

# Public Document Pack



## NOTICE OF MEETING

<b>Meeting</b>	Hampshire Local Outbreak Engagement Board
<b>Date and Time</b>	Tuesday, 15th December, 2020 at 10.00 am
<b>Place</b>	Virtual Teams Meeting - Microsoft Teams
<b>Enquiries to</b>	members.services@hants.gov.uk

John Coughlan CBE  
Chief Executive  
The Castle, Winchester SO23 8UJ

## FILMING AND BROADCAST NOTIFICATION

This meeting is being held remotely and will be recorded and broadcast live via the County Council's website.

## AGENDA

### 1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

### 2. DECLARATIONS OF INTEREST

All Members who believe they have a Disclosable Pecuniary Interest in any matter to be considered at the meeting must declare that interest and, having regard to Part 3 Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore all Members with a Personal Interest in a matter being considered at the meeting should consider, having regard to Part 5, Paragraph 4 of the Code, whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, consider whether it is appropriate to leave the meeting while the matter is discussed, save for exercising any right to speak in accordance with the Code.

### 3. MINUTES OF PREVIOUS MEETING (Pages 3 - 6)

To confirm the minutes of the previous meeting.

### 4. DEPUTATIONS

To receive any deputations notified under Standing Order 12.

**5. CHAIRMAN'S ANNOUNCEMENTS**

To receive any announcements the Chairman may wish to make.

**6. OUTBREAK CONTROL POSITION REPORT (Pages 7 - 10)**

To receive a report from the Director of Public Health on the current situation and up to date data.

**7. ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

To receive an update from the Director of Public Health on actions taken and powers that have been used.

**8. COMMUNICATION ENGAGEMENT UPDATE (Pages 11 - 12)**

To receive an update on community engagement and messaging, including communication with communities and district councils.

**ABOUT THIS AGENDA:**

**On request, this agenda can be provided in alternative versions (such as large print, Braille or audio) and in alternative languages.**

**ABOUT THIS MEETING:**

**The press and public are welcome to observe the public sessions of the meeting via the webcast.**

# Agenda Item 3

AT A MEETING of the Hampshire Local Outbreak Engagement Board of  
HAMPSHIRE COUNTY COUNCIL held remotely on Friday, 27th November,  
2020

Chairman:

\* Councillor Keith Mans

\* Councillor Liz Fairhurst

\* Councillor Patricia Stallard

\* Councillor Judith Grajewski

## **Invited Attendees**

Also present at the invitation of the Chairman:

Councillor Keith House  
Councillor Ken Rhatigan  
Judy Gillow  
Laura Taylor

### **41. APOLOGIES FOR ABSENCE**

There were no apologies received.

### **42. DECLARATIONS OF INTEREST**

Members were mindful that where they believed they had a Disclosable Pecuniary Interest in any matter considered at the meeting they must declare that interest at the time of the relevant debate and, having regard to the circumstances described in Part 3, Paragraph 1.5 of the County Council's Members' Code of Conduct, leave the meeting while the matter was discussed, save for exercising any right to speak in accordance with Paragraph 1.6 of the Code. Furthermore, Members were mindful that where they believed they had a Personal interest in a matter being considered at the meeting they considered whether such interest should be declared, and having regard to Part 5, Paragraph 5 of the Code, considered whether it was appropriate to leave the meeting whilst the matter was discussed, save for exercising any right to speak in accordance with the Code.

There were no declarations of interest.

### **43. MINUTES OF PREVIOUS MEETING**

The minutes of the meeting held on 2 November 2020 were agreed as a correct record.

### **44. DEPUTATIONS**

There were no deputations received.

The Chairman invited Councillor Jackie Porter to speak who thanked the Education Advisory Panel for their recent efforts. She inquired about clarity for the community and parents as Perins School in Alresford reopens on 2 December and that all the right pathways are being followed. The Director of Public Health confirmed that the department, alongside Children's Services are working to address, ensure, and promote community understanding.

45. **CHAIRMAN'S ANNOUNCEMENTS**

The Chairman noted that Hampshire would exit the lockdown in Tier 2 and that the status would next be reviewed on 16 December.

46. **OUTBREAK CONTROL POSITION REPORT**

The Director of Public Health shared the weekly update with the Board outlining the current position in term of managing the outbreak in Hampshire including data on current infection numbers, the position for care homes and death rates across the county.

An update and rationale on tiers were shared and a review of the 7-day rate across England, the Southeast, and other areas. The 7-day case rate has been decreasing over the last few days. The case rate for over-60s, more likely to be hospitalized and have serious effects of Covid, is also coming down.

NHS admissions were rapidly going up until mid-November but are now stabilizing. An overview of ventilated beds, hospital admissions, and increasing death rate (still below the 5-year weekly average) were reviewed. Maps depicted the spread of infection and the breakdown for Hampshire and surrounding areas. It is best to remain cautious and review the impact of lockdown that ends 2 December 2020.

In response to questions Members heard:

- There are five measurements for determining tiers and the next review is expected prior to 16 December
- A sustained drop in figures over a significant amount of time is the goal, being mindful of the looser restrictions over Christmas and compliance in the New Year
- While the rate of increase is dropping, it is a recent start but overall still an increase and thus Tier 2 will promote the appropriate restrictions
- There has been a lag in the death rate and unfortunately, it will continue to rise following the cases increases we have seen recently
- Research continues on the effect of Covid alongside winter and respiratory illnesses and there are worse outcomes for those with combined risks, such as Covid and influenza, or Covid and weight issues
- While there have been pressures to exit into a lower tier, the concern is to move out too early and not have the correct restrictions in place, with the added risk of higher rates after Christmas
- Now is the time to encourage people of all ages to stick to the rules

- Promoting good messages of hand hygiene and social distancing across districts and county should continue to move safely through to Tier 1 when appropriate
- Additional messaging from Public Health, General Practitioners (GPs), and Primary Care Networks will encourage healthier actions to avoid increased risks
- A weight management service is being funded next year to help people protect themselves from Covid, with a system wide approach for able people to exercise more and encouraging lifestyle changes to mitigate effects of Covid and weight
- GPs have been inviting in high risk patients to address any concerns and ensure right prescriptions and encourage healthy choices
- It is hoped that there is a shift of resources towards prevention and Public Health
- Shared messaging must continue to encourage both masks and social distancing
- The Hampshire Local Outbreak Engagement Board noted the current data and implications.

The Hampshire Local Outbreak Engagement Board noted the current data and implications.

#### 47. **ACTIONS OF THE DIRECTOR OF PUBLIC HEALTH**

The Director of Public Health provided an overview on the preparation for the end of lockdown on 2 December 2020 and testing.

Members heard that steps are being taken to ensure the right testing capacity with two new initiatives – the lateral flow test and local pilot of the saliva test to be used in appropriate settings as needed. This will require local logistics, coordination, and additional sites to increase testing capacity.

When ready, Covid vaccinations will be NHS led with Public Health leadership and logistics work for Hampshire and the Local Resilience Forum, setting up vaccination centres and sites within each Primary Care Network (PCN). Challenges with storage temperatures will mean those particular vaccines will likely be used in NHS settings and mass vaccination centres. While vaccinations are now in sight, it will take encouraging all of the population to take it up and move forwards to be freer from Covid. Work will continue to ensure the whole population gets vaccinations and it is a priority to engage and encourage those not likely to get them. For accessibility across the County, 37 PCNs will have own vaccination locations connected to local areas. It will be logistically complicated to allow for social distancing, a 15-minute wait after vaccination, and domiciliary services for those who are not able to travel.

Currently Track and Trace data is also being reviewed to understand causation, circumstances, travel etc. and to help people with medicines or caring responsibilities.

Members noted the update.

48. **COMMUNICATION ENGAGEMENT UPDATE**

The Executive Member of Public Health updated the Board on communications and engagement noting the campaign summary, increased messaging and repeating, with use of new formats and animation.

Members heard that support for high risk settings continue for both schools and adult social care sector. The community has shared positive messages regarding their experiences with support.

In addition to Covid 19 weekly summaries, news queries, and national restrictions for the second lockdown, newsletters and targeted messaging for stakeholders continues for businesses, faith, prison, transport, shielding, BAME community, and schools.

Communications will continue regarding the 5-day loosening of restrictions over Christmas and will continue to stress the current level of restrictions and situation with key messages to right people at the right time. To avoid Covid-weariness, keeping messages appropriate, hopeful, and fresh has been key.

Messaging will continue to be valuable in providing clarity about vaccinations, immunity, and tiers, consistent with NHS messaging as well. Extensive and comprehensive communications have continued in over 500 schools to ensure the right messaging goes out to parents, carers, and local communities. Academies and some other schools have also reached out for these services, but not all.

More information about tiers is expected prior to the next meeting on 15 December.

*The meeting ended at 1:50pm*

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Chairman,

## HAMPSHIRE COUNTY COUNCIL

### Report

<b>Committee:</b>	Hampshire Local Outbreak Engagement Board
<b>Date:</b>	15 December 2020
<b>Title:</b>	Outbreak Control Position Report
<b>Report From:</b>	Director of Public Health

**Contact name:** Simon Bryant

**Tel:** 02380 383326

**Email:** [simon.bryant@hants.gov.uk](mailto:simon.bryant@hants.gov.uk)

### Purpose of this Report

1. The purpose of this report is to provide an update on the current situation and up-to-date data. Please note that a supplementary appendix containing the latest data will be published shortly before the meeting.
2. Link to the data can be found here:  
<https://documents.hants.gov.uk/corprhantsweb/Covid19/Keep-Hampshire-Safe-Infographic.pdf>

### Recommendation

3. To note the current data and implications.

**REQUIRED CORPORATE AND LEGAL INFORMATION:**

**Links to the Strategic Plan**

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

**Other Significant Links**

<b>Links to previous Member decisions:</b>	
<u>Title</u>	<u>Date</u>
<b>Direct links to specific legislation or Government Directives</b>	
<u>Title</u> <a href="#">COVID-19 Recovery Strategy</a>	<u>Date</u> June 2020

<b>Section 100 D - Local Government Act 1972 - background documents</b>	
<p>The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)</p>	
<u>Document</u>	<u>Location</u>
None	



## **EQUALITIES IMPACT ASSESSMENT:**

### **1. Equality Duty**

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

### **2. Equalities Impact Assessment:**

2.1 This paper does not contain any proposals for major service changes which may have an equalities impact other than to improve outcomes and manage the pandemic.

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## Social media campaigns

### Key themes covered

- Announcement of new COVID-19 tiers
- Ongoing national restrictions
- Support and childcare bubbles
- Advice for clinically extremely vulnerable
- Promotion of volunteering opportunities
- White ribbon day and 16 days of action (support for tackling domestic violence)
- Support for better mental health
- Promotion of meals on wheels support for Hampshire residents during national restrictions
- £3.28 million national funding for improved walking and cycling to support ongoing social distancing and sustainable travel

69  
Social media posts

486,301  
People reached

78,682  
Video views

### Most successful post – Facebook tier 2 announcement

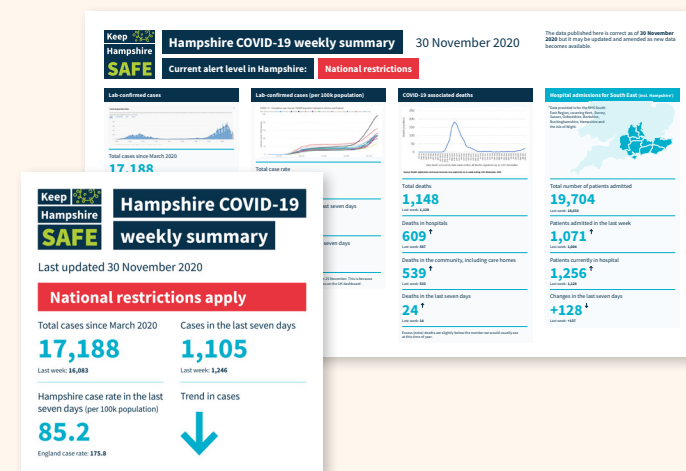
12,500  
Views

1,872  
Clicks through to the website

### COVID-19 weekly data dashboards

37,700  
People reached

5,640  
Clicks through to the website



## Public and stakeholder engagement

### Key areas of enquiry

- New COVID tier system announced
- Testing in care homes
- Financial impact of COVID-19
- Test and Trace

47  
Media enquiries handled

42  
News items

100%  
Positive/neutral coverage

### Dedicated webpages

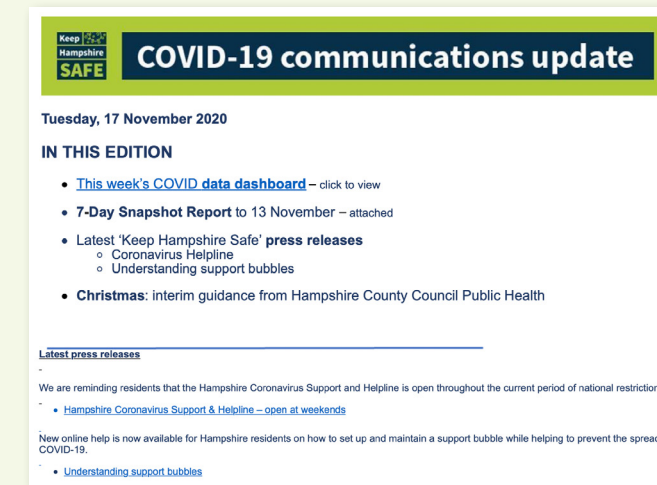
66,314  
Views of dedicated COVID-19 webpages

### Top three Keep Hampshire Safe pages:

- COVID data dashboard – including new hospital figures
- School cases page
- General advice about COVID-19

### Partnership working

- COVID tailored e-briefings circulated to Hampshire MPs, County Councillors and district councils' Chief Executives – also to key partners, all town and parish councils, and related updates sent via regular e-bulletin for local councils
- Regular district comms e-bulletins issued



- Parish council newsletters with COVID themed content
- Adults' Health and Care stakeholder and resident newsletters
- Christmas guidance to district and borough councils

## Support for high-risk settings

### Understanding support and childcare bubbles

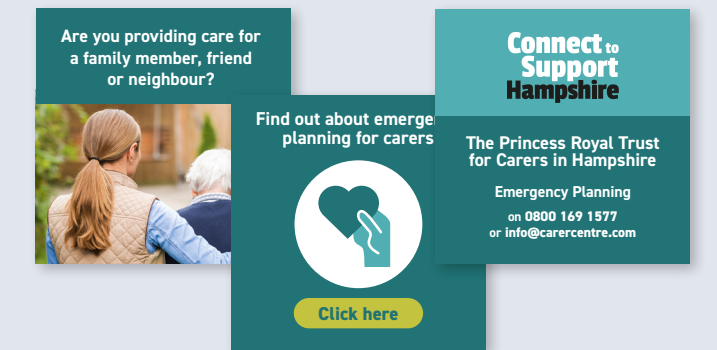
Key messaging to provide advice on setting up and managing support bubbles. Issued via:

- Website
- Press release
- Social media posts
- Google ads



### Unpaid carers

- Advice and information for unpaid carers issued across digital and media channels



### COVID-19 Apps guidance

- Guidance for schools and other settings on the use of COVID-19 apps, including ZOE COVID Symptom Study – also shared with key partners

## COVID-19 tier announcement

Key messaging on the announcement of Hampshire moving to Tier 2 (High) from 2 December.

Key deliverables include:

- Notification emails to Cabinet/LOEB/HPB/Members/CMT/MPs/District Chief Executives/Lord-Lieutenant/HALC/LRF partners/trade unions
- Messaging to departmental stakeholders (schools, education, early years and care settings)

- Press release and broadcast media briefing information
- Internal messaging to HCC staff
- Organic social media content
- Social media campaign animations and tier-specific digital assets (also shared with district council communications leads)
- E-bulletin content e.g. Your Hampshire
- Updated COVID-19 webpages

- Additional stakeholder engagement messaging to:
  - Community Voluntary Sector
  - Community settings (businesses, housing)
  - Faith communities
  - BAME communities
  - Gypsy Roma Traveller contacts
  - Prisons
  - Transport providers

### Example assets



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