

## Notice of Meeting

# Surrey Local Outbreak Engagement Board

**Date & time**

Thursday, 16 July  
2020 at 3.30 pm

**Place**

REMOTE

**Contact**

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**Please note that due to the COVID-19 situation this meeting will take place remotely.**

**Please be aware that a link to view a live recording of the meeting will be available on the Surrey Local Outbreak Engagement Board page on the Surrey County Council website. This page can be accessed by following the link below:**

**<https://mycouncil.surreycc.gov.uk/ieListMeetings.aspx?CId=820&Year=0>**

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### Board Members

Joanna Killian  
Mr Tim Oliver (Chairman)  
Ruth Hutchinson  
Mrs Sinead Mooney  
Mrs Mary Lewis

Karen Brimacombe  
Annie Righton  
Cllr Mark Brunt  
Cllr Stuart Selleck  
Dr Alison Barnett

Dr Charlotte Canniff  
Sue Sjuve  
Dr Pramit Patel

Gavin Stephens  
David Munro  
Andrew Lloyd

Chief Executive, Surrey County Council  
Leader of Surrey County Council  
Interim Director of Public Health, Surrey County Council  
Cabinet Member for Adults and Health, Surrey County Council  
Cabinet Member for Children, Young People & Families, Surrey County Council  
Chief Executive, Mole Valley District Council  
Strategic Director, Waverley Borough Council  
Leader of the Council, Reigate & Banstead Borough Council  
Leader of the Council, Elmbridge Borough Council  
Regional Director and NHS Regional Director of Public Health, PHE South East  
Clinical Chair, Surrey Heartlands Clinical Commissioning Group  
Chair, Royal Surrey NHS Foundation Trust  
Lead Primary Care Network (PCN), Clinical Director Primary Care Networks - Surrey Heartlands  
Chief Constable of Surrey Police  
Surrey Police and Crime Commissioner  
Independent Chair, Frimley Health and Care Integrated Care System

## **AGENDA**

### **1 APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

### **2 MINUTES OF THE PREVIOUS MEETING AND TERMS OF REFERENCE** (Pages 5 - 18)

To note the minutes of the previous informal meeting and the Board's final Terms of Reference.

### **3 DECLARATIONS OF INTEREST**

All Members present are required to declare, at this point in the meeting or as soon as possible thereafter

- (i) Any disclosable pecuniary interests and / or
- (ii) Other interests arising under the Code of Conduct in respect of any item(s) of business being considered at this meeting

#### **NOTES:**

- Members are reminded that they must not participate in any item where they have a disclosable pecuniary interest
- As well as an interest of the Member, this includes any interest, of which the Member is aware, that relates to the Member's spouse or civil partner (or any person with whom the Member is living as a spouse or civil partner)
- Members with a significant personal interest may participate in the discussion and vote on that matter unless that interest could be reasonably regarded as prejudicial.

### **4 QUESTIONS AND PETITIONS**

#### **a Members' Questions**

The deadline for Member's questions is 12pm four working days before the meeting (10 July 2020).

#### **b Public Questions**

The deadline for public questions is seven days before the meeting (9 July 2020).

#### **c Petitions**

The deadline for petitions was 14 days before the meeting. No petitions have been received.

### **5 NATIONAL UPDATE**

The Board will receive a verbal update on the national context regarding COVID-19 Local Outbreak Control Plans.

- 6 COVID-19 LOCAL OUTBREAK CONTROL PLAN UPDATE** (Pages 19 - 20)
- The report provides an update on Surrey's Local Outbreak Control (LOC) Plan which was published on 30 June 2020 on the council's website.
- 7 LOCAL OUTBREAK CONTROL COMMUNICATIONS PLAN UPDATE** (Pages 21 - 38)
- A communications and engagement strategy has been developed to support the Local Outbreak Control Plan from the 1 July. The primary objective of the plan is to communicate Test and Trace advice and guidance to maximise awareness and compliance and so help contain and reduce the spread of COVID-19.
- 8 INTELLIGENCE UPDATE** (Pages 39 - 40)
- A key element of successful outbreak management is access to timely and accurate intelligence to inform health protection action. Section 8 (Data Integration) of the Surrey Local Outbreak Control Plan describes existing intelligence resources and plans to develop further resources to support other elements of the plan.
- 9 DATE OF NEXT MEETING**
- The next meeting of the Local Outbreak Engagement Board will take place in September 2020.

**Joanna Killian  
Chief Executive  
Surrey County Council**

Published: Wednesday, 8 July 2020

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**MINUTES** of the remote meeting (Microsoft Teams) of the **LOCAL OUTBREAK ENGAGEMENT BOARD – INFORMAL** held at 10.45 am on 18 June 2020.

**Members:**

(Present = \*)

- \* Joanna Killian
- \* Mr Tim Oliver (Chairman)
- \* Ruth Hutchinson
- \* Mrs Sinead Mooney
- \* Mrs Mary Lewis
- \* Karen Brimacombe
- \* Annie Righton
- \* Cllr Mark Brunt
- \* Cllr Stuart Selleck
- \* Dr Alison Barnett
- \* Dr Charlotte Canniff
- \* Sue Sjuve
- \* Dr Pramit Patel
- \* Gavin Stephens
- \* Andrew Lloyd

**In attendance**

- \* David Munro - Surrey Police and Crime Commissioner

**1 WELCOME AND INTRODUCTIONS**

The Chairman welcomed members to the first informal meeting of the Surrey Local Outbreak Engagement Board. He explained that as part of the NHS Test and Trace service launched by the Government on 28 May 2020 to control the spread of Covid-19, each upper tier local authority was expected to establish a Local Outbreak Engagement Board. The Board would provide political ownership, public-facing engagement, ensure effective communications regarding outbreak responses and have oversight over the Local Outbreak Control Plan.

Surrey County Council was one of eleven Beacon Councils promoting best practice in governance and the Chairman noted that he sat on the National Advisory Board within the Good Practice Network and the Chief Executive of Surrey County Council sat on the equivalent for chief executives. All the Beacon Councils had set up their Board differently, but ensured wide representation acting as a coordinating board to engage with the public. All eleven upper tier local authorities would need to provide their Local Outbreak Control Plans by 30 June, to which the Board has oversight of. There had been thirty outbreaks across the country and over half were in care homes. The purpose of the Plans is to provide a clear focus on high risk areas specific to the locality and how to contain local outbreaks. When responding to outbreaks, the four levels of decision-making were: individual settings, upper tier local authorities, cross-boundary through the Local Resilience Forum and nationally. The Plans followed national regulations as currently, secondary legislation was needed if an upper tier local authority sought to lockdown a locality.

The Board agreed with the Chairman's proposition that the Surrey Police and Crime Commissioner be added to the Board, amending the membership within the Terms of Reference.

## 2 APOLOGIES FOR ABSENCE AND SUBSTITUTIONS

There were none.

## 3 NATIONAL AND LOCAL CONTEXT

*The PowerPoint slides are included as Annex 1*

### **Presenters:**

Ruth Hutchinson - Interim Director of Public Health (SCC)  
Joanna Killian - Chief Executive of Surrey County Council  
Sue Sjuve - Chair of the Royal Surrey NHS Foundation Trust

### **Witnesses:**

Paul Evans - Director of Law and Governance (SCC)

### **Key points raised in the discussion:**

1. The Interim Director of Public Health introduced the national and local context, noting that the establishment of Local Outbreak Engagement Boards and Local Outbreak Control Plans were a key part of the government's Covid-19 recovery strategy.
  - Since the launch of the NHS Test and Trace service on 28 May anyone who had received a positive Covid-19 test would automatically be part of that service and the process of contact tracing would be followed.
  - As an upper tier authority Surrey County Council needed to produce a Local Outbreak Control Plan and had been allocated approximately £3.5 million to do so.
  - The aim of the service was to test, trace, contain and enable nationally, whilst tailoring local responses.
2. The Chief Executive of Surrey County Council (SCC) highlighted that Surrey County Council was one of eleven Beacon Councils forming a Good Practice Network led by the Chief Executive of Leeds City Council and the Chief Executive of Ashford and St Peter's Hospitals NHS Foundation Trust.
  - The purpose of the Network was to learn from other's experiences, flag issues of common concern to government, to be innovative and to coordinate governance in order to scale-up responses.
  - Going forward it was vital to working with businesses such as transport operators, use behavioural science and effective communications to ensure people adhered to guidance and social-distancing measures.
3. The Director of Law and Governance summarised the legal context, noting that there were powers available to local authorities through the Health Protection (Local Authority Powers) Regulations 2010 as amended in 2020, directed at specific outbreaks of communicable disease and were generally enforceable against individuals or specific premises - relying on applications to magistrates' courts.
  - The issue was that 'localised' lockdowns by local authorities would require further government regulations, guidance on how regions could use the current rules was outstanding.
4. The Interim Director of Public Health provided a governance overview, highlighting the key role of the new Joint Biosecurity Centre as a data and intelligence coordinator and the Good Practice Network at the national level, regional groups across the South East and the Local Outbreak Engagement

Board at the local level as well as the Surrey Covid-19 Health Protection Operational Group which would feed into the Surrey Strategic Co-ordinating Group (SCG) and the cells within the Local Resilience Forum.

- In response a Board member was concerned that the Board would receive data last and about the lack of legal provision needed for rapid local outbreak responses. The Chief Executive (SCC) responded that the Good Practice Network, Public Health team, Department for Health and Social Care (DHSC) were looking at future powers and regulations, the triggers for localised lockdowns and ensuring escalation for significant incidents.
  - A Board member added that local data was shared on a daily basis with the Public Health team such as the exceedance rate, the Board would receive national and regional data regularly too - data down to the postcode level was vital.
5. The Chair of the Royal Surrey NHS Foundation Trust summarised the new Samba II machines point of care testing technology which had increased the through put and turnaround times for Covid-19 testing. There were twelve machines in Surrey Heartlands, to be used with patients who they think have a high probability of having Covid-19 or low probability but needing an urgent invasive procedure or elective procedures. The benefit was to improve rapid clinical responsiveness and may in the future be used to test patients for flu and Covid-19 concurrently.
- The Chairman questioned whether accutes had that testing facility and in response it was noted that the majority did but the machines were not yet available at the primary care level. A Board member noted that mobile devices could be used across primary care network to aid 'hot sites'. In response, a Board member commented that those sites were not everywhere so an aligned strategy across general practice was needed and potentially utilising point of care testing across general practice.
6. A Board member stressed that clarity was needed to ensure public confidence when releasing communications with residents on the technical definition of an outbreak and a local lockdown, compared with the public perception.
- The Interim Director of Public Health responded that caution was necessary when defining outbreaks of multiple cases in settings as opposed to the focus on managing larger community outbreaks and subsequent local lockdowns.
  - A Board member added that the exceedance rate was a greater than expected rate of infection compared with the usual background rate for a locality. That was different to an outbreak as it could cause an exceedance rate or could be a general spread in the population.

**RESOLVED:**

The Board noted the verbal updates.

**Actions/further information to be provided:**

None.

**4 LOCAL OUTBREAK ENGAGEMENT BOARD: DRAFT TERMS OF REFERENCE AND DRAFT LOCAL OUTBREAK CONTROL PLAN**

*The PowerPoint slides are included as Annex 1*

**Sponsors:**

Ruth Hutchinson - Interim Director of Public Health (SCC)  
Joanna Killian - Chief Executive of Surrey County Council  
Tim Oliver - Leader of Surrey County Council

**Witnesses:**

Paul Evans - Director of Law and Governance (SCC)  
Andrea Newman - Director of Communications & Engagement

**Key points raised in the discussion:**

1. The Interim Director of Public Health noted that she sought comments on the Board's draft Terms of Reference which was devised on loose national guidance and the establishment of the Board by authorities had been interpreted in different ways. The Surrey Local Outbreak Engagement Board was to be a formally constituted sub-committee of the Health and Wellbeing Board.
2. A Board member noted that the draft Terms of Reference was comprehensive but questioned whether there should be an additional clinical representative representing Frimley as part of the membership.
  - In response, the Chairman noted that the Director of Planning & Delivery for Surrey Heath CCG was a member of the Covid-19 Health Protection Operational Group and the Board was not a clinical committee. The Interim Director of Public Health added that she was working closely with that representative. A Board member noted that she was the Clinical Chair of Surrey Heartlands CCG provide clinical representation and was happy to work closely with the Clinical Chief Officer for the Frimley Collaborative.
3. A Board member queried the schedule of meetings and whether there was provision to convene the Board quickly.
  - The Chairman agreed that the Board was a public board, but also had the ability to meet informally and ad hoc.
  - A Board member concurred that the Board needed to be agile and reactive, it was important to build public trust by meeting rapidly and regularly.
  - The Director of Law and Governance noted that the Board must adhere to the statutory five clear working days principle for notification of a public meeting and the publication of agendas and would review the draft Terms of Reference.
4. A Board member queried how Surrey and Sussex Healthcare NHS Trust (SASH) were engaged with. The Lead Primary Care Network (PCN) Clinical Director commented that he represented East Surrey was in contact with SASH. The Chairman added that a representative from SASH was on the Surrey Heartlands ICS Board and in the Joint Communications Group.
5. An attendee noted that there was no specific reference to enforcement in the draft Terms of Reference nor the draft Local Outbreak Control Plan.
  - A Board member explained that discussions at the recent National Police Chiefs' Council were on four areas: engage, explain, encourage, and enforce which was the last resort. A community impact assessment for sensitive communities would be undertaken first to inform the subsequent strategy on enforcement.
6. The Interim Director of Public Health explained that the draft Local Outbreak Control Plan was centred on seven themes with a large focus on care homes and schools and local areas and groups of high risk.

- The draft Plan outlined Surrey's local testing capacity and adapted the existing Health Protection Plans to form the Covid-19 Plan, one key existing Plan was the Surrey Local Health Resilience Partnership (LHRP) Memorandum of Understanding which included the ability to mobilise health resources quickly in the event of an outbreak.
  - The draft plan was written in consultation with many partners and stakeholders and overlapped with the Testing Cell within the SCG, focusing on utilising testing technology, who was available for testing and how to book testing - anyone with symptoms could be tested - through a home testing kit or mobile drive-through units.
  - Data and intelligence on Covid-19 such as the number of cases, was key which could be accessed through the Gov.uk website and as part of the LRF through the Tactical Intelligence and Analytics Cell (TIAC) producing daily surveillance reports on Covid-19 in Surrey which would be built on with local data such as exceedance rates and information from the public and businesses, Test and Trace surveillance data and national data from the Joint Biosecurity Centre cascaded down regionally and locally.
  - Supporting vulnerable people during self-isolation was important through partnership with the Resident Welfare and Volunteering Cell in the SCG, covering food and prescription delivery, befriending and managing those with disabilities or English not as a first language.
  - Protecting local community settings through national action cards such as care homes, - which had a separate process for aligning testing and managing outbreaks - educational settings, high risk places and communities such as prisons and BAME and other areas, hospitals and UK ports of entry especially Heathrow and Gatwick Airports.
  - Scenario-modelling and capacity planning in the anticipation of a major localised outbreak, such as how many people to contract trace, the resources needed, appropriate spend of the £3.5 million allocated and close work with the military for rapid response.
7. The Chief Executive noted that capacity planning was a large focus of the Board, in amongst other large programmes of Brexit planning or flu plans and suggested that the draft Plan is assured by one of Surrey's good practice partners.
  8. In response to a Board member query on the impact of the proximity of Gatwick and Heathrow Airport, the Chairman noted that the National Advisory Board was addressing that issue through the creation of a plan.
  9. A Board member emphasised the importance of the Board having oversight over local communications which must be proactive, accessible and promote local responsibility, avoiding the public fatigue of constant national messaging.
  10. An attendee queried whether indoor social gatherings were to be included as a high risk place especially as the lockdown eases. A Board member responded that if for example the night-time economy became dangerous in terms of social-distancing, he would engage nationally for support over a local lockdown as currently the only option would be voluntary arrangements with those licensees.
  11. A Board member asked for clarification on the approach to whole home testing for care homes, the Interim Director of Public Health explained that whole home testing was via the national portal as there was a separate process - individuals in care homes or staff did not have to be symptomatic to have a test. The issue of increasing testing capacity was addressed through Surrey's Prioritisation Framework.
  12. The Director of Communications & Engagement introduced the Communications and Engagement Plan which was developed in close collaboration with the Public Health team and emphasised that the plan was agile and would evolve in light of lessons and any new guidance.

- The communications response regarding the Test and Trace service was coordinated through the Multi-Agency Information Group (MIG), part of the LRF.
  - The main objective of the Plan was to ensure alignment on Covid-19 responses nationally through the Good Practice Network and to amplify national messages locally. The plan had also been shared regionally through the South East LRF (Communications) and locally through the MIG.
  - Any communications tactics need to ensure a balance between the national campaign, motivating people to comply and local messaging. The plan will make use of multiple channels including traditional tools such as media and outdoor advertising as well as making use of a full range of online tools such as social media, to effectively target different audiences and tailor messages. The plan takes into account behavioural insights undertaken by the Department of Health and Social Care.
13. The Chairman suggested an additional session on communications next week due to time constraint.
14. The Director of Communications & Engagement stressed that they were in a situation in which most people did not realise that they were eligible to get tested.

**RESOLVED:**

1. Reviewed and approved the draft Terms of Reference subject to incorporating member feedback, for the new Surrey Local Outbreak Engagement Board including purpose, roles and responsibilities, membership and governance.
2. Reviewed the draft Surrey Local Outbreak Control Plan – COVID-19 Test and Trace, to provide political oversight on the direction of the plan, particularly for community engagement and public facing communications. (National guidance *Guiding Principles for Effective Management of COVID-19 at a Local Level* states that the Local Authority Chief Executive, in partnership with the Director of Public Health and Public Health England Health Protection Team; are responsible for signing off the Local Outbreak Control Plan: <https://www.adph.org.uk/wp-content/uploads/2020/06/Guiding-Principles-for-Making-Outbreak-Management-Work-Final.pdf> )

**Actions/further information to be provided:**

1. The draft Terms of Reference will be circulated to the Board including the addition of the Surrey Police and Crime Commissioner to the membership and incorporating member feedback in relation to the public and private split of the Board, before final sign-off.
2. An additional communications session to be set up in the following week to explore the area in more detail (notes included below).

**INFORMAL COMMUNICATIONS SESSION - 23 JUNE 10AM-11AM**

**Witnesses:**

Andrea Newman - Director of Communications & Engagement  
 Alex Vinall - Founder and Managing Director of Air Social Marketing

**Key points raised in the discussion:**

- The Director of Communications & Engagement noted positively that at the Good Practice Network Surrey was a front runner regarding communications and had been commended by peers at the Local Government Association.
- The Communications and Engagement Plan was a large undertaking by the Communications team in collaboration with the Covid-19 Communications Lead at Surrey County Council and the Founder and Managing Director of Air Social Marketing - a local Guildford company providing support.
- The Communications team had been responding to Covid-19 since the first case of Covid-19 contracted in Surrey in February, the Covid-19 specific plan built on existing communications plans.
- The Director of Communications & Engagement and a colleague chaired the MIG and were representatives on the SCG, she had also set up the Surrey Communications Leaders Group at a local level. Regionally there was the Public Health England Communications and South East LRF (Comms). Nationally governance was through the Good Practice Network and Cabinet Office Public Services Network working with their behavioural insights team.
- The main objective was to communicate national guidance regarding the Test and Trace service, to maximise awareness and compliance and to help contain and reduce the spread through local messaging and targeting key audiences especially those with low compliance.
- The country was in what the government termed the contain phase and the Surrey Communications and Engagement Plan outlined the local use of communications through traditional tools such as radio/press briefings and leaflets which reached most of the population but was slower to implement. As well as digital and online forms of engagement such as social media which could be mobilised often instantaneously, reaching 70% of residents.
- The emphasis on public messaging was on the social contract between the County Council and residents encouraging all to play their part in keeping Surrey safe.
- Informing the public and raising awareness was fundamental as only 42% believed they were eligible for a Covid-19 test, so there was a large job to inform residents. Media briefings played a key role such as via Surrey Live, BBC Surrey and opportunities with other channels were being explored. Sample content was shown, which focused on the message that anyone with symptoms could have a test and the local angle of residents playing a role in keeping Surrey open and safe - there were also local versions tailored to local parishes for example.
- The Communications team were working closely with the Public Health team on what denotes a trigger of a localised lockdown and outbreak, caution was urged on the wording used to differentiate a localised incident in a setting as opposed to a larger outbreak across settings and localities.
- Data and intelligence was from the national Joint Biosecurity Centre including the changing threat level and from the TIAC in the LRF. Once an outbreak was worthy of a local lockdown the Plan could be implemented through the mobilisation of a Rapid Response Communications team and pre-prepared assets tailored to local areas in Surrey, as well as working with local and regional media editors if necessary and informing key partners.
- The focus of the rapid response would be through online and social media tools, signposting national and local guidance. Residents and those travelling through and within Surrey - for work or via the airports - could be targeted by their town or down to postcode level, within hours messages could be sent to them on platforms such as Facebook and Instagram; and online through advertisements. Many of those not on social media platforms would most likely be online using the internet and Google Advertising could be used.

- The key was to constantly evaluate the effectiveness of messages and following up with residents after lockdown had been lifted thanking them for their support.
- There was an 'epicentre response' in which the County Council were aware of Covid-19 cases and were working to contain outbreak within a particular setting such as a school and in which messages could be tailored to affected residents such as parents and teachers and those in the surrounding radius, to provide reassurance based on the assessed public health risk level.
- The Founder and Managing Director of Air Social Marketing commented that users of social media such as Facebook and Instagram checked their pages multiple times per day. Online visuals were to be put into those social media newsfeeds of Surrey residents and people travelling to and from Surrey. The 'epicentre response' allowed messaging to be sent to the relevant people affected by a localised incident e.g. in a school, parents, teachers and those in a radius to the school could be informed in a targeted manner.
- Responding to a question on Twitter, the Founder and Managing Director of Air Social Marketing explained that most people tended to get their community newsfeed through Facebook and Instagram. The tools available for those two platforms and the Google Display Network were better than Twitter.
- The Director of Communications & Engagement discussed that future scenario-planning was a key part of Plan in anticipation of a second wave. Social media and online tools proved effective and accessible during the pandemic as traditional methods such as bus advertising had been taken away and leaflets took two weeks to order.
- The Interim Director of Public Health (SCC) was happy that communications could be reactive and precise; and emphasised that methods of working - such as informing individuals - within the Local Outbreak Control Plan built on those in the Communications and Engagement Plan.
- In response to a question on tracking and whether reliance was on the Test and Trace app, residents posting on social media or location tracking within phone, the Founder and Managing Director of Air Social Marketing explained that tracker was being harnessed through the phone and the apps working in the background.
- The Plan was praised as comprehensive including a good cross over between partners but there was concern on the over 65s not on social media. The Director of Communications & Engagement noted that on the MIG there was a pharmaceutical representative leading communications for Surrey and leaflets had been given to local pharmacies and chemists to distribute to residents in a more traditional way. There were also weekly advertisements within Woking News and Mail and briefings on BBC Surrey accessible to those not online. The Communications team also linked in with the Resident Welfare and Volunteering Cell in the SCG including the Community Helpline. The Founder and Managing Director of Air Social Marketing added that many over 65s would still have online access even if not social media, Google Display Network advertisements could be used to pop up on newsfeeds and wider family members and friends would most likely have online access to be able to share to those without access.
- It was asked how quickly effectiveness could be measured in relation to the Communications and Engagement Plan, in response the Director of Communications & Engagement explained that the Plan was highly adaptable and could mobilise a Rapid Response Communications team as used for Headley Court. The aim was for public warning and informing not to be alarmist, close working with the Public Health team, shared feedback with South East LRF (Comms) colleagues and public feedback would provide an element of scrutiny.
- It was noted that there was still a demand for food boxes in some districts and boroughs and it was essential that community teams were kept informed of

communications as they have invaluable local knowledge. In addition, the Chairman queried how the Plan would be cascaded through to districts and boroughs. The Director of Communications & Engagement responded that boroughs and districts were represented on the MIG and her team were working closely with the Community Settings Cell in the SCG and would explore whether a summary of communications work could be include in a leaflet to community groups. The PowerPoint slides used would be finessed and the Covid-19 Communications Lead (SCC) would produce a tactical grid of different types of advertising used and where.

- It was queried whether SMS mobile phone messages could be sent to residents in case of a localised outbreak in Surrey, if there was a WhatsApp group between borough and district communications teams and the importance of sharing the PowerPoint presentation and future information with neighbourhood community support groups was noted so they are prompted to standby in case of a future outbreak. The Director of Communications & Engagement noted that the PowerPoint slides would be circulated to those in attendance and could be shared further, she was happy to contact the attendee for a solution regarding neighbourhood community support groups and that there was a WhatsApp group. The Founder and Managing Director of Air Social Marketing explained that sending SMS texts was more complex than social media and costly but she could put together those costs.
- Information and communications to residents reassuring them of the work in progress would be welcome such as a summary to go in residents' newsletters which all boroughs and districts had. In response, the Director of Communications & Engagement noted that there were briefings on Surrey Live and BBC Surrey, and the team was keen to push the narrative out to stakeholders and residents through broad channels and she would look into those residents' newsletters. The Chairman added that at the Cabinet meeting in the afternoon under the item on Covid-19, he would inform residents about the establishment of the Local Outbreak Engagement Board.
- The Chairman requested that the chair of the Surrey Communications Leaders Group distribute the PowerPoint presentation to that group.

**Actions/further information to be provided:**

1. The Communications team will look into how to keep neighbourhood community teams informed of the current and future communications on Covid-19, exploring a possible leaflet summarising the information and they will contact those attendees with the query for possible solutions.
2. The PowerPoint slides used will be finessed and the Covid-19 Communications Lead (SCC) would produce a tactical grid of the different types of advertising used and where.
3. The Founder and Managing Director of Air Social Marketing will put together the costs of sending SMS texts informing residents of localised outbreaks.
4. The Communications team to look into producing a summary of their work to residents to reassure them and to look into the use of residents' newsletters for this, which all boroughs and districts had.
5. The chair of the Surrey Communications Leaders Group will distribute the PowerPoint presentation to that group.

**5 ANY OTHER BUSINESS**

None.

**6 DATE OF NEXT MEETING**

It was agreed that the next meeting of the Board would take place in the week commencing 13 July 2020.

Meeting ended at: 12.16 pm

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**Chairman**

**Surrey Local Outbreak Engagement Board  
Terms of Reference - FINAL  
Approved by the Council on 7 July 2020**

## **1. Context**

- 1.1 The NHS Test and Trace service is part of the Government's COVID-19 recovery strategy. It is aimed at controlling the COVID-19 rate of reproduction (R), reducing the spread of infection and saving lives. In doing so its aim is to help to return life to as normal as possible, for as many people as possible, in a way that is safe, protects our health and care systems and releases our economy.
- 1.2 This strategy requires local authorities to work with partners to build on existing health protection plans to put in place measures to identify and contain outbreaks and protect the public's health.
- 1.3 The strategy requires a public-facing board led by council members to communicate openly with the public. This will be through the Surrey Local Outbreak Engagement Board (LOEB).
- 1.4 This Board is a sub-committee of the Surrey Health and Wellbeing Board.

## **2. Purpose**

- 2.1 The Board will oversee the local delivery of the primary objectives of the government strategy to reduce the spread of infection and save lives.

## **3. Role and Responsibilities**

- 3.1 The Surrey Local Outbreak Engagement Board will be responsible for:
  - 3.1.1 Sign-off of the general direction of travel for Surrey's COVID-19 Local Outbreak Control Plan and ongoing development of the plan;
  - 3.1.2 Senior level oversight of outbreak responses in Surrey, outlined in Surrey's COVID-19 Local Outbreak Control Plan and implemented primarily via the local COVID-19 Health Protection Operational Group (HPOG);
  - 3.1.3 Oversight of resource allocation relating to the delivery of Test and Trace in Surrey;
  - 3.1.4 Direction and leadership for community engagement for outbreak response;
  - 3.1.5 Approving the public-facing communications for outbreak response; and
  - 3.1.6 Approving recommendations from the Surrey COVID-19 Health Protection Operational Group.

## 4. Principles

- 4.1 The same principles followed by the Surrey Health and Wellbeing Board describes how Board members will work together. Board members will:
  - 4.1.1 Prioritise resources and make decisions in the best interests of the Surrey population based upon evidence and data;
  - 4.1.2 Embrace the opportunity for the collective leadership of place, recognising and balancing the needs and opportunities presented by Surrey's geography;
  - 4.1.3 Work in an open and transparent way ensuring there are no surprises for other partners – 'nothing about me without me';
  - 4.1.4 Use consensus as the primary driver for decision making;
  - 4.1.5 Hold each other (and the organisations and partnerships represented by Board members) to account for delivering on commitments made and agreed actions;
  - 4.1.6 Seek to align local and system level success wherever possible; and
  - 4.1.7 Champion an inclusive approach to engaging residents in the work of this Board.

## 5. Chairman

- 5.1 The Leader of the County Council will be the Chairman of the Surrey Local Outbreak Engagement Board.
- 5.2 A Vice-Chairman will be nominated at the first public meeting.

## 6. Membership

- 6.1 The Board membership will be as follows:
  - The Leader of Surrey County Council
  - Chief Executive of Surrey County Council
  - Interim Director of Public Health of Surrey County Council
  - Cabinet Member for Adults and Health of Surrey County Council
  - Cabinet Member for Children, Young People & Families of Surrey County Council
  - Chief Executive of Mole Valley District Council
  - Strategic Director, Waverley Borough Council
  - The Leader of Reigate & Banstead Borough Council
  - The Leader of Elmbridge Borough Council
  - Regional Director and NHS Regional Director of Public Health, PHE South East
  - Clinical Chair of Surrey Heartlands Clinical Commissioning Group (CCG)
  - Chair of the Royal Surrey NHS Foundation Trust
  - Lead Primary Care Network (PCN) Clinical Director, representing the collective voice of PCNs across Surrey Heartlands
  - Chief Constable of Surrey Police
  - Surrey Police and Crime Commissioner
  - Independent Chair, Frimley Health & Care Integrated Care System

- 6.2 Board members are able to nominate a deputy (as agreed by the Chairman) who can attend and vote in their absence but must have delegated authority to make decisions.

## **7. Quorum**

- 7.1 There will be at least four representatives, one of whom will be the Chairman or Vice-Chairman.

## **8. Decision-making**

- 8.1 The decisions will be made by consensus. Decision making authority is vested in individual members of the Board. Members will ensure that any decisions taken are with appropriate authority from their organisation.
- 8.2 Any member can make a proposition or propose an amendment to a proposed resolution if backed by a seconder. Votes will be taken if consensus is not reached. Voting will be by a show of hands.

## **9. Board Support**

- 9.1 Surrey County Council Democratic Services are responsible for the distribution of the agenda and reports, recording minutes, maintaining the actions tracker and the organisation of the meetings.
- 9.2 The Surrey County Council Public Health team are responsible for the Board forward plan, developing the agenda and support for Board members to fulfil their role.

## **10. Meeting Frequency**

- 10.1 The first informal meeting of the Board was held on 18 June 2020, the Board will then meet from the week beginning 13 July 2020.
- 10.3 Meetings will be held every two months in public. In line with statutory requirements, notice and agendas for public meetings will be published 5 clear working days before the meeting. The frequency of the meetings will be kept under review.
- 10.3 The Board may convene additional informal meetings if required to further develop its role and partnership arrangements.
- 10.4 Meetings will be held virtually and, when feasible at venues across Surrey as agreed by the Board.
- 10.5 Conflicts of interest must be declared by any member of the Board.

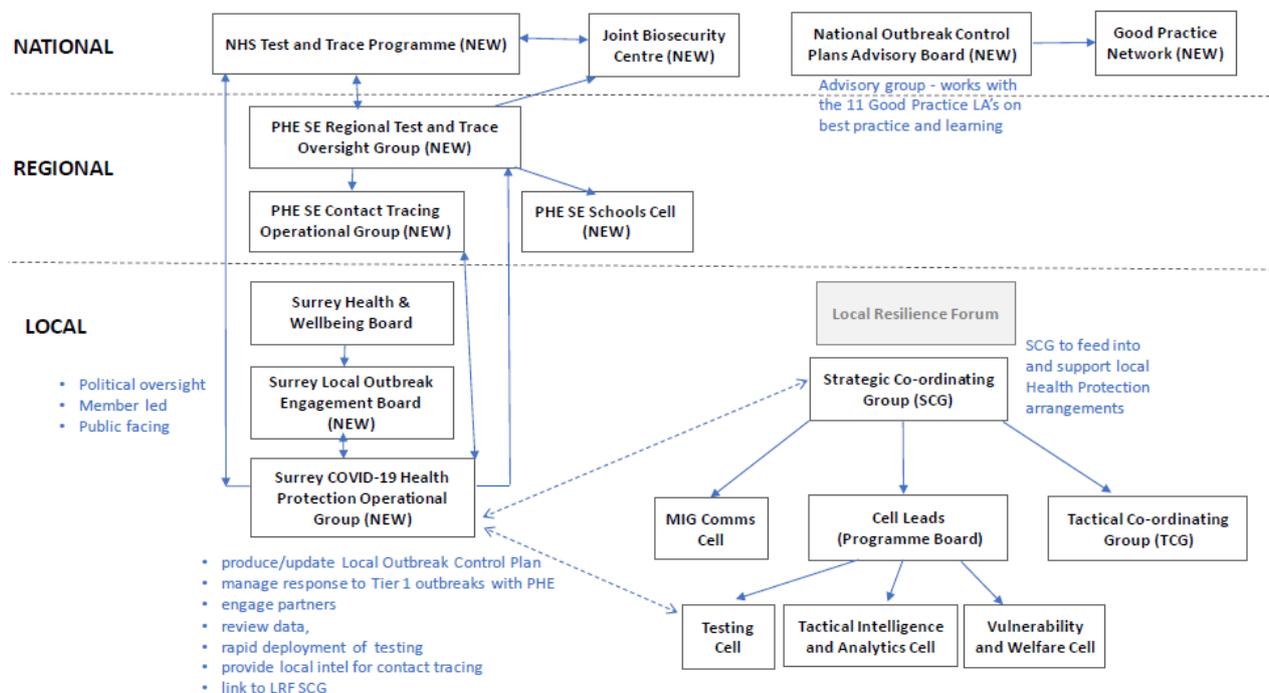
## **11. Review of Terms of Reference**

- 11.1 These terms of reference will be formally reviewed by the Board by mutual agreement of its members. Reviews will be undertaken to reflect any significant changes in circumstances as they arise. These terms of reference, together with any amendments, will be signed off by the Board members.

11.2 County Council approved the terms of reference on 7 July 2020, formally constituting the Local Outbreak Engagement Board as a sub-committee of the Health and Wellbeing Board. The Health and Wellbeing Board will note the terms of reference at its next meeting.

## 12. Governance

### COVID-19 Test and Trace – Governance Overview



## Local Outbreak Engagement Board Paper

### 1. Reference Information

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Paper tracking information	
<b>Title:</b>	COVID-19 Local Outbreak Control Plan Update
<b>Author:</b>	Gail Hughes, Public Health Lead, <a href="mailto:gail.hughes@surreycc.gov.uk">gail.hughes@surreycc.gov.uk</a>
<b>Sponsors:</b>	Tim Oliver, HWB Chairman and LOEB Chairman Joanna Killian, Chief Executive of Surrey County Council Ruth Hutchinson, Interim Director of Public Health (SCC)
<b>Paper date:</b>	16 July 2020
<b>Version:</b>	0.1
<b>Related papers</b>	Published Local Outbreak Control Plan for Surrey

### 2. Executive summary

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Surrey's Local Outbreak Control (LOC) Plan was published on 30 June 2020. The full LOC Plan and Summary Plan are available to view on the council website:

<https://www.surreycc.gov.uk/people-and-community/emergency-planning-and-community-safety/coronavirus/coronavirus-testing>

This is an iterative document which will be updated to reflect ongoing changes:

- To national guidance, learning from outbreaks and incidents in Surrey or other areas
- To operational processes for supporting specific settings during outbreaks

The next phase involves development of Task and Finish (T&F) groups to lead on further local planning. The approach being taken is as follows:

- A Task and Finish group for each setting or community outlined in the LOC Plan will be established. This may involve linking in with specific recovery groups.
- Each group will be led by a member of the Public Health team who has specific knowledge of the setting or community type. They will have the support of the programme team (PH colleagues) as well as a relevant member of the Health Protection Operation Group (HPOG), communications lead and other relevant partners.

Using specific information and guidance from the programme team, each T&F Group will be required to:

1. Complete a capacity planner which includes Roles & Responsibilities
2. Develop local joint protocols
3. Identify gaps in established processes and existing LOC Plan
4. Identify and raise any concerns, blockers or additional support required to complete the tasks
5. Report back to the programme team on expected timescales, blockers/issues where they need support and any key challenges/risks in delivering the outputs.

### 3. Recommendations

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The key recommendation to the Board is to note the next phase of Task and Finish groups for further local planning and provide any comments to Public Health.

### 4. Next Steps

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Following this, a schedule to conduct a series of desktop exercises will be used to test the settings local joint protocols with the support of military colleagues.

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## Local Outbreak Engagement Board Paper

### 1. Reference Information

Paper tracking information	
<b>Title:</b>	Local Outbreak Control Communications Plan Update
<b>Author:</b>	Andrea Newman, Director of Communications & Engagement, <a href="mailto:andrea.newman@surreycc.gov.uk">andrea.newman@surreycc.gov.uk</a>
<b>Sponsors:</b>	Tim Oliver, HWB Chairman and LOEB Chairman Joanna Killian, Chief Executive of Surrey County Council Ruth Hutchinson, Interim Director of Public Health (SCC)
<b>Paper date:</b>	16 July 2020
<b>Version:</b>	0.1
<b>Related papers</b>	Annex 1 - NHS Test and Trace Communications Plan for Surrey Annex 2 - Test and Trace Communications Messaging Grid

### 2. Executive summary

A communications and engagement strategy has been developed to support the Local Outbreak Control Plan from the 1 July (Annex 1) as well as the Messaging Grid (Annex 2). The primary objective of the plan is to communicate Test and Trace advice and guidance to maximise awareness and compliance and so help contain and reduce the spread of COVID-19.

The communications plan will explain how we will:

- Amplify the national Test & Trace campaign through local channels with tailored messages for key audiences
- Provide a clear understanding of Local Outbreak Plans among key stakeholders
- Establish a rapid response process in the event of Local Outbreaks

It encompasses both online and digital tactics as well as how traditional methods will be used to ensure the widest reach across Surrey.

#### Communications Activity to date:

The communications strategy focuses on two phases – the first phase concentrating on amplification of national NHS Test and Trace and Public Health messaging, the second consisting of rapid response alerts to specific settings and locations in the event of an outbreak.

Insight from the Good Practice Network, based on behavioural insights and pulse surveys, shows low awareness of testing, low symptom knowledge and low understanding of isolation. Consequently, while COVID-19 cases remain low in Surrey, communications tactics are focused on increasing awareness of Public Health and Test and Trace messaging, whilst preparing and planning for rapid response if required.

Behavioural insights work has also shown that the approach that tested best amongst target audiences builds on the concept of a social contract - People Protecting People (this shifts away from the Government directive/public announcement approach). To emphasise the message that we can all play our part we have developed specific branding and a suite of assets that encourage residents to “Keep Surrey Safe”. The hashtag #KeepSurreySafe will also support the digital campaign.

Awareness activity up to 8 July 2020 includes:

- A pre-briefing for local media editors to ensure their understanding of the Local Outbreak Control Plan and how it is supported by NHS Test and Trace.
- Broadcast interviews with Tim Oliver on BBC Radio Surrey and Eagle FM
- Further media interviews with Ruth Hutchinson on the ITV 10 o'clock news, BBC Radio Surrey and Surrey Live.
- A press release on the Local Outbreak Control Plan and reactive media relations
- The development of localised creative assets to support both online and offline communications
- Full page adverts from 22 June in the following local newspapers:
  - Surrey and Epsom Comet
  - Woking News and Mail
  - Surrey Advertiser
  - Surrey Mirror
  - Farnham Herald
  - Guildford Dragon
- The production of pop-up banners for the 13 libraries and 3 register offices now open to the public
- A geo-targeted social media campaign with potential to reach 70% of Surrey's population
- Geo-targeted Google display adverts
- Business focused messaging on LinkedIn
- Stakeholder mapping and the development and distribution of communications toolkits and FAQs to the Multi-agency Information Group, stakeholder networks and settings
- Ongoing participation of the Good Practice Network communications team, working with the Department of Health, Cabinet Office and other GPN Local Authorities to develop templates and protocols to help all local authorities in England prepare for Test and Trace.

Preparation for the rapid response phase is underway concurrently, and the communications team is working with Public Health colleagues to ensure a common understanding of the data surveillance and trigger points. Effective and rapid communication is recognised by the government's Joint Biosecurity Centre (JBC) as a primary intervention for controlling the spread of the virus.

In the event of an outbreak rapid response tools will include:

- Text messages via GP practices
- Text messages to the shielded and vulnerable lists collated by the Welfare Cell
- Geo-targeted social media alerts and Google display advertising
- Local media briefings and alerts
- Internal communications to SCC staff, via internal communications, internal cascades and potentially WhatsApp for frontline staff (currently being investigated)

### **3. Recommendations**

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The key recommendation to the Board is to note the communications strategy and the activity to date.

## NHS Test and Trace Communications Plan for Surrey

### INTRODUCTION

The Government launched NHS Test and Trace in England on the 28<sup>th</sup> May. The purpose of the service is to:

- ensure that anyone with symptoms of COVID-19) can quickly be tested to find out if they have the virus
- carry out targeted asymptomatic testing of NHS and social care staff and care home residents
- trace close recent contacts of anyone who tests positive for coronavirus and, if necessary, notify them that they must self-isolate at home to help stop the spread of the virus

The service will allow us to trace the spread of the virus and isolate new infections. It will also play a vital role in giving us early warning if infection levels start to rise, locally or nationally.

Data on the virus's spread will be shared with local authorities through the **Joint Biosecurity Centre** to inform local outbreak planning, so teams understand how the virus is moving, working with national government where necessary to access the testing and tracing capabilities of the new service.

SCC has been chosen as one of 11 local authorities who will share best practice and lessons learned across the rest of the country. The Communications team is part of the Good Practice Network, a group of communicators from both local and central government who are working on putting together templates and protocols to help all 343 local authorities in England to prepare for Test and Trace.

Work is already underway on Surrey's Local Outbreak plan, which focuses on identifying and containing potential outbreaks in settings and communities. As part of this, a clear communications plan is vital to raise awareness and understanding of T&T, explain its role in preventing a second spike, and provide reassurance to residents and stakeholders.

Effective and rapid communication is recognised by the government's Joint Biosecurity Centre (JBC) as a primary intervention for controlling the spread of the virus.

### AIMS AND OBJECTIVES

The aim of this communications plan is to:

- Tailor national messaging and communications to make them locally relevant
- Support the Local Outbreak Strategy and communicate key messages to our residents, making clear what action they need to take
- Explain the National Test and Trace campaign to encourage take up locally and motivate compliance

- Reassure people that test and trace helps safely ease lockdown and return to normal life.

We will do this by:

- Tailoring national messaging and communications to make them locally relevant
- Explaining the National Test and Trace campaign to encourage take up locally and motivate compliance
- Using established local channels and networks
- Building on existing SCC/LRF approaches to communications and emergency response
- Providing open and transparent data to give an indication of infection levels in residents' local areas
- Reinforcing good prevention behaviours learned during the response phase - hygiene and social distancing
- Motivating people with symptoms to participate in contact sharing and if contacted to isolate
- Alerting people in the event of a local outbreak

## **LOCAL STRATEGY FOR SURREY**

This strategy will focus on two phases – the first phase concentrating on amplification of national NHS Test and Trace and PH messaging, the second consisting of rapid response alerts to specific settings and locations.

### **1. Awareness/amplification (before a local outbreak):**

This is the default phase that applies to all areas where there is no specific outbreak or targeted restrictions. The specific aims of this phase are to:

- Raise awareness of the symptoms of COVID-19
- Use the idea of the 'social contract'- everyone has responsibility for keeping infections low
- Encourage those with symptoms to 'play their part' and get tested
- Explain how the tracing system works to individuals and employers and how it will help to reduce the spread of the virus
- Encourage people to 'play their part' by using the tracing system if testing positive and addressing any barriers to participation
- Raise awareness that individuals may be contacted by NHS Test and Trace and should self-isolate to 'play their part'
- Encourage individuals to prepare in advance for self-isolation by understanding what support is available and consider how they would get food, medicine, etc
- Encourage individuals to 'play their part' by supporting their friends, family and neighbours in isolation
- Encourage employers to 'play their part' by preparing in advance for employees self-isolating by clarifying policies, processes and support available

- Explain how COVID-19 is being monitored in Surrey, being open and transparent with the information we have, alerting people to potential outbreaks in their area and giving them the information you need to protect yourself and others
- Thank everyone participating in NHS Test and Trace for 'playing their part'.

During this phase we can use national messaging with our local 'look and feel' for this phase and signpost to national guidance on [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus).

## 2. **Rapid response (during a local outbreak):**

This phase will apply where there is a specific local outbreak in which additional restrictions will apply following national guidance. The specific aims of this phase are to:

- Raise awareness of any changes to the guidelines or restrictions - explain to whom or where they apply. Encourage those shielding to be extra cautious
- Educate about the potential consequences of not complying. Thank residents who are doing the right thing
- Explain why changes are being made and what conditions will need to be met for them to be eased
- Raise awareness of the local and national support available
- Explain how COVID-19 is being monitored in the specific area (and what this monitoring shows using data supplied by JBC and PHE)
- Encourage employers and community influencers to 'play their part' by sharing messaging with their own contacts. Thank employers who are doing the right thing

This phase will also include communicating to the communities and setting affected when a lockdown has been lifted and explaining why.

- Raise awareness of any changes to the guidelines or restrictions
- Explain the public health reasons behind why restrictions are being eased
- Explain how COVID-19 is being monitored across a specific Surrey area to protect our communities and settings

This phase of the messaging will be led locally and use the distinct local 'look and feel' that we've established.

## **AUDIENCES**

The key audiences identified for the national strategy by DHSC and the Cabinet Office are:

- BAME
- Single mothers with young children
- 65+
- 18-24 year olds
- 25-64 year old workers
- The vulnerable and those who shielded during lockdown

## CURRENT INSIGHT

The over-arching approach that tested best amongst target audiences takes an emotive approach, building on the concept of a social contract - People Protecting People (this shifts away from the Government directive/public announcement approach) and is backed by behavioural science.

- Increased need for personal responsibility
- Strong emotional connection
- The need to encourage the desired behaviours – protect others to protect yourselves

The key barriers for T&T compliance have been identified as:

- Low awareness of testing
- Low symptom knowledge
- Low understanding of isolation

## KEY MESSAGES

### Core public health messages:

- To stop the spread of coronavirus, everyone has to play their part by isolating if symptomatic, booking a test as soon as they experience symptoms. Find out more: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Got symptoms? Get tested. High temperature or new continuous cough or loss of taste or smell? Find out how to get a test and how long to isolate, at [nhs.uk/coronavirus](https://nhs.uk/coronavirus).
- If you have symptoms, you should stay away from other members of your household as possible to protect them. It is especially important to stay away from anyone who is clinically vulnerable or clinically extremely vulnerable with whom you continue to share a household. Play your part. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- If you feel you cannot cope with your symptoms at home, or your condition gets worse, or your symptoms do not get better after 7 days, use the NHS 111 online coronavirus (COVID-19) service. If you do not have internet access, call NHS 111. For a medical emergency dial 999. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Self-isolate when alerted. If you're told you have been exposed to an infected person you must self-isolate for 14 days. Play your part. Protect your friends and family. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Be prepared. If you're told you have been exposed to an infected person you must self-isolate for 14 days. Play your part. Protect your friends and family.
- If you need to self-isolate, you can get an isolation note to send to your employer as proof you need to be off work. You do not need to get a note from a GP. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Thank you to everyone helping to stop the spread by staying at home and booking a test if experiencing symptoms of coronavirus. Play your part. Find out more at: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)
- Contact tracing is the most effective way of controlling the spread of the virus and is being used around the world alongside social distancing and hygiene measures. Find out more: [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

- Further down the line we will need to encourage people to download the NHS contact tracing app. Messages will need to address data protection and privacy/security concerns.

#### **Awareness/amplification (phase 1):**

- Test and Trace is the best way we have to prevent a second spike in Covid-19 infection rates and to ensure a safe recovery for Surrey
- By working together in Surrey to support T&T we can ensure that lockdown measures will be eased, and life will start to get back to normal
- If everyone plays their part we can prevent a second lockdown, children can start to go back to school, the elderly can see their loved ones, businesses can start to thrive
- By keeping your distance, washing your hands and thinking of others, you can protect your friends and family from the virus
- Anyone can book a test – by getting tested residents are playing a vital part in helping us to track infection rates and identify potential outbreaks
- If T&T tell you that you've been in contact with someone who has tested positive, do the right thing and isolate.
- If you have tested positive for coronavirus, help us find the people you've been in contact with.
- We will be open and transparent with the information we have, alerting you to potential outbreaks in your area and giving you the information you need to protect yourself and others

#### **Rapid response (phase 2):**

- Keep Surrey safe. Testing shows an outbreak of coronavirus in [your area]. [Some businesses] should [close] temporarily to stop the spread and save lives. Find out more about coronavirus in your local area – SCC website
- Keep Surrey safe. Testing shows an outbreak of coronavirus in [your area]. You [should] [stay home] temporarily to stop the spread and save lives. Find out more about coronavirus in your local area – SCC website

When an outbreak eases additional messaging will need to be tailored on a case-by-case basis, but will need to cover the following:

- Raising awareness of any changes to the guidelines or restrictions
- Explaining the public health reasons behind why restrictions are being eased
- Encouraging residents to 'play their part' by supporting and engage with local businesses and neighbours that may have been affected by restrictions
- Explaining how COVID-19 is being monitored across a specific Surrey area to protect public health

#### **ADDITIONAL MESSAGING FOR EMPLOYERS AND BUSINESSES**

- Employers and businesses can play their part in the NHS Test and Trace programme to slow the spread of the virus and save lives by following the latest Government advice on working safely during coronavirus. Find out more: [www.gov.uk/workingsafely](http://www.gov.uk/workingsafely)

- By following the latest Government advice, employers can play their part and reduce the risk of employees having to self-isolate if a member of staff tests positive for COVID-19. Find out more: [www.gov.uk/workingsafely](http://www.gov.uk/workingsafely)
- Employers should play their part by encouraging workers to heed any notifications to self-isolate if they have coronavirus symptoms or have been contacted by NHS Test and Trace. Employees can find out more at: [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus)
- To stop the spread of coronavirus, employers should play their part by supporting workers who need to self-isolate. Employers must not ask those in isolation to attend the workplace. Staff can work from home if they feel able. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Employees in self-isolation are entitled to Statutory Sick Pay for every day they are in self-isolation, or can choose to use paid annual leave if they wish. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Employers should remind staff of their sickness policies and procedures in case employees ever need to self-isolate. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- If multiple cases of coronavirus appear in a workplace, employers should (Speak to their local authority contact). An outbreak control team will, if necessary, be assigned to help manage the outbreak
- Thank you to employers in Surrey who are playing their part to stop the spread of coronavirus by supporting employees who need to self-isolate. Read the Government's advice for employers at: <https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance#guidance-for-employers>
- Thank you to employers in Surrey who are playing their part to stop the spread of coronavirus by following the latest Government advice on working safely. Find out more: [gov.uk/workingsafely](http://gov.uk/workingsafely)

## CHANNELS

For detailed tactical planning on channels, marketing and paid advertising see the **communications grid**. This outlines all the traditional offline channels and networks available to us including leaflet drops, newsletters, outdoor advertising etc.

These core channels will be supported by proactive alerts in the case of outbreaks via media outlets, promoted social media posts and Google ads and collaboration across all the agencies in Surrey via the Multi-agency Information Group.

### Media relations:

The communications team will work closely with local and, where appropriate, national media outlets to ensure widespread amplification of core public health messaging whilst preparing for increased media interest in the event of a local outbreak. We will:

- Brief local editors in advance, explaining T&T, the Local Outbreak Plan, and the data we will have available to ensure their help with communicating outbreaks to local communities and settings and to get the message out far and wide and help Surrey residents to understand how the process will work and why their participation is so important.
- Engage with national broadcast news editors and reporters to give them the local perspective on the 'Local Lockdown' story – potential interviews with Ruth Hutchinson/behind the scenes perspectives
- Work with local radio to provide them with advance notification of alerts and messages

#### **Social media:**

We have engaged digital marketing company Air Social and we will work with them to:

- Provide instant geo-targeted alerts in the event of infection
- Use promoted social media posts and online advertising to reach as many Surrey residents as possible
- Raise awareness of Surrey County Council's social media presence and encourage people to follow them for alerts
- Reinforce messaging around safe behaviours – social distancing, hygiene and testing
- Raise awareness of testing for all

Social media can reach 70% of the population of Surrey. This will be supported by all the traditional offline channels and networks to ensure older, more vulnerable residents are reached.

#### **Multi-Agency Information Group (MIG):**

We will continue to chair the MIG to share messaging and assets with all our partners in the Local Resilience forum – this includes Districts and Boroughs, police, NHS, Public Health, Community pharmacy and other partners. The MIG will be a valuable tool for cascading alerts to local communities and settings.

#### **GP Surgeries:**

We are working closely with NHS communications colleagues to reach the patients of Surrey's GP surgeries.

- Text messages to all patients (or patients GPs have identified as exceptionally vulnerable or shielded) who have provided a mobile phone number
- Share printed assets

#### **Stakeholder management:**

- Stakeholder channel mapping – settings, businesses, GP surgeries etc
- Preparation of a T&T toolkit in the event of an outbreak is underway

#### **CENTRAL GOVERNMENT SUPPORT FOR LOCAL GOVERNMENT COMMUNICATIONS**

- National paid media plan will be shared on a weekly basis showing reach into each local area

- Central assets will be continually updated via <https://coronavirusresources.phe.gov.uk/> and will have facility for adding local information and branding
- Shared assets that will be editable to ensure a local 'look and feel'
- National stakeholder message and materials planning will be cascaded for local development
- National positioning of Local Outbreak Plans to build on locally
- Local to national press relations protocols are being rapidly developed to ensure best handling of local issues that have generated national interest

## **MEASUREMENT**

This will include:

- A summary of communications activity
- Traffic and referrals analytics for key webpages
- Air Social analytics on engagement and CTR
- Number of NHS app downloads in Surrey/specific local area
- Possibly data on uptick of testing in specific areas

**TEST AND TRACE COMMS MESSAGING GRID**

**OVERALL MESSAGE PROPOSITION – PLAY YOUR PART TO PROTECT EACH OTHER IN SURREY**

**REINFORCED BY:-**

1. If you have symptoms, EVERYONE can get tested – go to the NHS website or call 119
2. If you TEST POSITIVE, help us to trace the people you've been in contact with
3. If you are ALERTED that you've been in contact with someone who has coronavirus, help us control infection levels by isolating.
4. Continue good behaviours
  1. Social distancing
  2. Wearing face masks
  3. Washing hands
  4. Getting tested
  5. Providing contacts via Test and Trace
  6. Self isolating if you have symptoms

**3 PHASES OF MESSAGING – AWARENESS – BE PREPARED – LOCAL LOCKDOWN**

**WEEK 1 w/c 22 June AWARENESS - EVERYONE CAN GET TESTED – KEEP SURREY SAFE**

KEEP SURREY SAFE – Play your part – now everyone who has symptoms can get a test. Book your test at NHS TEST AND TRACE **CTA** visit NHS/coronavirus or call 119

**WEEK 2 w/c AWARENESS – SHARE YOUR CONTACTS – KEEP SURREY SAFE**

PLAY YOUR PART – Tested positive? Help us to trace the people you've been in contact with. KEEP SURREY SAFE **CTA** Find out more at [surreycc.gov.uk/coronavirustesting](https://surreycc.gov.uk/coronavirustesting).

**WEEK 3 w/c AWARENESS – KEEP SURREY OPEN – local messaging regarding local lockdown. TEST/TRACE/SELF ISOLATE/KEEP DOING WHAT WE DO.**

LET'S KEEP SURREY OPEN – Play your part - got symptoms get a test - KEEP SURREY SAFE **CTA** visit NHS/coronavirus or call 119

LET'S KEEP SURREY OPEN – Tested positive? Help us to trace the people you've been in contact with. KEEP SURREY SAFE **CTA** Find out more at [surreycc.gov.uk/coronavirustesting](https://surreycc.gov.uk/coronavirustesting).

LET'S KEEP SURREY OPEN – If you're alerted by Test and Trace. Play your part self isolate. **CTA** Find out more at [surreycc.gov.uk/coronavirustesting](https://surreycc.gov.uk/coronavirustesting)

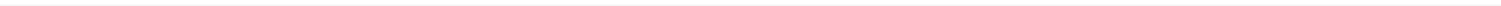
LET'S KEEP SURREY OPEN – KEEP PLAYING YOUR PART - social distancing, wearing face coverings, washing hands, getting tested, providing contacts, self isolating. **CTA** Find out more at [surreycc.gov.uk/coronavirustesting](https://surreycc.gov.uk/coronavirustesting)

PHASED MESSAGING - PHASE 1 AWARENESS	MEDIA	CHANNEL	TARGET AUDIENCE	LIVE DATE
<b>MESSAGE 1 EVERYONE CAN BE TESTED - SURREY WIDE</b>	<b>Web Presence Digital - ongoing</b>	<b>SCC COVID pages - <a href="https://surreycc.gov.uk/coronavirustesting">surreycc.gov.uk/coronavirustesting</a></b>	Surrey Residents	25 June
WEEK 1 w/c 22 June		Surrey Matters website	Surrey Residents	25 June
		SCC Home Page	Surrey Residents	25 June
	Web Banners	SEND local offer	Surrey Residents	26 June
		Surrey Information Point	Surrey Residents	26 June
	Local Press Ads	Surrey Advertiser	Surrey Residents	w/c 22 June
		Surrey Comet	Surrey Residents	w/c 22 June
		Farnham Herald	Surrey Residents	w/c 22 June
		Guildford Dragon	Surrey Residents	w/c 22 June
	Social Media Organic	SCC & D&Bs	Surrey Residents	
	Press and PR		Surrey Residents	
	Editorial	Top Lines Brief e-newsletter	SCC Members	

<b>MESSAGE 2 SHARE YOUR CONTACTS - KEEP SURREY SAFE</b>	Web Banners	SEND local offer	Surrey Residents	
w/c 29 June		Surrey Information Point	Surrey Residents	
		Healthy Surrey Website	Surrey Residents	
		SCC homepage thumbnail	Surrey Residents	
	Local Press Ads	Surrey Advertiser	Surrey Residents	w/c 29 June
		Surrey Comet	Surrey Residents	w/c 29 June
		Farnham Herald	Surrey Residents	w/c 29 June
		Guildford Dragon	Surrey Residents	w/c 29 June
		Woking news	Surrey Residents	2 July
	Social Media Organic	SCC & D&Bs	Surrey Residents	
	Next Door App		Surrey Residents	
	Press and PR		Surrey Residents	
	Editorial	Surrey Matters e-newsletter 1 July	Residents	Wed 1 July
		Top Lines Brief e-newsletter	SCC Members	Mon 29 June
<b>PHASE 2 BE PREPARED</b>				
<b>MESSAGE 3 - KEEP SURREY OPEN - LOCAL</b>	Web Banners	SEND local offer	Surrey Residents	
		Surrey Information Point	Surrey Residents	
		Healthy Surrey Website	Surrey Residents	
		SCC homepage thumbnail	Surrey Residents	
	Local Press Ads	Surrey Advertiser – w/c 6 July	Surrey Residents	
		Surrey Comet – w/c 6 July	Surrey Residents	
		Farnham Herald – w/c 6 July	Surrey Residents	
		Guildford Dragon w/c 6 July	Surrey Residents	

		Woking news - From 2 July	Surrey Residents	
	Digital Toolkit - Flyer, Social Media and Poster	Educations Setting - digital	Schools	
		D&Bs	All residents	
		Gypsy Roma Traveller Community	Travellers	
		Community Resilience Groups	All residents	
		Voluntary Sector VCFs	All residents	
		Surrey Minority Ethnic Forum - Translations	BAME	
		Learning Disability Networks - Easy Read	Disability	
	Editorial - newsletters	Top Lines Brief - weekly	Members	
		Schools Bulletin	Schools	
		Childcare Bulletin	Early Years Settings	
		SEND news	SEND	
		Surrey Ethnic Minority Forum	BAME	
		Town Council newsletters	All residents	
	Printed Posters	Libraries from 6 July	Elderly and Young families	
		Youth Settings	Youth	
		Bus Stops - digital A4	All residents - Local	
		Parish Councils	All residents - Local	
		Post Offices	All residents - Elderly	
		Sheltered Housing	Vulnerable residents	

	Media Relations - Press/Radio Interviews		Surrey Residents	
<b>PHASE 2 - LOCKDOWN LOCATION SPECIFIC</b>	Media Relations - Press/Radio Interviews	Surrey News	Town specific	
	Geo Targetting Social Media	Local residents	Town specific	
	Next Door App	Local residents via postcode area	Town specific	
	NHS SMS text via GPs	Local residents	Town specific	
	SCC Shielded Residents SMS Text	Shielded Local Residents	Town specific	
	E-mail Comms Toolkit – via Action Plan database.	Local Settings	Setting specific	
	Digital Newsletters	Setting specific newsletters eg Schools Bulletin and Childcare Professional Bulletin	Setting specific	





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## Local Outbreak Engagement Board Paper

### 1. Reference Information

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Paper tracking information	
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<b>Sponsors:</b>	Tim Oliver, HWB Chairman and LOEB Chairman Joanna Killian, Chief Executive of Surrey County Council Ruth Hutchinson, Interim Director of Public Health (SCC)
<b>Paper date:</b>	16 July 2020
<b>Version:</b>	0.1
<b>Related papers</b>	

### 2. Executive summary

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A key element of successful outbreak management is access to timely and accurate intelligence to inform health protection action. Section 8 (Data Integration) of the Surrey Local Outbreak Control Plan describes existing intelligence resources and plans to develop further resources to support other elements of the plan.

We have already achieved the following:

- Established a regular dataflow from Public Health England (PHE), governed by a signed data-sharing agreement;
- Developed Beta test and trace dashboards for the outbreak control team to review and trained staff on their use;
- Set up systems and processes for the daily review of surveillance so that the outbreak control team can take health protection action when the surveillance and other sources of intelligence indicates this is needed.

The collaboration of the several SCC teams (including the Outbreak Control team, the Public Health Intelligence and Insight Team, the Data Analytics Centre of Excellence, Corporate Information Governance and members of the S&E Strategy and Engagement team in IT&D) has enabled this rapid progress.

The Association of Directors of Public Health has highlighted the challenges of managing the surveillance elements of local outbreak control plans given the on-going issues with data provided by the test and trace national programme. Some elements of data provision have improved in the last couple of weeks but the quality and consistency of data continues to be an issue. See [https://mcusercontent.com/72ee72bff2c348f784e9679c8/files/a720aaca-a668-40a7-afa2-2aa269a15345/Weekly\\_Member\\_Briefing\\_COVID\\_19\\_19th\\_June\\_.pdf](https://mcusercontent.com/72ee72bff2c348f784e9679c8/files/a720aaca-a668-40a7-afa2-2aa269a15345/Weekly_Member_Briefing_COVID_19_19th_June_.pdf) for further details.

We are currently developing the detailed action plan and governance to oversee the ongoing development of the Data Integration elements of the outbreak plan. Priority actions are identified in the next steps below.

### **3. Recommendations**

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The key recommendation to the Board is to note the rapid progress made to date and provide any comments this workstream to Public Health.

### **4. Next steps**

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In addition to finalising the detailed action plan and governance for the element of this part of the outbreak control plan, the priority actions in this area:

- further development of the surveillance dashboards to incorporate additional functionality and information;
- agreement with PHE and partners in the PHE Surrey and Sussex Health Protection Team area on common triggers which lead to further health protection action; and
- completion of the risk assessment of data/intelligence sharing required by PHE to enable SCC to share relevant intelligence with the outbreak control governance groups (HPOG and LOEB) and local partners.