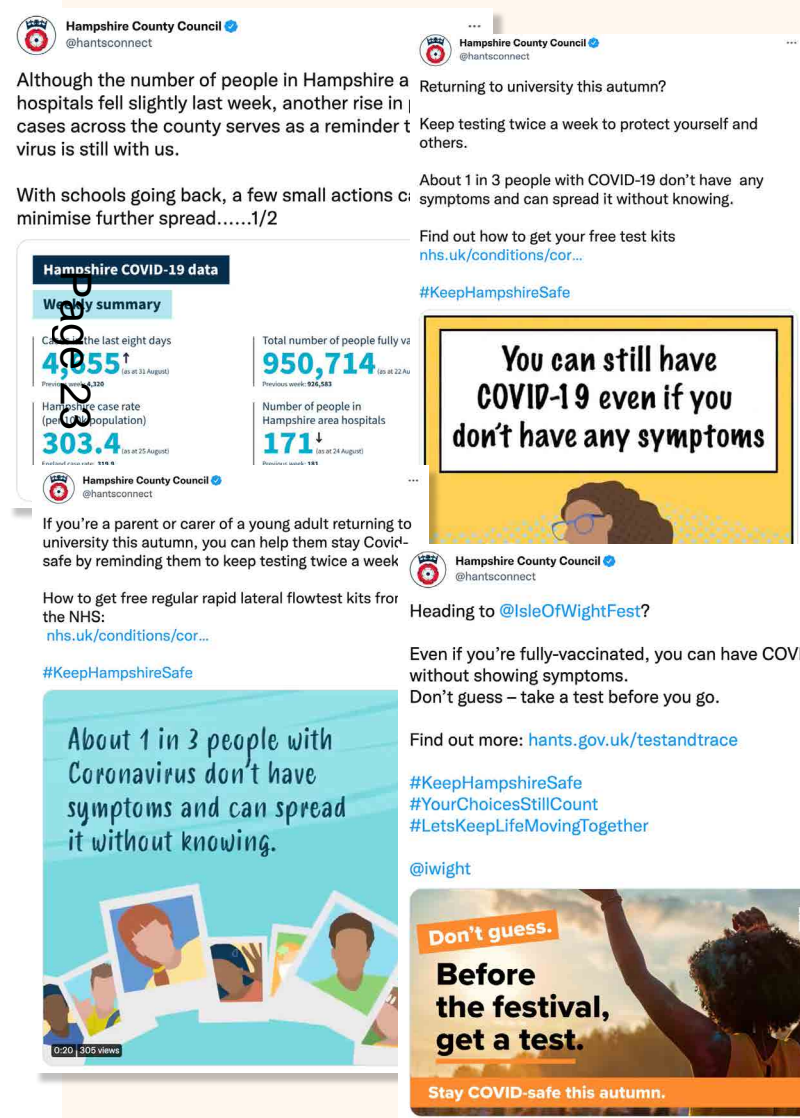
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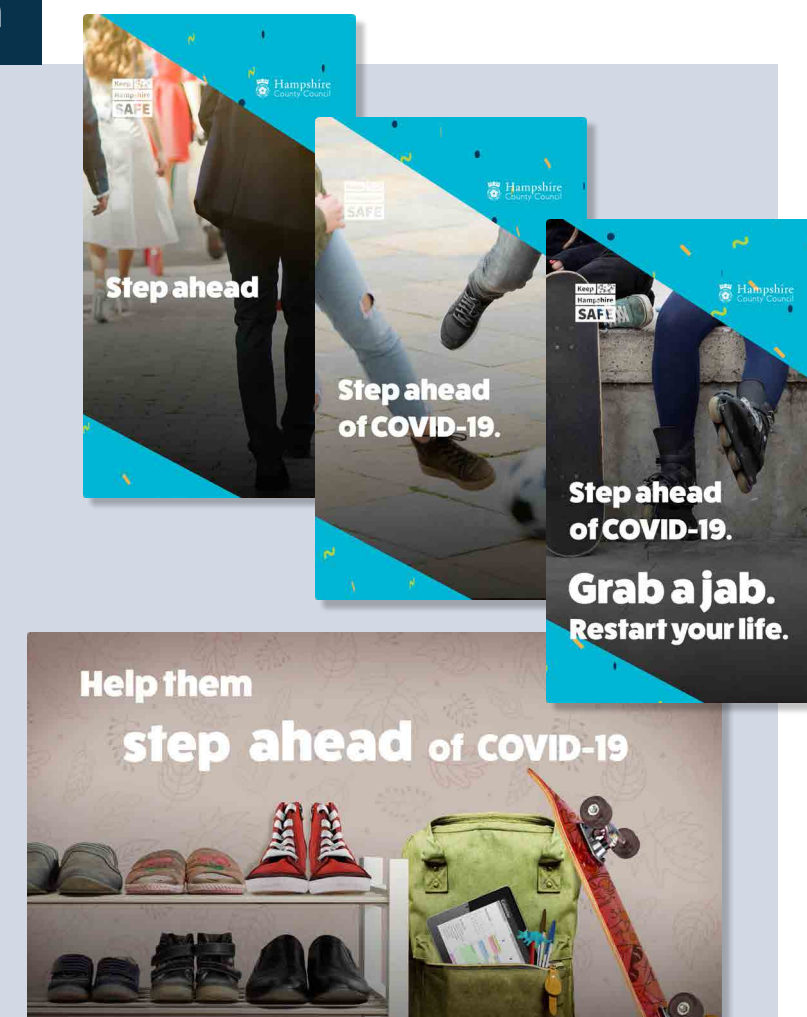
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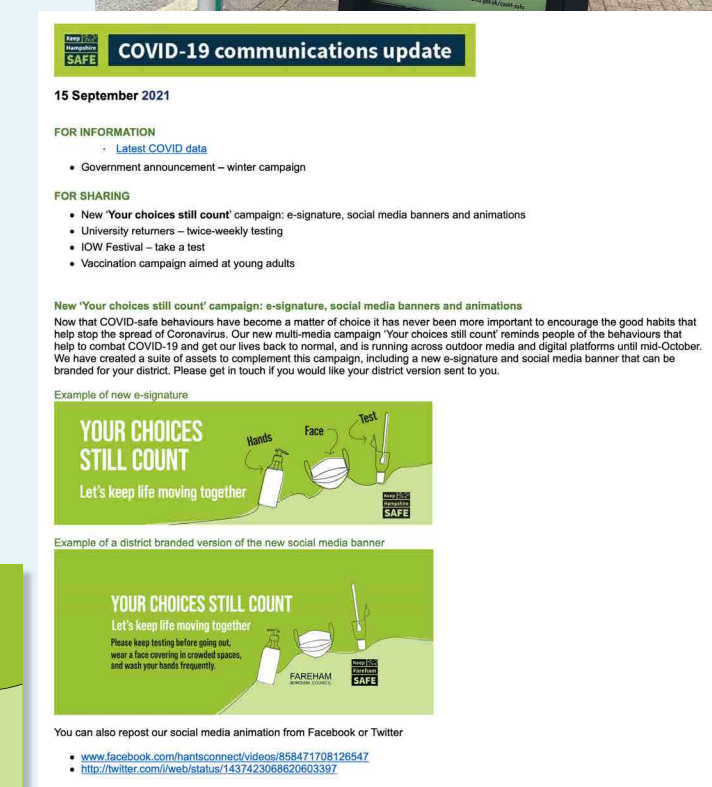
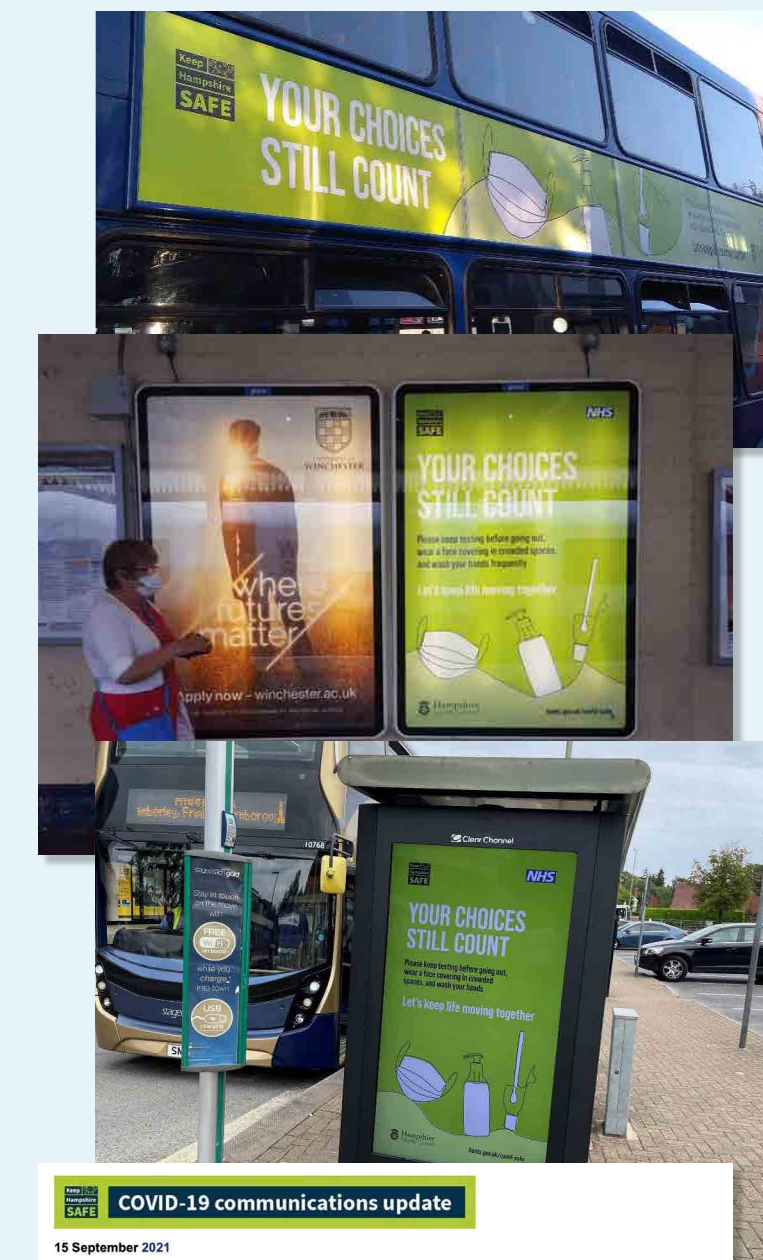
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