

Supporting our futures *for* Reading  
Adult Social Care  
& Wellbeing



# Covid-19 Update

## Local Outbreak Engagement Board

February 2021



# Latest Data

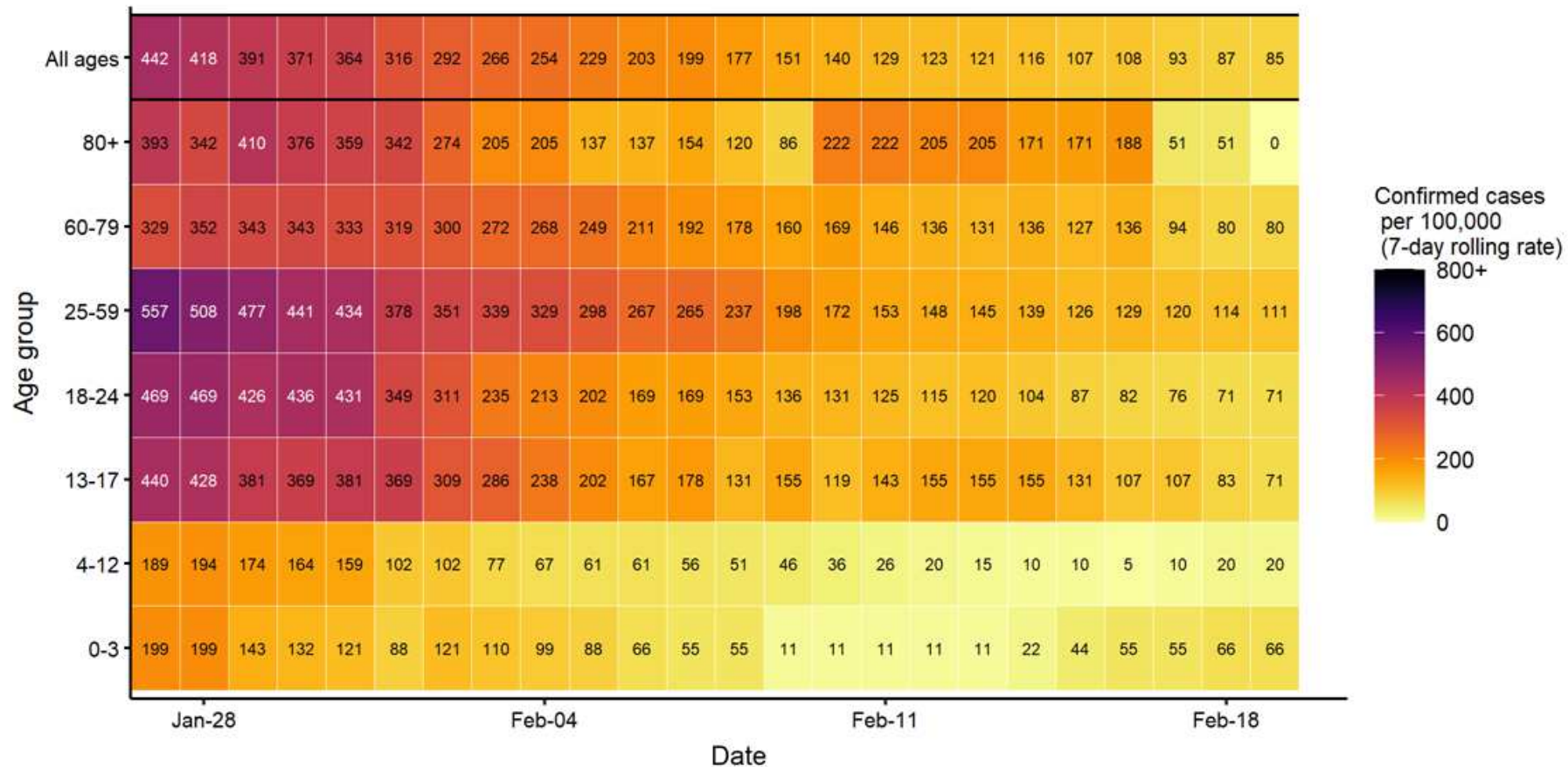
Situational awareness indicators from the 13/02/2021 to 19/02/2021

- in comparison to previous 7-day period

<https://www.berkshirepublichealth.co.uk/covid-19-dashboard> is updated daily. “Information Centre” weekly report

Area	Individuals tested per 100.000 population (7-day moving average)		Percentage individuals test positive (weekly)		Cases per 100.000 population - all ages (weekly)		Cases per 100.000 population - 60+ (weekly)		Number of confirmed cases (last 7 days)
	Value	Change	Value	Change	Value	Change	Value	Change	
Bracknell Forest	334.3	↑	4.4	↑	89.8	↓	52.8	↓	110
Reading	440.9	↓	3.2	↓	85.3	↓	73.7	↓	138
Slough	366	↓	9.4	↓	205.3	↓	195.5	↓	307
West Berkshire	310.8	↓	5	↑	92.1	↓	72.1	↑	146
Windsor and Maidenhead	336.2	↓	3.9	↓	73.3	↓	49.3	↓	111
Wokingham	308.8	↓	2.6	↓	52	↓	30.4	↓	89
South East	387.9	↓	3.4	↓	80.6	↓	62.0	↓	7,182
England	384.9	↓	5.1	↓	119.9	→	85.6	→	67,481



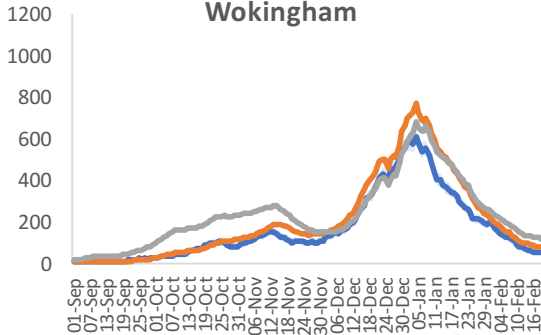
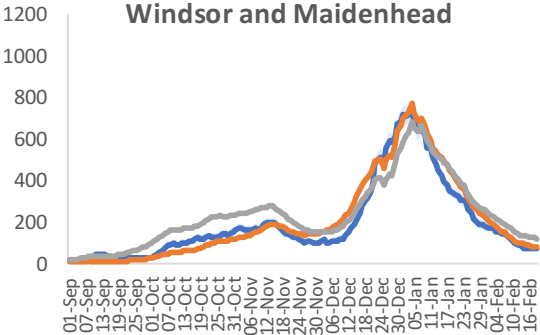
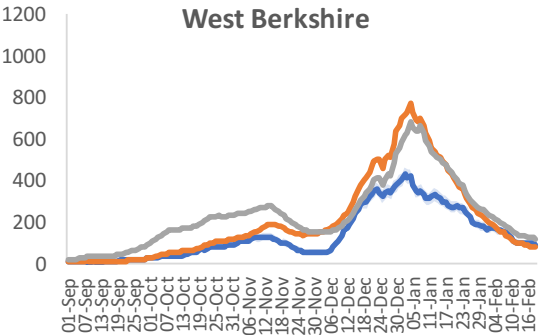
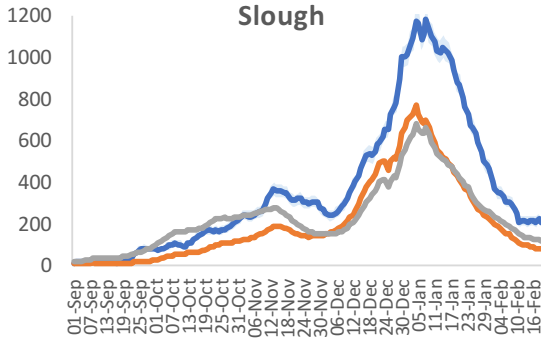
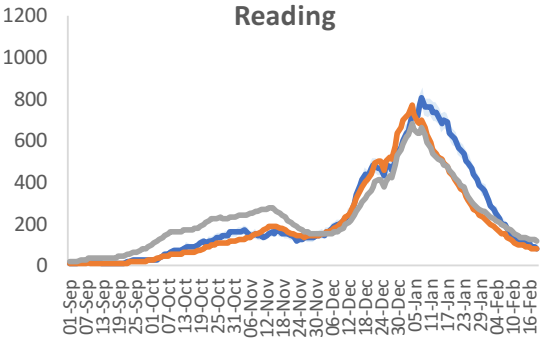
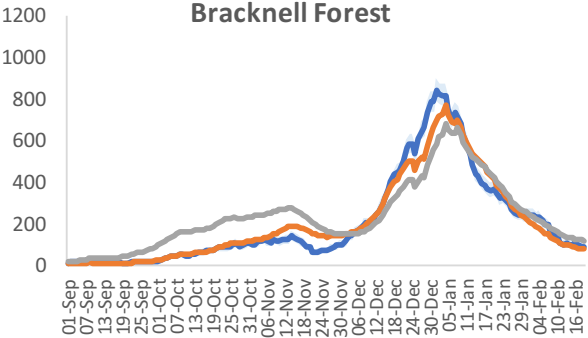


An issue with the denominators for 80+ was corrected on 23/02/2021, because of this rates for that age group will be lower than in earlier reports.

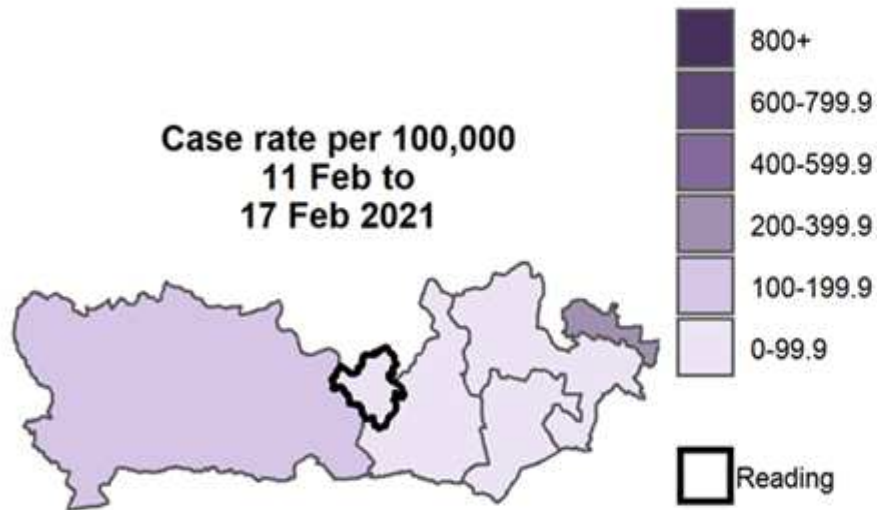
### Case rate per 100,000 by age group - PHE LA Report -25.02.2021



# Comparative Data



# Comparative Data



# Kent SARS-CoV-2 variant

All viruses mutate over time and new variants emerge regularly

This variant transmits more easily than other strains- 50-70% more

Evidence suggests this variant emerged in September 2020 and then circulated at very low levels in the population until mid-November

The increase in cases linked to the new variant first came to light in late November when PHE was investigating why infection rates in Kent were not falling despite national restrictions

Emerging data that the variant is more likely to cause severe disease or mortality, but we are continuing investigations to understand this better

The way to control this virus is the same, whatever the variant. It will not spread if we avoid close contact with others. Wash your hands, wear a mask, keep your distance from others, and reduce your social contacts

Public Health England said there was currently no evidence to suggest that vaccines will not be effective against the new strain

Lateral flow and PCR tests can detect this new variant

Link to up to date info: [COVID-19 \(SARS-CoV-2\): information about the new virus variant - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/covid-19-sars-cov-2-information-about-the-new-virus-variant)



## Comparison of SGTF cases and S-gene cases tested and classifiable in Taqpath labs - Reading only

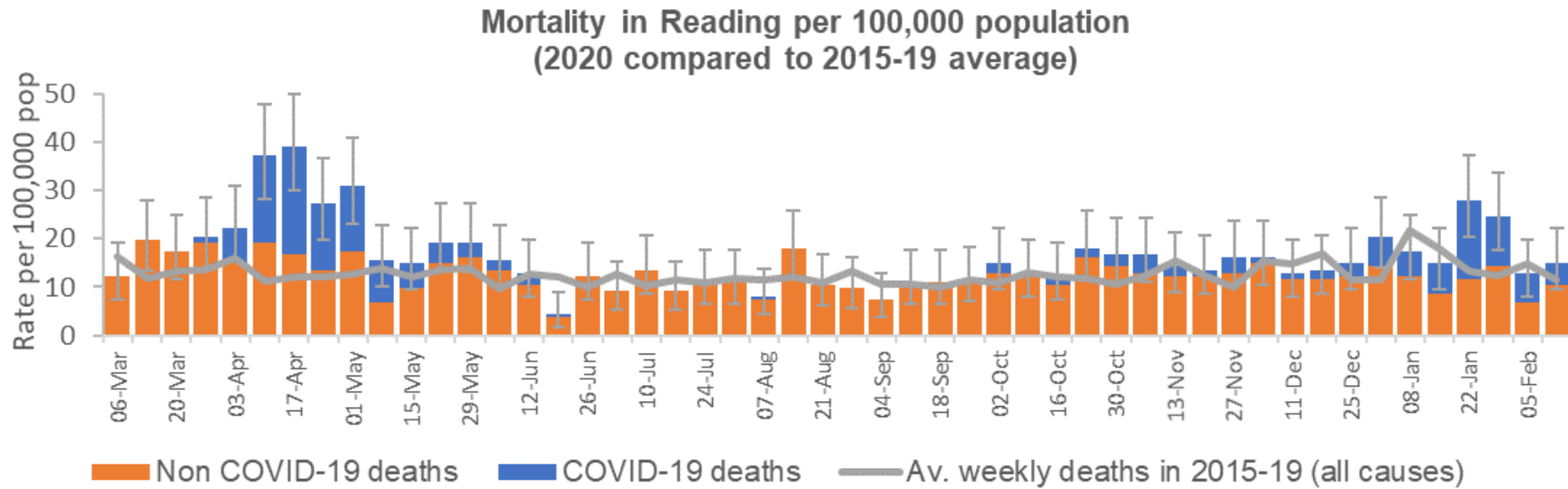


	2020-12-02	2020-12-09	2020-12-16	2020-12-23	2020-12-30	2021-01-06	2021-01-13	2021-01-20	2021-01-27	2021-02-03	2021-02-10	2021-02-17
SGTF cases	87	239	350	397	557	717	657	510	299	118	106	8
S-gene cases	156	142	106	79	40	60	39	18	18	<i>Less than 5</i>	<i>Less than 5</i>	0
Total classifiable TaqPath cases	243	381	456	476	597	777	696	528	317	120	107	8

PHE SGTF LAs Weekly - 22.02.21



# Mortality Rate in Reading



PH Berkshire Covid-19 Surveillance Dashboard





**STEP 1**  
8 March

29 March

 **EDUCATION**

**8 MARCH**

- Schools and colleges open for all students
- Practical Higher Education courses

 **SOCIAL CONTACT**

**8 MARCH**

- Exercise and recreation outdoors with household or one other person
- Household only indoors

**29 MARCH**

- Rule of 6 or two households outdoors
- Household only indoors

 **BUSINESS & ACTIVITIES**

**8 MARCH**

- Wraparound care, including sport, for all children

**29 MARCH**

- Organised outdoor sport (children and adults)
- Outdoor sport and leisure facilities
- All outdoor children's activities
- Outdoor parent & child group (max 15 people, excluding under 5s)

 **TRAVEL**

**8 MARCH**

- Stay at home
- No holidays

**29 MARCH**

- Minimise travel
- No holidays

 **EVENTS**

- Funerals (30)
- Weddings and wakes (6)

**STEP 2**  
No earlier than 12 April

At least 5 weeks after Step 1

 **EDUCATION**

- As previous step

 **SOCIAL CONTACT**

- Rule of 6 or two households outdoors
- Household only indoors

 **BUSINESS & ACTIVITIES**

- All retail
- Personal care
- Libraries & community centres
- Most outdoor attractions
- Indoor leisure inc. gyms (individual use only)
- Self-contained accommodation
- All children's activities
- Outdoor hospitality
- Indoor parent & child groups (max 15 people, excluding under 5s)

 **TRAVEL**

- Domestic overnight stays (household only)
- No international holidays

 **EVENTS**

- Funerals (30)
- Weddings, wakes, receptions (15)
- Event pilots

### STEP 3

No earlier than 17 May

At least 5 weeks after Step 2

#### EDUCATION

- As previous step

#### SOCIAL CONTACT

- Maximum 30 people outdoors
- Rule of 6 or two households indoors (subject to review)

#### BUSINESS & ACTIVITIES

- Indoor hospitality
- Indoor entertainment and attractions
- Organised indoor sport (adult)
- Remaining accommodation
- Remaining outdoor entertainment (including performances)

#### TRAVEL

- Domestic overnight stays
- International travel (subject to review)

#### EVENTS

- Most significant life events (30)
- Indoor events: 1,000 or 50%
- Outdoor seated events: 10,000 or 25%
- Outdoor other events: 4,000 or 50%

### STEP 4

No earlier than 21 June

At least 5 weeks after Step 3

All subject to review

#### EDUCATION

- As previous step

#### SOCIAL CONTACT

- No legal limit

#### BUSINESS & ACTIVITIES

- Remaining businesses, including nightclubs

#### TRAVEL

- Domestic overnight stays
- International travel

#### EVENTS

- No legal limit on life events
- Larger events

 [brighterfuturesforchildren.org](https://brighterfuturesforchildren.org)



## Schools overview

February 2021



# Focus on the vulnerable



## Reading Schools' Attendance Dashboard

49

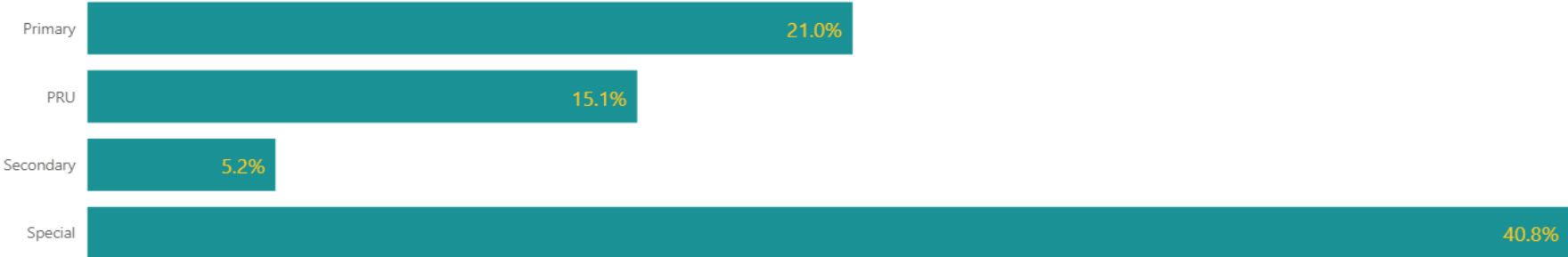
Number of Reporting Schools

10 February 2021

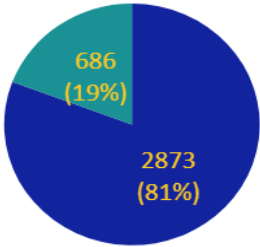
15.6%

Total Pct Attending on Site

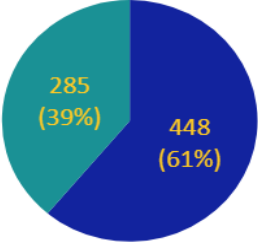
### Total Percentage Attending on site



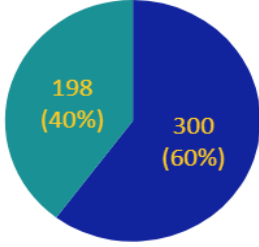
CYP Eligible for FSM



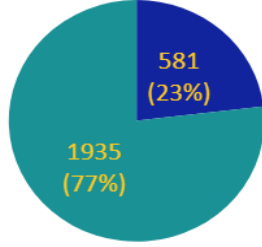
CYP with EHC Plans



CYP with a Social Worker



Children of Critical Workers



● Pupils attending on site      ● Pupils not attending on site but may attend remote lessons.



# Key issues



- All primaries for everyone from 8 March
- Secondaries from 8 March, with testing conducted in schools, 3 times and then home testing (not mandatory)
- Face coverings in secondary schools (not mandatory)



Supporting our futures *for* Reading  
Adult Social Care  
& Wellbeing



# Communications Update



**Reading**  
Borough Council

Working better with you

# Strategy and approach

- Amplify national messages by sharing NHS, PHE, Govt resources (e.g. the latest rules, vaccination programme)
- Respond to emerging issues e.g. free school meals, new testing centres
- Communicate messages of local significance



# Insights

- Vaccine hesitancy (source: national data, local insight)
- Failure to isolate (source: Berkshire PH research + SAGE)
- Young people's concerns (source: workshop)
- I'm following the rules, others aren't (source: YouGov)
- Some groups or locations more at risk (source: local data)





# Examples of recent activity

“  
*My first grandchild was born in November, we're a close-knit Reading family. I haven't been able to spend quality time with my new granddaughter.*

*If you're told to self-isolate please do it and keep your family safe, so we can all get back to seeing the people we care about as soon as possible.*

Tony, lives in Tilehurst and shares his experience of self-isolating in December after receiving an alert from the NHS COVID-19 app.



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

 Reading  
Borough Council  
Working better with you

**Please don't take  
COVID home with you**



**Wash your hands as soon as you get home**

Protect you and your family, don't transmit the virus

 CORONAVIRUS  
INFORMATION

 Reading  
Borough Council  
Working better with you



निशा क्यान्सर शिक्षक  
Nisha, Macmillan cancer educator  
कोभिड-१९ को खोप सम्बन्धी जानकारी

 Reading  
Borough Council  
Working better with you

▶ 🔊 ↗



# Examples of recent activity

**SELF-ISOLATING MEANS STAYING AT HOME**


THIS IS THE LAW

-  **X DON'T GO SHOPPING**
-  **X DON'T GO OUT FOR EXERCISE**
-  **X DON'T GO OUT FOR WORK**


Need help to isolate?  
Access £500 and wellbeing support:  
[www.reading.gov.uk/self-isolating](http://www.reading.gov.uk/self-isolating)

 Reading Borough Council  
Working better with you

**Got questions about the Covid-19 vaccine?**



Get the facts:  
[www.reading.gov.uk/covidvaccine](http://www.reading.gov.uk/covidvaccine)

 Reading Borough Council  
Working better with you

**Concerned about missing work?  
Worried about money?**



# Learnings

- Locally produced and less polished materials are more popular than polished materials from 'central' sources
- Local case studies are popular
- Using staff and local spokespeople works
- Better response to harder messages than previously
- Public spaces can be targets for non-compliance



# Talk to us!

Feedback, requests, suggestions:

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





# Recent Outbreaks



**Reading**  
Borough Council

Working better with you



# Case Study - Sports Team Outbreak

Notification received from within RBC on 11/12/20;

Outbreak of 30 positive Covid cases within professional and academy sports team;

Academy plays regularly at secondary school – students included within team;

School closed due to separate outbreak;

Unknown whether formal link had been made between School and Club outbreaks;



## Case Study Cont...

### What did we do?

- Contact made immediately with the Clubs Covid officer;
- Club had contacted all players/parents and had isolated all players (cases and contacts) since 6/12;
- Club **proactively** closed all extended branches on 8/12 to prevent further cases.
- Remote inspection of Covid control measures carried out.
- Club deemed to be operating in line with current PHE Guidance.

No Further Action required on this occasion.



## Case Study Cont...

### Challenges

- Companies are not reporting cases and/or outbreaks to LA;
- Varying levels of information provided to EH Team regarding previous communication with businesses;
- Premises with outbreaks arising are not always previously known to us (no H&S interventions) therefore contacting some businesses has been challenging;
- Health and Safety Enforcement role shared between multiple agencies;
- PHE have been successful in contacting Company Head Offices however this may have not been communicated to local branches whom we would initially speak with
- Verifying and securing information from anonymous complainants





Supporting our futures *for* Reading  
Adult Social Care  
& Wellbeing



# Vaccination Update



**Reading**  
Borough Council  

---

Working better with you



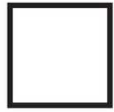
### Matching shapes

name : \_\_\_\_\_



•

• rectangle



•

• triangle



•

• right  
triangle



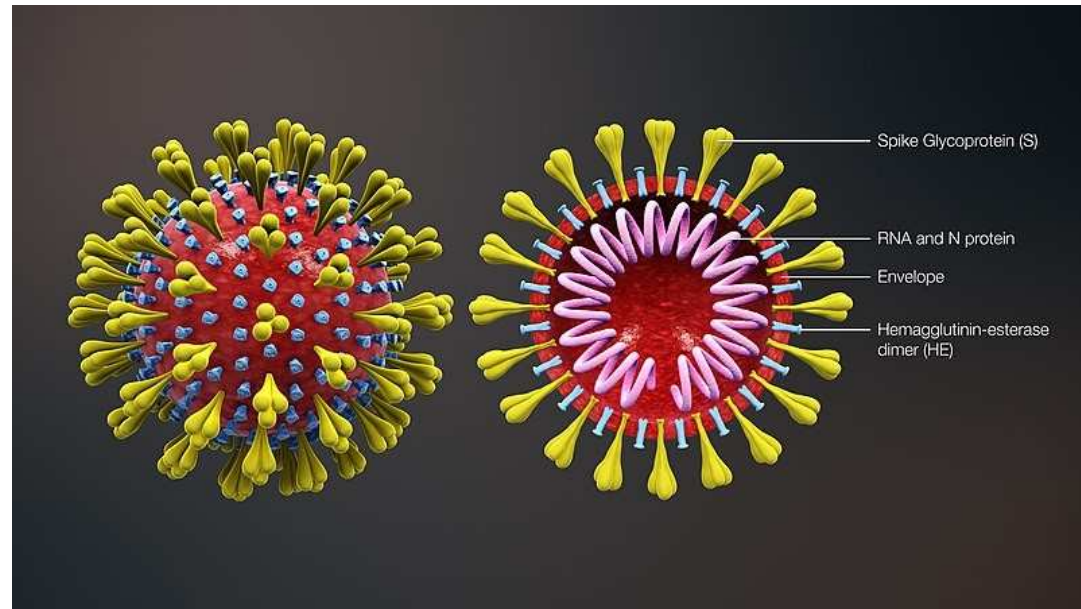
•

• square



•

• circle



# Local Roll-out

- GP offer to care home residents and staff
- Delivery via Primary care networks;
  - Tilehurst Village Surgery      - Watlington House
  - Circuit Lane Surgery          - Emmer Green
  - University Health Centre
- Hospital Hubs for Health and Social care staff  
Wokingham and Royal Berks Hospital sites- Dose 1 until end Feb
- Triangle Pharmacy for all eligible group
- Mass vaccination site- went live 22<sup>nd</sup> Feb  
10,000 capacity per week at full roll out



# Priority groups- as per JCVI

1. Residents in a care home for older adults and their carers
2. All those 80 years of age and over and frontline health and social care workers
3. All those 75 years of age and over
4. All those 70 years of age and over and clinically extremely vulnerable individuals
5. All those 65 years of age and over
6. All individuals aged 16 years to 64 years with underlying health conditions which put them at higher risk of serious disease and mortality
7. All those 60 years of age and over
8. All those 55 years of age and over
9. All those 50 years of age and over



# Vaccination numbers in Reading



**Title:** COVID-19 Vaccinations By Lower Tier Local Authority (LTLA) of Residence and Age Group

**Summary:** The number of people who have been vaccinated for COVID-19, split by LTLA of residence and age group. All figures are presented by date of vaccination as recorded on the National Immunisation Management Service (NIMS) database.

**Period:** 8th December 2020 to 21st February 2021

**Source:** National Immunisation Management Service (NIMS)

**Basis:** England

**Published:** 25th February 2021

**Status:** Published

## Breakdown by LTLA of Residence and Age Group

Region Code (Administrative)	Region Name (administrative)	LTLA Code	LTLA Name	Number of people vaccinated with at least 1 dose			
				Under 70	70-74	75-79	80+
<b>Total</b>				7,681,936	2,623,884	1,946,973	2,675,253
E12000008	South East	E06000038	Reading	16,653	4,888	3,743	5,581

<https://www.england.nhs.uk/statistics/statistical-work-areas/covid-19-vaccinations/>



# Examples of vaccination comms

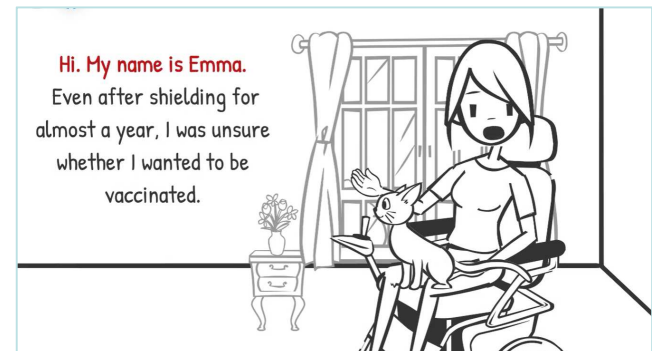
- Local languages, local spokespeople, case studies to build confidence
- Sharing national and NHS materials, Q&As, facts e.g. mythbusting, book app if 70+, look out for scams
- Behind the scenes – targeted webinars and Q&A opportunities e.g. with care homes, community leaders



निशा क्यान्सर शिक्षक  
Nisha, Macmillan cancer educator  
कोभिड-१९ को खोप सम्बन्धी जानकारी

▶ 🔊 ↗

Reading Borough Council  
Working better with you



Hi. My name is Emma.  
Even after shielding for almost a year, I was unsure whether I wanted to be vaccinated.



# Priorities for BAME Engagement Work

- Building relationships with community leaders and others within the community
- Engage to empower communities
- Engage to evaluate
- Understanding community concerns and barriers
  - Hesitancy to engage due to historical story between the government and ethnic minority communities (back to colonialism days)
  - Track record of services provided by the Council to be predominantly white, and lack of services delivered by people they feel they share identity with
- Promoting positive behaviors
  - Understanding and following guidelines to help stay safe (social distancing, masks, etc.)
  - Accessing testing
  - Accessing the vaccine
  - Providing regular Q&A's, dispelling myths around the vaccine
- Promoting messaging through leaders and influential representatives



# Key Stake Holders

- **Communities** - e.g. Berkshire Muslim Arab Community Association, Berkshire Filipino British Association, Srilankan Muslims Association, Reading Chinese Association, Greater Nepalese Community Association, The Jamaica and Friends, Reading Muslim Council
- **Partner organisations** - including PHE, CCG, SE Covid BAME marketing and Communications group
- **Faith settings** (in conjunction with the High-Risk setting team) e.g. 7th Adventist Church, Tyndale Church, Abu Bakr Masjid and Islamic Centre, Reconciled Assembly of God, Gnostic Fellowship, Jehovah Witness, Reading Hebrew Congregation
- **Neighboring authorities** - connecting with Slough, West Berks and Wokingham to share learnings from their community champion programmes.
- **Voluntary sector organisations** including Alliance for Cohesion and Racial Equality (ACRE) and Reading Community Learning Centre, Reading Refugee Support Group, HealthWatch Reading





# Key on-going actions

- Identify influential leaders to co produce comms materials
- Propose further briefing sessions with specific groups to address the concerns specific to that community.
- Communications materials produced as per the needs of each group - eg. easy read or translated, tackling specific myths or misconceptions
- Working closely with CCG/NHS to address communication and access barriers in regard to Covid-19 vaccination
- Continue to establish and build relationships with our ethnic minority communities via all communication channels such as email, social media, WhatsApp groups, phone calls.



# Vaccine Questions

1) Is it really effective? I hear different numbers quoted and it is confusing.

2) Will it work against new variants and if not is it worth it?

3) Should people who have had COVID-19 still take the vaccine?

4) Is the vaccine safe? I've heard it's been rushed through without being tested.



# Reading voluntary and community vaccine support



# Reading voluntary and community vaccine roll out support

Volunteers supporting the neighbourhood vaccine hubs.

No one left behind - partnership of voluntary and community groups offering support to:

- Register with a GP.
- Make a vaccine appointment once eligible.
- Readibus transport to and from the hubs.
- Sharing information and updates to enable people to make an informed decision.
- Buddy support when needed – language & welcome, LD, ASD, disability or communication impairment.
- Central help line with Language Line support.

# Reading voluntary and community vaccine roll out support

Sample of 50 people who were eligible but not yet had the vaccine:

- 19 had a vaccine appointment booked.
- 3 receiving other treatment that prevented having the vaccine.
- 8 were supported to make and access a vaccine appointment.
- 3 were unsure and have yet to decide if they will have the vaccine.
- 19 unable to make contact.



# Local Outbreak Control Plan development- testing strategy update





# Testing

- Testing rate in Reading remains good
- Monitoring up engagement with testing on-going to ensure good coverage across the Borough
- Turn around time averages 1.5 days
- Prospect Park has been converted to a 7 day a week Local Testing Site (LTS)
- Deployment plans in place for any potential “surge testing” locally
- Lateral Flow Testing increasingly being made available



# What is Lateral Flow Testing?

Testing for the presence of the viral antigen

Works in a similar way to a pregnancy test, result within 30 mins with not lab processing

Primarily used for those without symptoms

Less accurate than the lab based PCR swab test

Has an important role in “case finding” and when other mitigations remain in place

Widely available in Reading;

- University of Reading

- Schools and Colleges

- Nurseries

- Health and social care settings

- In outbreak situations if needed

- For those unable to work from home





# Logistics of Reading “key worker” testing

- Two sites in Reading (workers can attend across Berkshire)
- South Reading Leisure Centre - opened Wednesday 10th Feb
- Rivermead Leisure Centre - opened Monday 15 Feb
- Open to 14 essential worker groups who cannot work from home, who have contact with service users and the public, cannot be tested by their employer.



# Comms



**You are invited for Covid-19 Community Testing**

Around one in three people who have coronavirus have no symptoms and can spread the virus without realising it. The community testing programme involves testing essential workers twice a week. This way we can find more people who are infected and stop the spread of the virus.

**Where...**

<b>South Reading Leisure Centre</b> Northumberland Avenue, Reading RG2 8DF	<b>Rivermead Leisure Centre</b> Richfield Avenue, Reading RG1 8EQ
--	---

**When...** The test sites are open **Mon - Fri: 8am - 7pm**

**How...** Book online at [www.reading.gov.uk/CommunityTesting](http://www.reading.gov.uk/CommunityTesting)

By taking part you are protecting your colleagues and your service users – thank you for doing the right thing for Reading and getting tested.

[www.reading.gov.uk/CommunityTesting](http://www.reading.gov.uk/CommunityTesting) of 1  **Reading**  
Borough Council  
Working better. *for you*

- Promoted to eligible groups:
- Letter to employer
  - Email to employer
  - Direct from council contact
  - RBC website
  - Local media



**You are invited for Covid-19 Community Testing**

Around one in three people who have coronavirus have no symptoms and can spread the virus without realising it. The community testing programme involves testing essential workers twice a week. This way we can find more people who are infected and stop the spread of the virus.

**Where...**

<b>South Reading Leisure Centre</b> Northumberland Avenue, Reading RG2 8DF	<b>Rivermead Leisure Centre</b> Richfield Avenue, Reading RG1 8EQ
--	---

**When...** The test sites are open **Mon - Fri: 8am - 7pm**

**How...** Book online at [www.reading.gov.uk/CommunityTesting](http://www.reading.gov.uk/CommunityTesting)

By taking part you are protecting your colleagues and your service users – thank you for doing the right thing for Reading and getting tested.

[www.reading.gov.uk/CommunityTesting](http://www.reading.gov.uk/CommunityTesting) of 1  **Reading**  
Borough Council  
Working better. *for you*



# Onsite activity

- Advice from partners about emerging demand informed the scale of the operation in Reading.
- Currently receiving bookings at 50% testing capacity.
- Further comms and engagement work being undertaken to improve take-up
- Some eligible groups now being offered home testing
- From 10th February to 19th February (7.5 working days) - 773 tests have been undertaken. 2 of which were positive



## Pan-Berks testing

Slough - [Mass rapid testing – Slough Borough Council](#)

Royal Borough of Windsor & Maidenhead - [Community Testing - Royal Borough of Windsor & Maidenhead](#)

Bracknell - [Rapid testing for COVID-19 | Bracknell Forest Council \(bracknell-forest.gov.uk\)](#)

West Berkshire - [West Berkshire Council - Community Testing in West Berkshire \(Lateral Flow Testing\) - Information](#)

Wokingham - [Lateral Flow Testing in Wokingham Borough - Wokingham Borough Council](#)

Reading - [Covid-19 community testing - Reading Borough Council](#)

<https://maps.test-and-trace.nhs.uk/findatestcenter.html>



Supporting our futures *for* Reading  
Adult Social Care  
& Wellbeing



# Date of Next Meeting

Friday 23rd April  
2021



**Reading**  
Borough Council  

---

Working better with you

