

## **REPORT OF THE GROUP MANAGER: COMMUNICATIONS & MARKETING**

### **COVID-19 ENGAGEMENT & COMMUNICATION STRATEGY**

#### **Purpose of the Report**

1. To identify actions that member organisations of the Health & Wellbeing Board can take to strengthen communications in relation to COVID-19.

#### **Information**

2. The COVID-19 Engagement & Communication Strategy was approved by the Nottinghamshire County COVID-19 Outbreak Control Engagement Board on 28 July 2020.
3. It provides a framework for activity using the OASIS model (i.e. Objectives, Audience insight, Strategy, Implementation, Scoring) for campaign planning. This is designed to ensure that all government communications are effective, efficient and evaluated.
4. The strategy summarises the engagement and communications approach within Nottinghamshire for COVID-19. It has been developed in conjunction with multi-agency partners in an approach similar to the development of the Local Outbreak Control Plan.
5. Objectives of the strategy include:
  - Providing public confidence and reassurance through relevant, timely, accurate and accessible information, and promoting a sense of shared responsibility to prevent a local outbreak
  - Increasing awareness among local people, decision makers and stakeholders about how to receive the services and support they need in Nottinghamshire, including the NHS Test & Trace service
  - Informing and explaining to residents what they need to do to help prevent a local outbreak; in the event of a local outbreak what response they can expect from their local authority and partners; and what action they must take to respond to and mitigate the spread of infection.
6. Audiences include the general public, high-risk groups, key stakeholders and a variety of other sectors.

7. Nottinghamshire County Council will continue to work closely with partner organisations to co-ordinate activity and ensure consistent and timely communications. This intends to help prevent outbreaks and make it clear to people what they need to do when outbreaks arise.
8. Regular monitoring and evaluation will take place to review the effectiveness of the strategy. This will include learning from other local authorities and Public Health England, particularly in relation to the 'Respond' elements of the campaign.
9. A copy of the COVID-19 Engagement & Communication Strategy is included in Appendix 1.

### **Other Options Considered**

10. None.

### **Reason/s for Recommendations**

11. Member organisations of the Health & Wellbeing Board have an important role in communicating with the public in regard to COVID-19. Local authorities are category one responders under the Civil Contingencies Act 2004; this includes a duty to warn and inform the public about emergencies.

### **Statutory and Policy Implications**

12. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Financial Implications**

13. None.

## **RECOMMENDATIONS**

- 1) To identify actions that member organisations of the Health & Wellbeing Board can take to strengthen communications in relation to COVID-19.

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**Constitutional Comments (SS 28/09/20)**

14. This report falls within the remit of Health & Wellbeing Board by virtue of its terms of reference.

**Financial Comments (DG 28/09/20)**

15. There are no direct financial implications arising from this report.

**Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- [Health & Wellbeing Board Report: COVID-19 Local Outbreak Control Plan](#) (24 July 2020)
- [Nottinghamshire County Local Outbreak Control Plan](#) (June 2020)
- [Nottinghamshire County COVID-19 Weekly Surveillance Reports](#) (July – September 2020)
- [COVID-19 contain framework](#) (17 July 2020)

**Electoral Division(s) and Member(s) Affected**

- All