

Wirral COVID Champions Programme

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Wirral and COVID

Week ending 31 January

First group of British nationals from Wuhan arrived at APH to start 14 day quarantine

Week ending 6 March

First Covid-19 case diagnosed in Wirral

Week ending 20 March

First Covid-19 related death in Wirral - Covid-19 related calls to 111 and 999 peaked in Wirral

Week ending 27 March

National lockdown measures imposed

Week ending 10 April

Daily Covid-19 cases diagnosed in hospitals and care homes peaked in Wirral

Week ending 17 April

Covid-19 related daily deaths peaked in Wirral

Week ending 8 May

Satellite Testing Site opened to undertake local Covid19 mass swabbing for the borough

Week ending 3 July

Outbreak Management Plan for Wirral published on council website

Week ending 10 July

Wider reopening of lockdown

Week ending 4th Sept

Reopening of schools

Week ending 25th Sept

Local restrictions in place- 1st phase

Week ending 9th Oct

Local restrictions in place 2nd phase

Week ending 16th October

Tier 3 restrictions implemented across LCR

January 2021

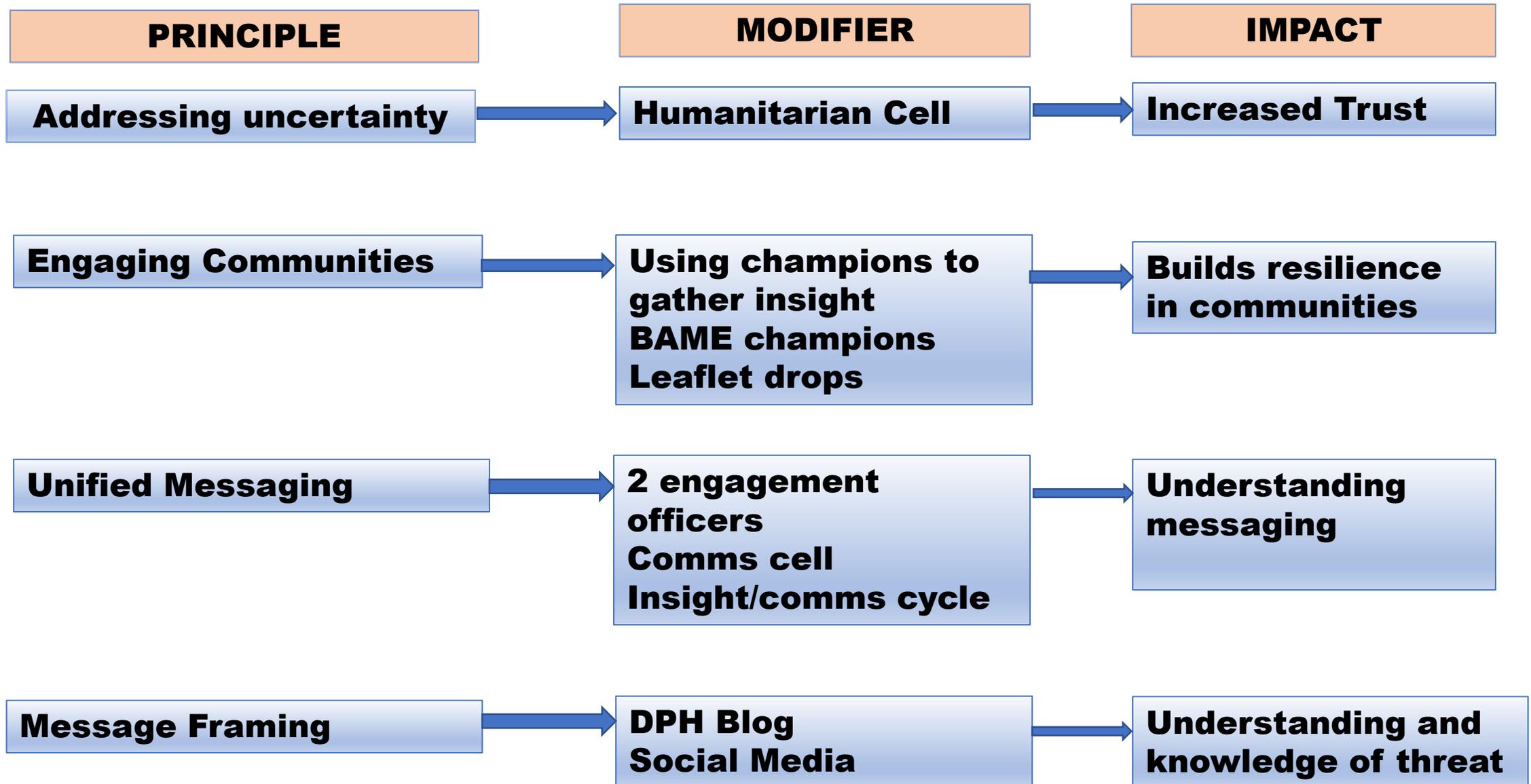
National Lockdown

Wirral's Community Champion Programme

- Asset Based Community Development Approaches
- Community Of Practice- Grass roots community groups
- Community Connector Programme
- 574 local residents signed up to be champions
- Wirral Infobank- online repository of community support
- Humanitarian Cell- over 100 local third sector and communication groups/organisations
- Thematic Sub Groups established- BAME thematic Group/Faith Sector Leaders/Food Sub Group

Pre-
COVID

Application of Behavioural Science Principles



Self Isolation Adherence Example

CAPABILITY, OPPORTUNITY AND MOTIVATION

| Capability | Opportunity | Motivation |
|--|--|--|
| <ul style="list-style-type: none"> • Knowledge about Coronavirus transmission/ infection. • Knowledge about how self-isolation can prevent the spread of Covid-19 • Knowledge about when self-isolation should happen and for how long • Knowledge of how to self-isolate appropriately • Remembering to do the correct action in the required situation • Ability to plan for what to do if self-isolation is necessary (e.g. having emergency supplies and a contact number ready) | <ul style="list-style-type: none"> • Availability of others to provide essentials and emotional support for a period of self-isolation. • Support and encouragement from friends, family, employers and colleagues to self-isolate • Financial stability to self-isolate • Having a safe place to self-isolate • Living with other people (e.g. family members or in a shared house) who are not self-isolating • Social norms to self-isolate (awareness that others around us are self-isolating and think it's the right thing to do) | <ul style="list-style-type: none"> • Intending to self-isolate and wanting to do it. • Beliefs about the effectiveness of self-isolation (will it be beneficial for them and/or others) • Perceived risks of Covid-19 for self and others • Incentives or compensation for self-isolation/penalties for not self-isolating • Beliefs about ability to effectively self-isolate • Identity as a 'caring member of the community' • Perceived negative consequences of self-isolation (e.g. loss of income, loneliness) • The impact of emotions (fear, anxiety, loneliness, depression) |

Source: The British Psychological Society. July 2020

Capability

- 
- Insight gathering through community champion model
 - Gathered intelligence regarding barriers to self isolation

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- Tailored text messaging to support people to self isolate
 - Use of Wirral info bank to promote community support available

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- Support packages developed to support isolation including food supplies, dog walking, financial support

Opportunity

- 
- Using champions to carry out wellbeing calls to support individual's isolating

- 
- Developing champions in local businesses to ensure employers were supporting individual's to isolate (based on local intelligence)

- 
- Developing community resilience to support each other to self isolate- Humanitarian cell

Motivation

- 
- Developed insight led communications strategy

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- Weekly community champions newsletter to distribute to wider networks

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- Weekly DPH Blog themed around COVID related issues being collected by the champions model and local outbreak hub



Community Champion

- I think being a Community Champion is beneficial to us all as if my customers know that there's someone here who is getting and passing on the correct information – hopefully they would be more comfortable, happier, and in the know.
- I think, from talking to lots of customers, there's a lot of confusion out there - even if they have read the guidelines, confusion around what the updates mean or different interpretations in the media.
- For e.g: this week we've had customers asking how we'll cope just letting six people into the building at a time – but the guidance doesn't apply to our business as a whole just to max groups sizes going from 30 to six.
- So I think being a Community Champion could help to get everyone on the same page and ultimately keep people safe.

Community Champions: Next Steps

Increase sign-ups

Add Value

Long-term plan

Key

- To be scoped
- In development
- Ongoing

Proactive Business Engagement – Epi

Reactive Business Engagement – Situational Response

COVID Stories & Case Studies

Campaign Plan

Engagement HQ

CYP Training: Awareness Module & Certification

DPH/PH specialist sessions

Member Led Engagement

Community champions best practice group

Transitional content on newsletter

Community Champions Evaluation: Stock-Take and Strategic Plan

Key Learning and Reflections

- Engagement is two way
- Open and authentic leadership is important
- Work with existing community partners and elected members to strengthen engagement
- Recognise this is time well spent and needs time invested
- Say thank you regularly to staff and champions
- Difficulty in evaluating at pace