

READING COVID-19 OUTBREAK ENGAGEMENT BOARD

4 SEPTEMBER 2020

ADDITIONAL INFORMATION

AGENDA ITEM

PAGE NO

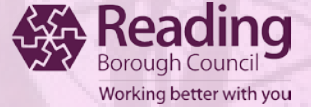
1. PRESENTATION SLIDE PACK

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# Local Outbreak Engagement Board

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4<sup>th</sup> September 2020

Agenda Item 1

# Agenda

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1. Welcome
  2. Questions from members of the public
  3. Local COVID-19 data
  4. Local COVID-19 communications
  5. Recent COVID-19 outbreaks- lessons learned
  6. COVID-19 impacts on Black Asian and Minority Ethnic communities: how this informs our local planning
  7. Local Outbreak Control Plan development
  8. Dates of future meetings
-

# 1. Welcome

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## Introductions, Apologies and Terms of Reference

The Reading COVID-19 Outbreak Engagement Board was established at a meeting of Reading Borough Council's Policy Committee on 3<sup>rd</sup> August 2020.  
See:

<https://democracy.reading.gov.uk/documents/s13454/Outbreak%20Engagement%20Board.pdf>

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## 2. Questions from members of the public

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The following questions have been submitted pursuant to Standing Order 36 in relation to matters falling within the Board's Powers & Duties, and have been submitted in writing and received by the Head of Legal & Democratic Services no later than four clear working days before the meeting.

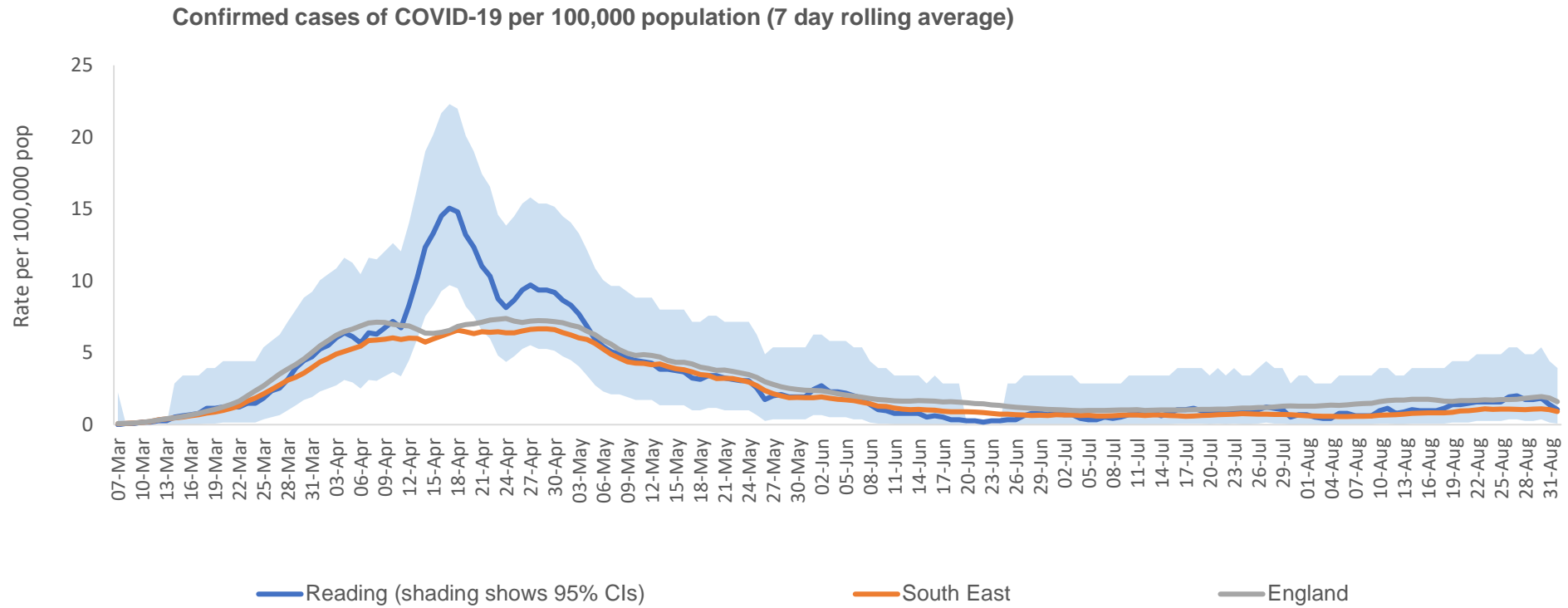
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# 3. Local COVID-19 Data

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**David Munday**  
Consultant in Public Health

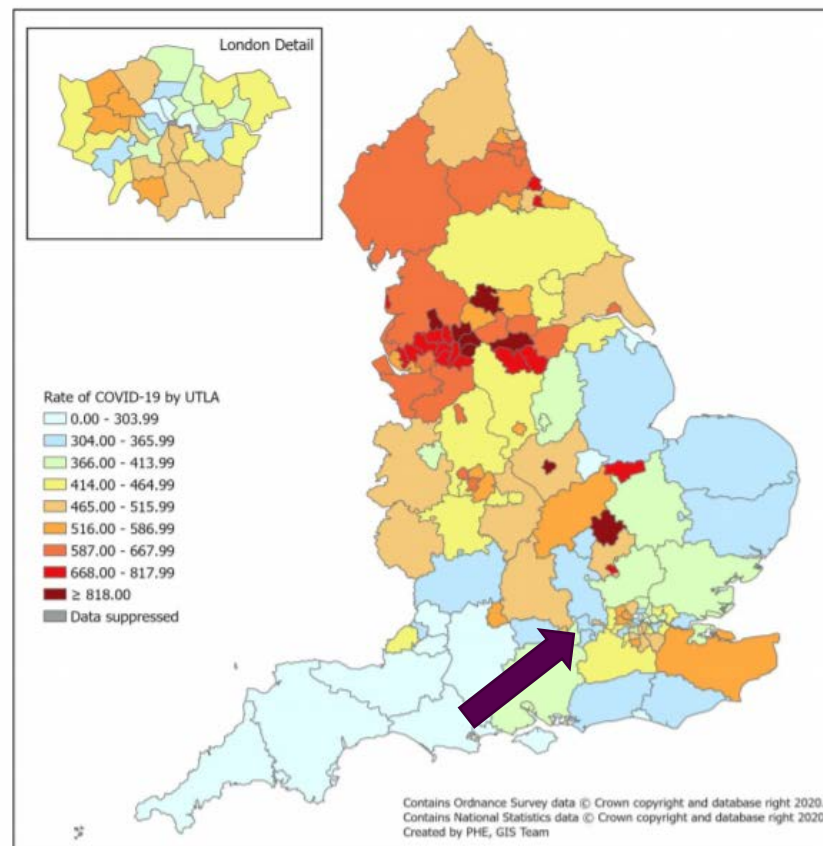


	Date specimen taken			Total cases (cumulative)
	18-Aug-20	25-Aug-20	01-Sep-20	
<b>Number of cases (7 day total)</b>	13	18	12	864
<b>Number of cases (7 day rolling average)</b>	1.9	2.6	1.7	
<b>Rate per 100,000 population</b>	1.1	1.6	1.1	
<b>Comparison of 7-day rolling average at 01-Sep-20</b>	Similar to South East			Similar to England
<b>Comparison of cumulative rates at 01-Sep-20</b>	Significantly higher than South East			Similar to England



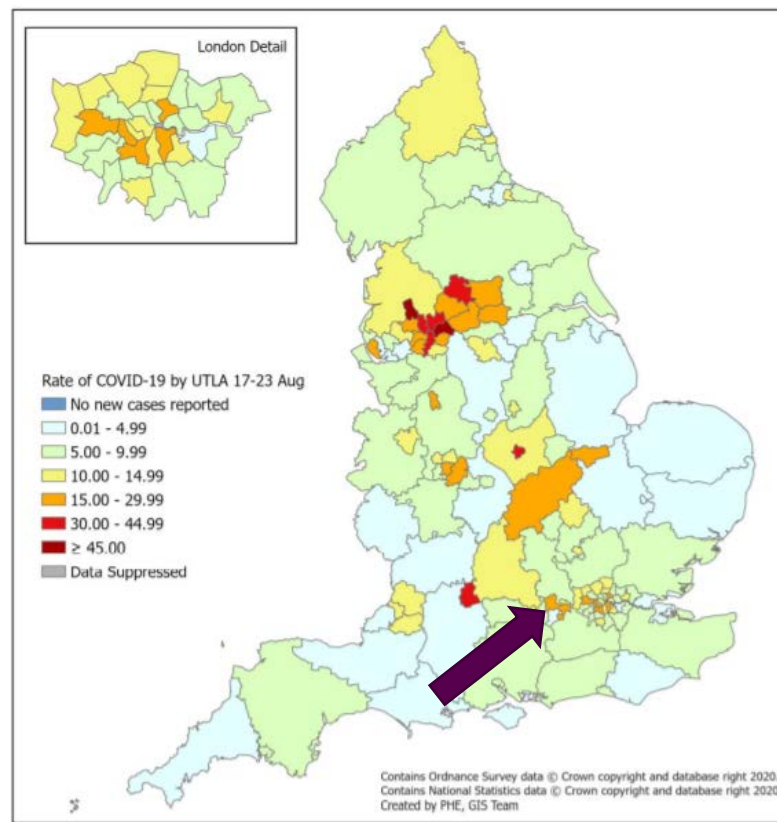
# Cumulative rate of COVID-19 cases per 100,000 population tested under Pillar 1 and 2, by upper-tier local authority, England

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Weekly Coronavirus Disease 2019 (COVID-19) Surveillance Report  
Year: 2020, Week: 35  
Public Health England

# Weekly rate of COVID-19 cases per 100,000 population tested under Pillar 1 and 2, by upper-tier local authority, England



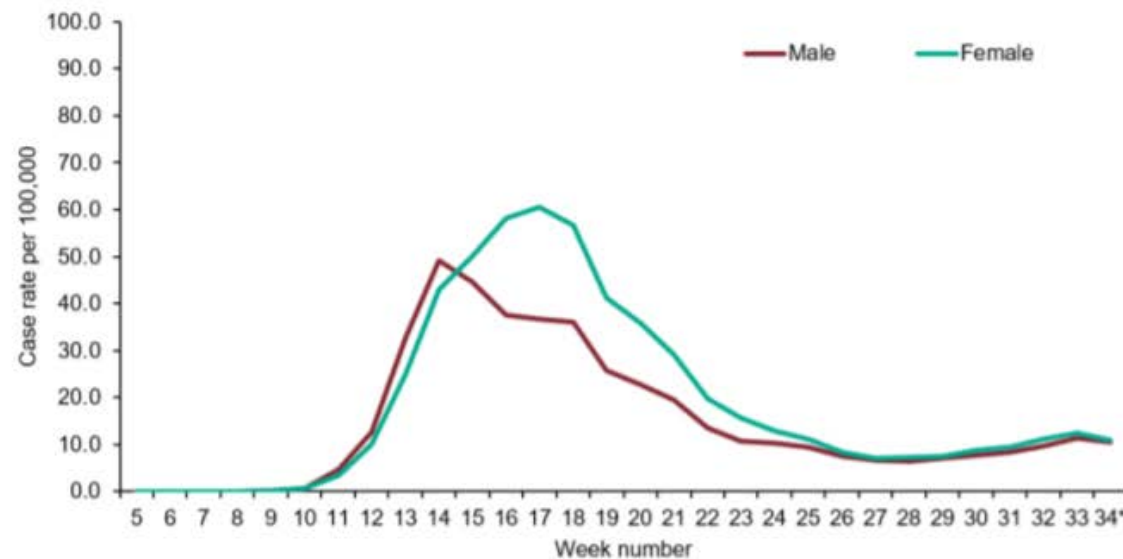
Weekly Coronavirus Disease 2019 (COVID-19) Surveillance Report  
Year: 2020, Week: 35  
Public Health England

# COVID weekly rates

Area	Week 35: 17th August to 23rd August (recorded by 26th August 2020)		Week 36: 24th August to 30th August (recorded by 2nd September 2020)			
	Number of cases (Pillar 1&2)	Rate per 100,000 population	Number of cases (Pillar 1&2)	Rate per 100,000 population	% increase in rate from Week 35	% increase in cumulative rate from Week 35
Bracknell Forest	5	4.1	8	6.6	60%	2.5%
West Berkshire	9	5.7	11	6.9	22%	2.5%
Reading	17	10.4	21	12.9	23%	2.7%
Slough	19	12.7	15	10.1	-21%	2.0%
Windsor and Maidenhead	38	25.2	20	13.3	-47%	4.8%
Wokingham	11	6.6	13	7.7	18%	2.1%
South East	670	7.3	659	7.2	-2%	1.9%
England	6443	11.5	7122	12.7	11%	2.6%

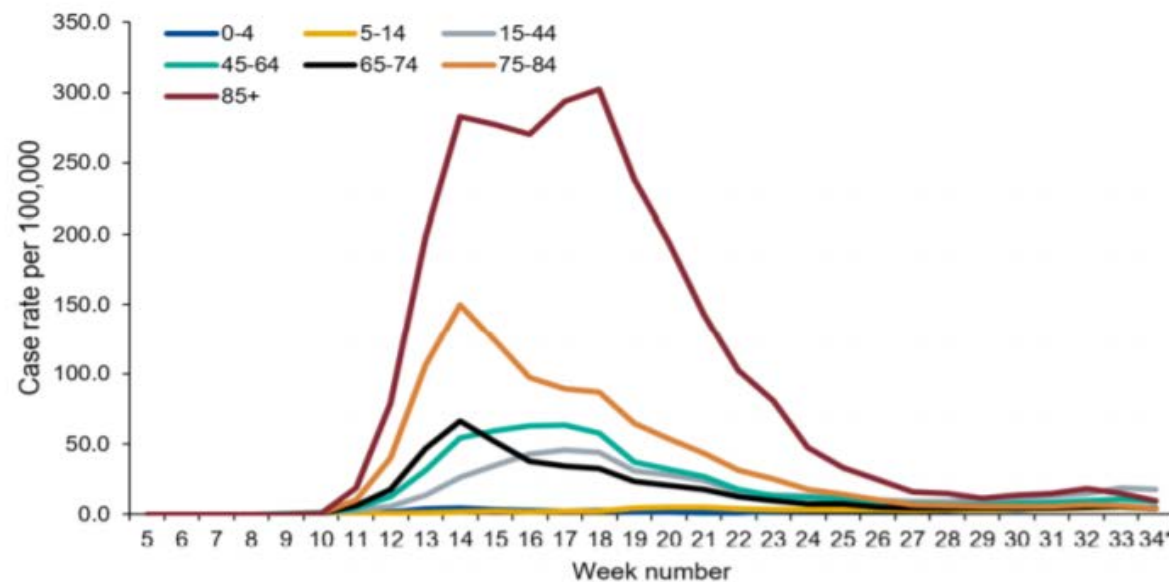
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## Weekly laboratory confirmed COVID-19 case rates per 100,000, tested under Pillar 1 and Pillar 2, by sex

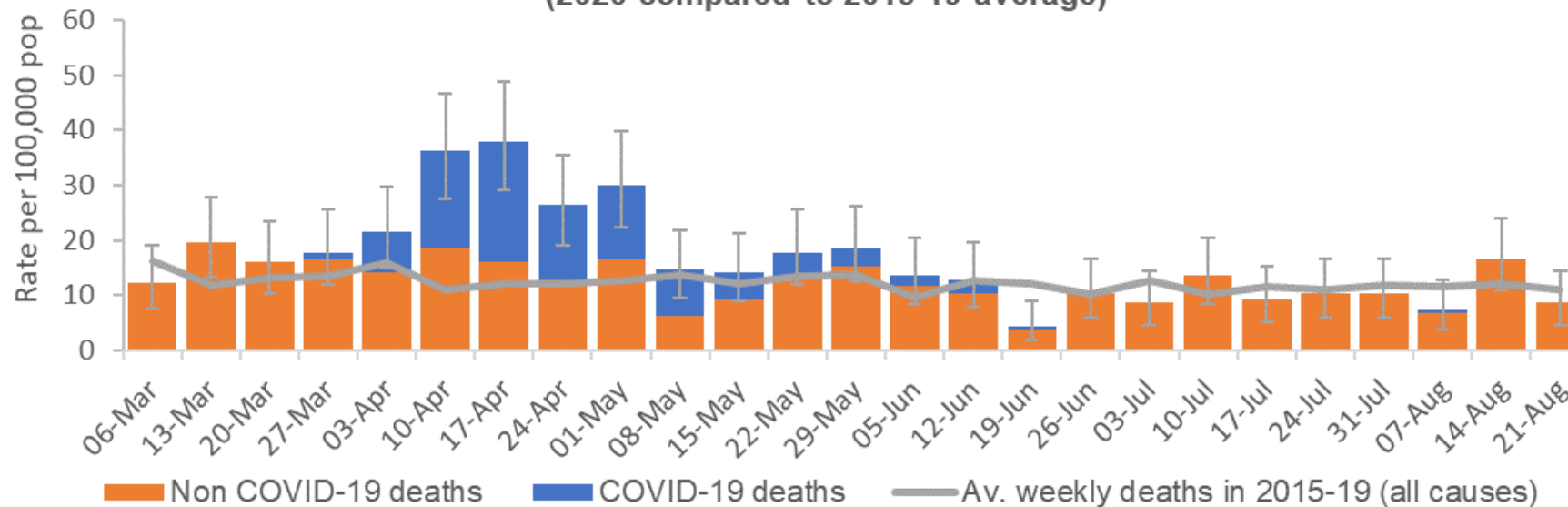


Weekly Coronavirus Disease 2019 (COVID-19) Surveillance Report  
Year: 2020, Week: 35  
Public Health England

## Weekly laboratory confirmed COVID-19 case rates per 100,000, tested under Pillar 1 and Pillar 2, by age group



**Mortality in Reading per 100,000 population  
(2020 compared to 2015-19 average)**



Place of death for residents who have died from COVID-19 (as at 21-Aug-20)						
	Home	Hospital	Care home	Hospice	Other	Total
Number	9	85	65	5	2	166
Percentage	5%	51%	39%	3%	1%	-
Source:	<a href="#">Office for National Statistics; Death registrations and occurrences by local authority</a>					

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# 4. Local COVID-19 Communications

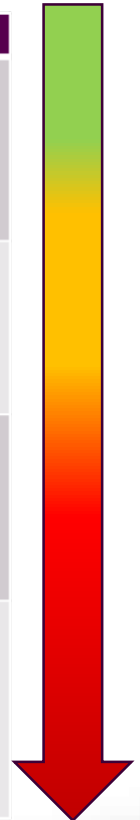
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**Prof. Dr Kate Reynolds**  
Director of Education (BFfC)

**Niki Barton**  
Strategic Communications Manager

# Messages and activities flex as alert levels change

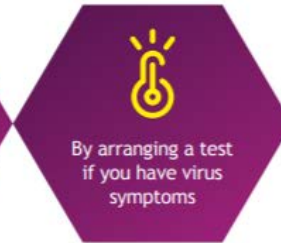
Status	Context	Comms messages and activities
<b>Level 1 - resting</b>	“Resting”: Cases low, no outbreaks, no clusters.	<ul style="list-style-type: none"> <li>• Support local economy, stay fit, promote local services</li> <li>• Don’t be complacent – follow guidance, face/hands/space. Symptoms → isolate and get tested.</li> <li>• Support for high risk settings – guidelines, prevention, notification.</li> <li>• Targeted messages for at risk groups based on specific insights.</li> </ul>
<b>Level 2 – low concern</b>	“Area of concern”: increase in cases, low number clusters, small outbreak.	<ul style="list-style-type: none"> <li>• No need to panic but we need to take action – public health messages.</li> <li>• Increase in targeted preventative messaging based on insights from the rise in cases.</li> <li>• Increase in messages about testing info.</li> </ul>
<b>Level 3 – high concern</b>	“Area of enhanced support”: more cases, number clusters, small outbreak in more than one venue, local measures	<ul style="list-style-type: none"> <li>• At risk of a local lockdown – we need to take action. Public health + local measures.</li> <li>• Increase in targeted preventative messaging based on insights from the rise in cases.</li> <li>• Strong messages about testing, tracing and isolating, additional test sites, local restrictions.</li> <li>• Respond to negative messages eg blaming particular groups.</li> </ul>
<b>Level 4 – emergency declared</b>	“Area of intervention”: Reading under different measures from the rest of England.	<ul style="list-style-type: none"> <li>• Clear, fast crisis communications with new rules and restrictions.</li> <li>• Blanket coverage – letters, emails, social media, partners, signage. Daily media briefings.</li> <li>• Strong messages about testing, tracing and isolating, additional test sites, local restrictions.</li> <li>• Respond to negative messages eg blaming particular groups.</li> <li>• Targeted messaging for vulnerable groups – where to get support if shielding.</li> </ul>





# Campaign creative

## Let's do the **right** thing for Reading



**CORONAVIRUS**  
INFORMATION

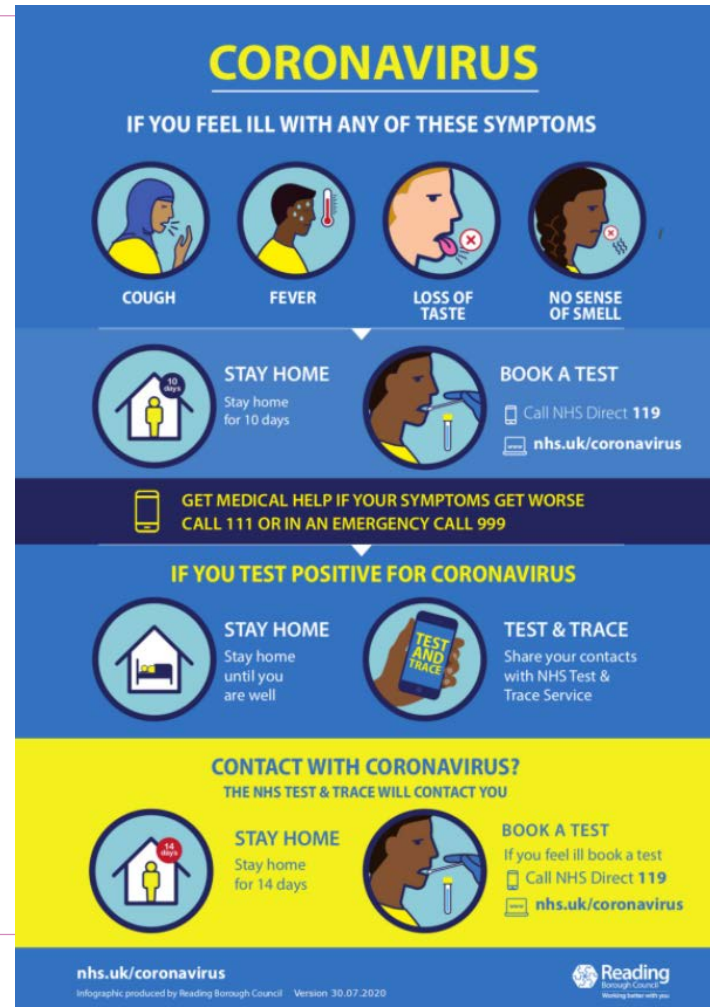


**Reading**  
Borough Council  
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We're developing communications specific to Reading's context, and continually testing and learning







# Example: co-created infographic



**CORONAVIRUS**

IF YOU FEEL ILL WITH ANY OF THESE SYMPTOMS

-  **COUGH**
-  **FEVER**
-  **LOSS OF TASTE**
-  **NO SENSE OF SMELL**

**STAY HOME**  
Stay home for 10 days

**BOOK A TEST**  
Call NHS Direct **119**  
[nhs.uk/coronavirus](https://www.nhs.uk/coronavirus)

**GET MEDICAL HELP IF YOUR SYMPTOMS GET WORSE**  
CALL 111 OR IN AN EMERGENCY CALL 999

IF YOU TEST POSITIVE FOR CORONAVIRUS

**STAY HOME**  
Stay home until you are well

**TEST & TRACE**  
Share your contacts with NHS Test & Trace Service


**CONTACT WITH CORONAVIRUS?**  
THE NHS TEST & TRACE WILL CONTACT YOU

**STAY HOME**  
Stay home for 14 days

**BOOK A TEST**  
If you feel ill book a test  
Call NHS Direct **119**  
[nhs.uk/coronavirus](https://www.nhs.uk/coronavirus)

[nhs.uk/coronavirus](https://www.nhs.uk/coronavirus)

Infographic produced by Reading Borough Council | Version: 30.07.2020

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# Example: translation hub

reading.gov.uk

Enter a keyword... Jobs | New website | My accounts

You are in: Home / Coronavirus information / Coronavirus translations

## Coronavirus translations

Jezyk Polski Konkani اردو ਪੰਜਾਬੀ বাংলা हिन्दी नेपाली


This page brings together simplified and translated coronavirus materials, with locally produced information and signposting to national resources. See below for materials in different languages.

### Got symptoms? Get tested

We have created a simplified easy-access version of the national coronavirus Test & Trace messages.

The infographic is available for [download](#) and use on social media or online. We have also produced a printer friendly version (see below) and a [plain text version](#).

As well as English, the information is available in seven languages: Bengali, Hindi, Nepali, Polish, Punjabi, Konkani and Urdu. If you have any feedback, would like to request a supply of printed material or would like to suggest another language for translation please contact us at [cv19notifications@reading.gov.uk](mailto:cv19notifications@reading.gov.uk).



Click to view larger and save

### Download translations

The infographic is also available as a PDF in the following languages:

- English [Web \[236kb\]](#) / [Print friendly \[658kb\]](#) / [Jpeg](#)
- Polish Jezyk Polski [Web \[870kb\]](#) / [Print friendly \[1Mb\]](#)
- Urdu اردو [Web \[691kb\]](#) / [Print friendly \[892kb\]](#)
- Punjabi ਪੰਜਾਬੀ [Web \[740kb\]](#) / [Print friendly \[1Mb\]](#)
- Bengali বাংলা [Web \[852kb\]](#) / [Print friendly \[891kb\]](#)
- Hindi हिन्दी [Web \[604kb\]](#) / [Print friendly \[897kb\]](#)
- Nepali नेपाली [Web \[1Mb\]](#) / [Print friendly \[1Mb\]](#)
- Konkani [Print friendly \[662kb\]](#)

If you would like to request or suggest the addition of another language, please contact us at [cv19notifications@reading.gov.uk](mailto:cv19notifications@reading.gov.uk).

### Accessibility

Please note these files may not be suitable for users of assistive technology. If you use assistive technology (such as a screen reader) and need a version of this document in a more accessible format, please email [communications@reading.gov.uk](mailto:communications@reading.gov.uk) and let us know what format you need. It will help us if you say what assistive technology you use. There is also an accessible text version of the English leaflet at the bottom of this page.

### National translated resources

You can find guidance on COVID-19 in your chosen language from the list below and share them within your community. This list also includes support services available in community languages.



# Example: messages and learnings - masks

**Treat your mask like your underwear**

- Do not touch or adjust (especially in public).
- Do not borrow or lend.
- Make sure fit is tight but comfortable.
- Make sure it is clean.
- Wear the right side out.
- If it is damp, change it.
- Don't go commando.

Reading Borough Council

**Tweet**

ReadingCouncil @ReadingCouncil · Jul 13

Do you know the right way to put on your face covering and then how to take it off again safely? We've put together a guide on the use of face coverings, with some handy tips on how to wear your mask correctly and the best way to clean it. #facecovering #facemasks #rdguk #rdg

1 29 33

Reading Council

If you are a business, organisation or individual seeking to make and sell face coverings, the Government has produced guidance that is required under the existing General Product Safety Regulations 2005. This is a new guidance for the manufacture of FFP2.

1,595 304

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HM Government NHS

I wear this to protect you.  
Please wear yours to protect me.

STAY ALERT  
CONTROL THE VIRUS  
SAVE LIVES

It is important to wear a face covering when you find it difficult to keep your distance from others. Use on public transport or in shops. You can find out more about cloth face coverings and their maintenance here.

Reading Council

3,534 372

**Print version**

**Step 1**  
Print this A5 page.

**Step 2**  
Cut along the long dashed line.

**Step 3**  
Fold along the short dotted line.

**Step 4**  
Take with you when you are going anywhere.

**Thank you for Keep your distance. Be kind.**

**I am exempt from wearing a face covering.**

Face coverings have now become compulsory when using public transport or going to the shops. You will be exempt from wearing a face covering/mask if you:

- are a child aged 11 or under
- have a disability/learning disability or autism
- would experience severe distress wearing a face covering
- have any communication needs that require you to lip-read
- have a health problem or condition that could be affected by wearing a face covering, for example, problems with your breathing

If you are unsure about whether or not you are exempt you can check the full list of exemptions at [rdgcouncil.co.uk/mask-exemption\\_U5TJK](https://rdgcouncil.co.uk/mask-exemption_U5TJK). You can also download or save to your phone exemption cards from: [rdgcouncil.co.uk/mask-exemption-card\\_R207t](https://rdgcouncil.co.uk/mask-exemption-card_R207t)

Reading Council

4 283 844

**Please dispose of your face masks and gloves responsibly**

Dispose of face masks and gloves responsibly. Put them in a bin long when you are out - or take home with you and put in your grey bins at home. Please do not flush it down the toilet or throw it away.

Reading Council

3,781 539

# Talk to us!

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Feedback, requests, suggestions:

[cv19notifications@reading.gov.uk](mailto:cv19notifications@reading.gov.uk)

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## Brighter Futures for Children (BFfC)

- COVID-19 web pages for school news, learning activities and wellbeing, updated daily
- Comms to headteachers and to Reading residents via social media
- Joint work on transport for school reopening: interactive web, school streets, buses

# 5. Recent COVID-19 outbreaks: lessons learned

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This is a standing agenda item for the Board. There are no local incidents for consideration today.

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# 6. COVID-19 impacts on Black Asian and Minority Ethnic Communities: how this informs our local planning

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Yasmine Illsley  
Public Health Programme Officer

# Emerging disparities and impact of COVID19

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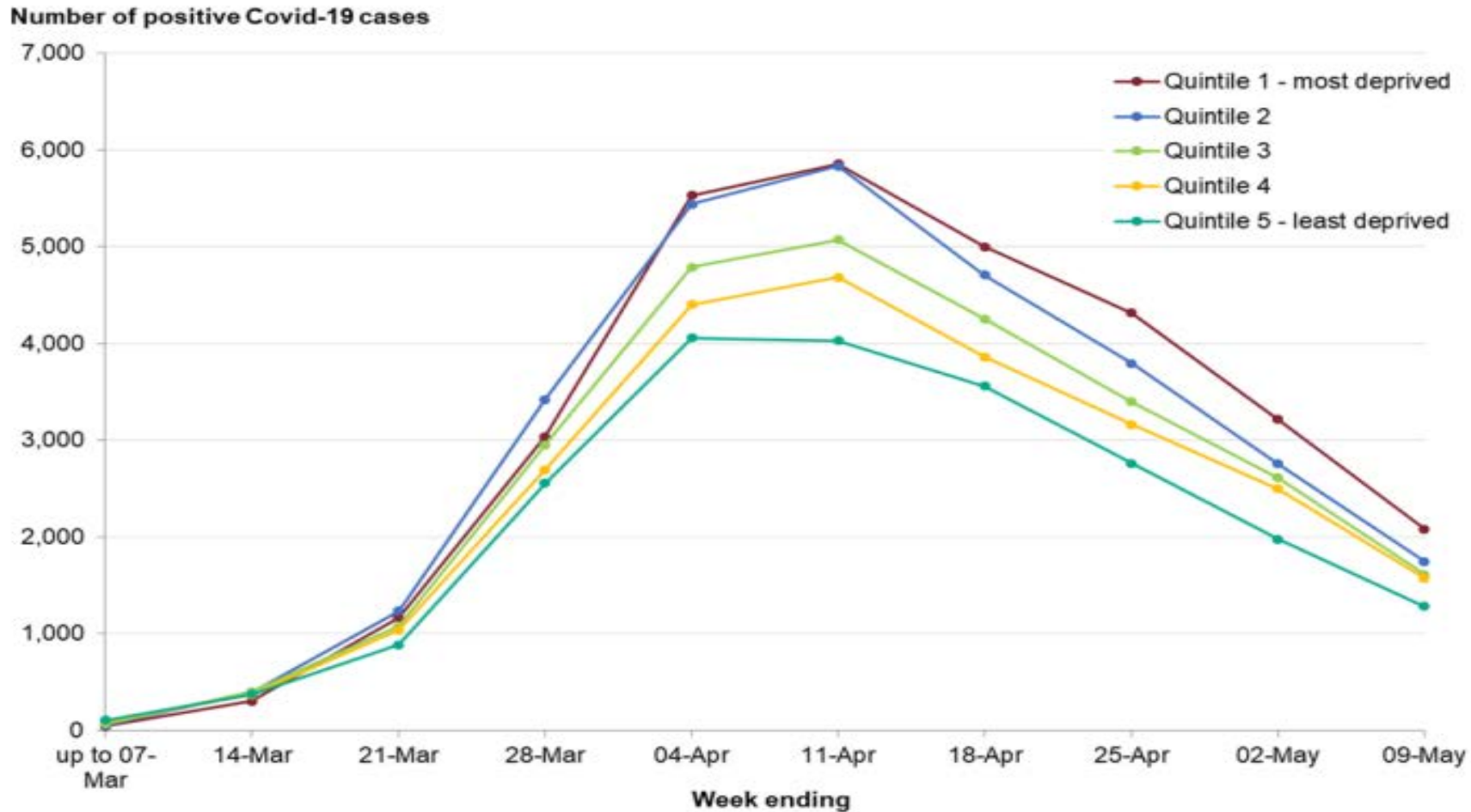
Loss of life due to COVID19 in 2020 has generally replicated trends seen before COVID19 (2014-18) for age, gender and deprivation. By which we have seen the following patterns:

- **Age** - death increases with age, with 75% of death occurring in those aged 75 year above
- **Gender** - more men seen to have been worse clinical outcomes -needing more invasive treatment or resulting in death once you hit 60 years of age
- **Deprivation** - The mortality rates from COVID-19 in the most deprived areas were **more than double** the least deprived areas, for both males and females. More so than the inequality seen in mortality rates in previous years, suggesting greater inequality in death rates from COVID-19.
- **Geography** has also come into play. **London** was first to hit it's peak number of infection with the **highest crude mortality** rate in confirmed cases. **The North East and North West regions** to have the **highest diagnosis rates per 100,000** population suggesting a north/south divide.
- **Urban areas:** Population density, deprivation and other factors associated with urban areas such as an ethnically diverse population may also be associated with higher mortality from COVID-19

# Impacts age and gender has on infection and loss of life

Age	Increase risk of mortality vs >40 years
40-49	3 times more likely
50-59	9 times more likely
60-69	27 times more likely
70-79yrs	50 times more likely
80 +yrs	70 times more likely

# Number of infection by deprivation quantiles



# Emerging trends specific to COVID19

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Other patterns also observed, which appears new and specific to 2020, and thus related to COVID19 was around Ethnicity, occupation and health - detailed below.

- **Ethnicity** - The relationship between ethnicity and health is complex and likely to be the result of a combination of factors. Including those listed above as well as the below.
- **Occupation** - Exposure is key - frequency of people or peak specifically with COVID19.

High risk roles were For three occupations the which saw a relative increase in deaths in 2020 Caring Personal Services, Elementary Security Occupations, and Road Transport Drivers.

Individuals from BAME groups are more likely to work in occupations with a higher risk.

- **Health** - Diabetes, high blood pressure, cardiovascular diseases were listed on death certificates of those who had died or suspected to have died from covid19

# Ethnicity and Marginalised groups

This inequality in COVID-19 mortality between ethnic groups is the opposite of that seen for all causes of death in previous years.

When compared to previous years all cause mortality was as follows:

Men	Women
4 times higher than expected among Black males	3 times higher for Black, Mixed and Other females
3 times higher in Asian males	2.4 times higher in Asian females compared to
almost 2 times higher in White males.	1.6 times in White females

When the ONS study compared for an extensive list of cofounding factors including geography, deprivation, socio-economic position, self reported health or disability in 2011 census, this significantly reduced elevated risk. However,

- Black men and women were still **1.9 times** more likely to die from Covid19 than their white counterparts,
- Males of Bangladeshi and Pakistani ethnicity are **1.8 times** more likely to die; for females, odds of death are reduced to **1.6 times** more likely
- Individuals from the Chinese and Mixed ethnic group have **similar risks** to those with White ethnicity

# Continued...

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The relationship between ethnicity and health is complex and likely to be the result of a combination of factors.

Firstly, the increased risk of acquiring the illness due to exposure:

urban areas, overcrowding housing, deprivation, and occupations that expose (either public facing or people likely to be unwell with covid19).

BAME increasingly likely to be born abroad and thus access to health care issues - language and culture - late presentation

Secondly, the increased risk of poorer outcomes once they acquire the infection:

Co-morbidities i.e. CVD higher in some Bangladeshi and Pakistani background compared to white population and Black Caribbean and Black African ethnicity higher High blood pressure than other ethnicity. Plus Diabetes higher in all BAME.

The **highest** age standardised **diagnosis rates** of COVID-19 per 100,000 population were in people of **Black ethnic groups** (486 in females and 649 in males) and the **lowest** were in people of **White ethnic groups** (220 in females and 224 in males).

Looking at survival, having accounted for sex, age, deprivation and region, people of **Bangladeshi ethnicity had around twice the risk of death when compared to people of White British ethnicity**

Chinese, Indian, Pakistani, Other Asian, Caribbean and Other Black ethnicity had between 10 and 50% higher risk of death when compared to White British

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# Stakeholder insight

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## Key themes:

- Longstanding inequalities exacerbated by COVID-19
  - Increased risk of exposure to and acquisition of COVID-19
  - Increased risk of complications and death from COVID-19
  - Racism, discrimination, stigma, fear and trust
-



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PHE Fingertips profile based on the inequalities highlighted above.

Environmental:

- Higher levels of deprivation, largely urban areas with above England and regional levels of overcrowding = all of which are associated with higher risk of spread of virus

Population:

- 58.6% of our adults are carrying excess weight (or obese) similar to England.
- Diabetes although comparatively low, is increasing in Reading
- Low Flu Vaccination coverage for those under 65 with clinical risk factors(<55%) and although better, low update coverage for those aged 75 years (<75%) - the same cohort that will be susceptible to covid19.

# PHE Report Recommendations

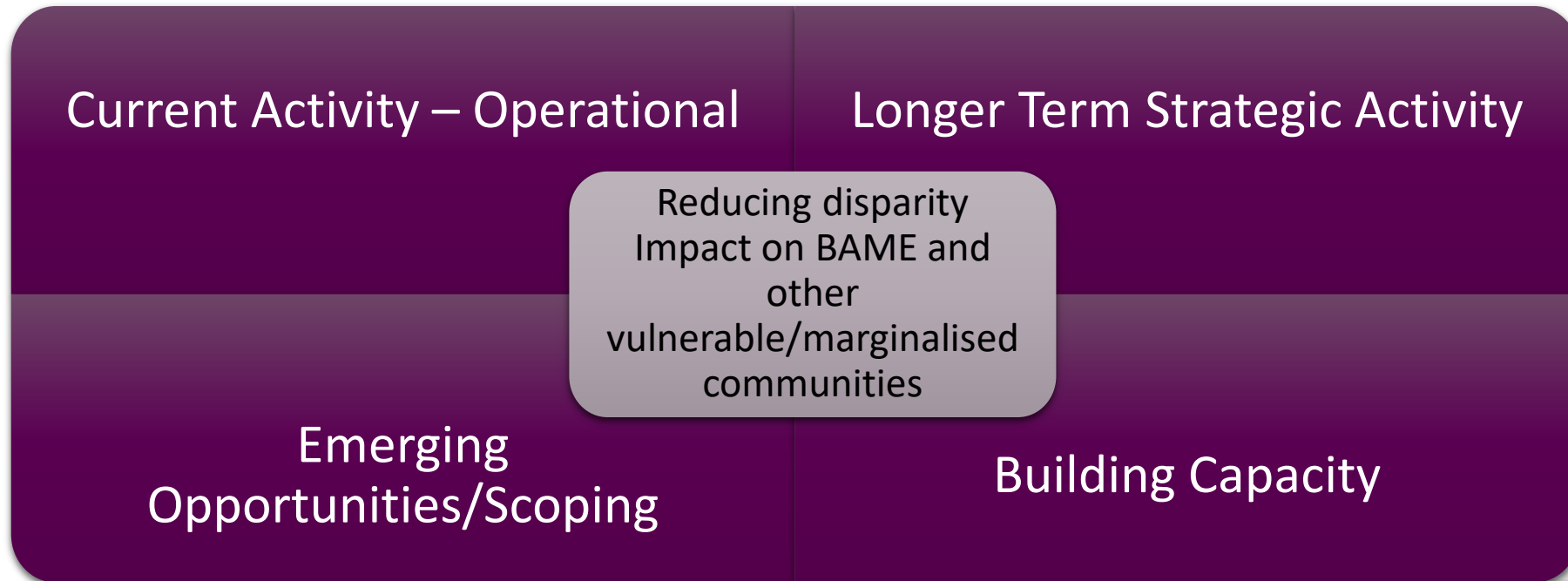
- Mandate comprehensive and quality ethnicity data collection and recording as part of routine NHS and social care data collection systems
- Support community participatory research
- Improve access, experiences and outcomes of NHS, local government and Integrated Care Systems commissioned services by BAME groups
- Accelerate the development of culturally competent occupational risk assessment tools for occupational settings and used to reduce employee's exposure to and acquisition of COVID-19
- Fund, develop and implement culturally competent COVID-19 education and prevention campaigns, in partnership with BAME groups and faith communities
- Accelerate targeting of culturally competent health promotion and disease prevention programmes for non-communicable diseases promoting healthy weight, physical activity, smoking cessation, mental wellbeing and effective management of chronic conditions including diabetes, hypertension and asthma
- Ensure COVID-19 recovery strategies reduce inequalities caused by the wider determinants of health to create long term sustainable change. Fully funded, sustained and meaningful approaches to tackling ethnic inequalities must be prioritised.

# What action are we taking?

Focus is on:

- a) Prevent against further loss of life/ ill health in anticipation of subsequent waves
- b) Long term approach - mitigate against further disparity to COVID19 by addressing inequalities

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# Wheels in motion

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## Strategic

- Develop and follow a **Outbreak Control Plan** (*managing the infection - treatment and prevention*)
  - High level document outlining how infection are to be mitigated
  - Identified high risk setting and population including BAME and Faith Groups to reach and collaborate with to minimise risk.
- **Community Impact Assessment (risk register)** (*prevention*)
- **Social Inclusion Workstream**
  - As this group is forming, there is opportunity to take forward emerging evidence around covid19 inequalities.
  - *Connecting communities* and Data group - understand and work to address this group
- **Outbreak Control Engagement Board**
  - Opportunity to hear from resident about what is need and where we go from here to support vulnerable community groups from COVID19 impacts
- **Supporting BAME and Faith Groups**
  - Hosted by Acre, fortnightly session take place during COVID to support members and leads within a number of BAME groups.
  - Hosted an inequalities conference at end July

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## Operationally

- Commissioned and co-developed infographics for communication with BAME/Faith groups
- Supporting the national Better Health Campaign
- Focus efforts on healthy lifestyle services like weight management and NHS Health Checks

## Purpose being...

- Fund, develop and implement **culturally competent COVID-19 education and prevention campaigns**, in partnership with BAME groups and faith communities
  - Accelerate targeting of **culturally competent health promotion and disease prevention programmes** for non-communicable diseases promoting healthy weight, physical activity, smoking cessation, mental wellbeing and effective management of chronic conditions including diabetes, hypertension and asthma
-



NHS  
HM Government



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# کورونا وائرس بتھ دھونا انتہائی ضروری اے

دو جیاں کولوں محفوظ فاصلہ رکھو  
بور لوکان نال رابطہ محدود کرو  
محفوظ رہن دے بور طریقان لئی ملاحظہ کرو gov.uk/coronavirus

**STAY ALERT • CONTROL THE VIRUS • SAVE**



# CORONAVIRUS

IF YOU FEEL ILL WITH ANY OF THESE SYMPTOMS

**COUGH** **FEVER** **LOSS OF TASTE** **NO SENSE OF SMELL**

**STAY HOME**  
Stay home for 10 days

**BOOK A TEST**  
Call NHS Direct 119  
nhs.uk/coronavirus

GET MEDICAL HELP IF YOUR SYMPTOMS GET WORSE  
CALL 111 OR IN AN EMERGENCY CALL 999

## IF YOU TEST POSITIVE FOR CORONAVIRUS

**STAY HOME**  
Stay home until you are well

**TEST & TRACE**  
Share your contacts with NHS Test & Trace Service

## CONTACT WITH CORONAVIRUS? THE NHS TEST & TRACE WILL CONTACT YOU

**STAY HOME**  
Stay home for 14 days

**BOOK A TEST**  
If you feel ill book a test  
Call NHS Direct 119  
nhs.uk/coronavirus

nhs.uk/coronavirus  
Infographic produced by Reading Borough Council

Reading  
Reading Borough Council  
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# Further Opportunities...

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- Work towards **implanting national recommendation** recently published, locally here in Reading to address these inequalities highlighted in this paper.
  - Improving **data collection**
  - **Exploring Health and Research champions**
  - Keep abreast of the moving evidence
  - Improved communication branding and message platforms
  - Recruitment of COVID19 Community Engagement Officer
-

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# 7. Local Outbreak Control Plan development

The executive summary of Reading's Outbreak Control Plan has been published here:

[www.reading.gov.uk/c19outbreakplan](http://www.reading.gov.uk/c19outbreakplan)

**David Munday**  
Consultant in Public Health

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# Our Outbreak Control Plan has the following themes:

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## 1. Care homes and schools

Prevent and manage outbreaks in specific individual settings (e.g. schools, care homes)

## 2. High risk places, locations and communities

Prevent and manage outbreaks in other high-risk locations, workplaces and communities

## 3. Local testing capacity

Deploy local testing capacity optimally

## 4. Contact tracing in complex settings

Deliver contact tracing for complex settings and cohorts

## 5. Data integration

Access to the right local data to enable the other 7 themes and prevent outbreaks

## 6. Vulnerable people

Support vulnerable people and ensure services meet the needs of diverse communities

## 7. Local Boards including Communication & Engagement

Take local actions to contain outbreaks and communicate with the general public

## 8. Workforce

Keeping our workforce safe

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# What actions might be taken or recommended if an outbreak occurs?

- Alert messaging
- Focussed testing of people with and without symptoms
- Special testing facilities set up
- Additional contact tracing
- Closure of premises
- Restricting visiting
- Cancelling events
- Closing playgrounds or other facilities
- Enhanced monitoring of people isolating
- Specific advice on PPE and infection prevention and control measures



# 8. Dates of future meetings

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Future meeting dates have been scheduled to be interspersed with meetings of the Reading Health and Wellbeing Board, but additional meetings of the COVID-19 Outbreak Engagement Board may be called as required in the event of a local outbreak.

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