

Surrey Local Outbreak Engagement Board

1. Reference Information

Paper tracking information	
Title:	COVID-19 Local Outbreak Control Plan - Communications Plan Update
Author:	Andrea Newman, Director - Communications & Engagement (SCC) andrea.newman@surreycc.gov.uk Abi Pope, Senior Communications Manager - COVID-19 Communications Lead (SCC) abi.pope@surreycc.gov.uk
Sponsor:	Mrs Sinead Mooney - LOEB Chairman (SCC) Joanna Killian - Chief Executive of Surrey County Council Ruth Hutchinson - Director of Public Health (SCC)
Paper date:	18 February 2021
Related papers	<ul style="list-style-type: none"> • Surrey Local Outbreak Control Plan • NHS Test and Trace Communications Plan for Surrey

2. Executive summary

The Surrey County Council Communications Team have been working closely with Surrey Local Resilience Forum (SLRF) partners and the Department for Health and Social Care on the surge testing exercise (Operation Eagle) taking place in Woking and Egham. The communications planning was delivered in partnership with Woking, and then Runnymede, Borough Council colleagues and was successful in forewarning residents, who responded positively on the doorstep.

90% of residents in Woking returned their completed test kits, and it currently looks like Egham residents will return a similar number of tests – exceeding the 30% expected by PHE and DHSC.

The communications was successful, in part, due to the cooperation of operational leads on the ground (Surrey Police, SFRS and LRF partners) with open lines of internal communication from the early planning stages. This ensured real-time operational information was informing communications decisions and tactics.

Operation Eagle was a far-reaching engagement piece, carried out at pace and delivered within three days. Tactics deployed included:

- Breaking the story nationally
- A media facility at Woking Fire Station servicing all main TV/radio networks and news agencies securing worldwide coverage
- Digital ad vans accompanying volunteers on their delivery routes for public reassurance
- A sharable WhatsApp video made by Director of Public Health, Ruth Hutchinson
- Geo-targeted social media aimed at the selected postcodes
- A post-code searchable map on the SCC website and live updated Q&A shared online and through the MIG partners

- Stakeholder engagement, including translations and videos created by Imam Hashmi of Woking mosque, and widely shared on Urdu TV networks

Targeted Community Testing

Asymptomatic testing for symptom-free residents who can't work from home was delayed for a week so as not to confuse residents while Operation Eagle was underway. Three pilot test sites will launch in the week commencing 15/02/21 as well as three pilot pharmacies providing tests.

A communications plan is in place, and again, working alongside District and Borough Council colleagues (Spelthorne, Woking and Epsom and Ewell) will deliver local messaging to working age adults in the relevant areas.

This will include:

- DAX (geo-targeted) radio advertising.
- Petrol pump advertising.
- Stakeholder engagement, including community groups, Covid champions, workforce and business organisations.
- Written briefings for members (Top Lines Brief) and MPs with a call to action to engage residents.
- Geo-targeted and demographically targeted social media.
- District and Borough emails, newsletters, posters, business liaison teams and Covid Marshalls.

3. Recommendations

For Board members to take note of the activity outlined above.