

Excellent Community Engagement in a Fast-Changing Environment: Lessons from Covid-19

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BwD Context

- Highest number of infections per 100,000
- Local and “hyper local” restrictions (covering different parts of the borough, changed at short notice and often)
- Shielding extensions for Clinically Extremely Vulnerable
- Hit hard by Delta (Surge Testing)

Help Hub

- Engagement via Help Hub (est March 2020)
- Strengths based, wrap around support
- Triage by experienced engagement staff, robust conversations
- Supported by a trusted network of voluntary sector partners (engagement with these key groups too)
- 3,500 contacts to Jan 2022

**The New BwD Help Hub
can provide a range of
support to people who
need it the most**

We can help with:



Food & essential
supplies



Friendly
phone calls



Medicines



Advice
on fuel bills



Community
support

Anyone who contacts us – by phone or online – will receive a call back within two working days.

Fill in the online form at

www.blackburn.gov.uk

Call 01254 588111

9am-5pm Mon to Fri, 9am-12pm Sat & Sun

Ongoing Community Engagement “Year 1”

- Regular, sustained, contact with groups, individuals and communities.
- Our own networks, partners and partner networks.
- Eid/ Christmas etc
- “Temperature checks” views on easing restrictions





- Approval 13th Jan 2021 – BwD allocation of £352,621 DLUHC (diverse communities, residents with disabilities, young people)
- Bring together and build on existing engagement work with sustainable pathways (Help Hub, Youth Hub, Social Prescribing Link Workers, Learn English Together Partnership etc)

Engagement Principles

- Listen to concerns, support risk sensible decision making
- Bring clarity
- Provide wrap around advice and guidance
- Feed in “intelligence”

So, what?

- High standards for ourselves and our partners
- Monitoring and recording activity
- What, when, where, who – outcome (eg vaccinations booked)

 IMO @imocharity · Jan 8
The chairman @MasjidMomeeneen 🙏 Mahmood has agreed to speak with his 🕌 congregation regarding the #vaccines. He has taken 🛡️ and #booster jab. If you have any #fears or #worries please don't hesitate to speak with us. @JaneScatt @BWDDPH @Nav1gSharif @ShorrockJim @MuslimCouncil



You and 9 others

  7  15 

 Youth Action @youthactionuk · Jan 5
Our #detached team have been out this evening in @blackburndarwen #supporting #engaging communities with the #vaccination effort getting #BoosterJab now!

Q's re #schools & impact on #Wellbeing, people booking their jabs!

@BWDDPH @BwDDenise @JaneScatt @Nav1gSharif @OsmanSayyed



You and 9 others

 1  7  15 

Communicating with our Champions

- Weekly email updates
- Ad hoc social media / text / WhatsApp updates
- Fortnightly network meetings
- Two-way communication

Value of Communications

- Essential to our response to the pandemic - and our recovery
- Communications representative on key regular meetings / groups
- Clearly defined communications principles

Communications in the Delta wave

- April – June 2021
- Surge testing operation – targeting residents in hot spot areas
- Surge vaccination – borough-wide



Communications in the Delta wave

- News stories & media relations
- Printed materials to support the work of our engagement teams



Published Friday 28 May 2021 at 8:16

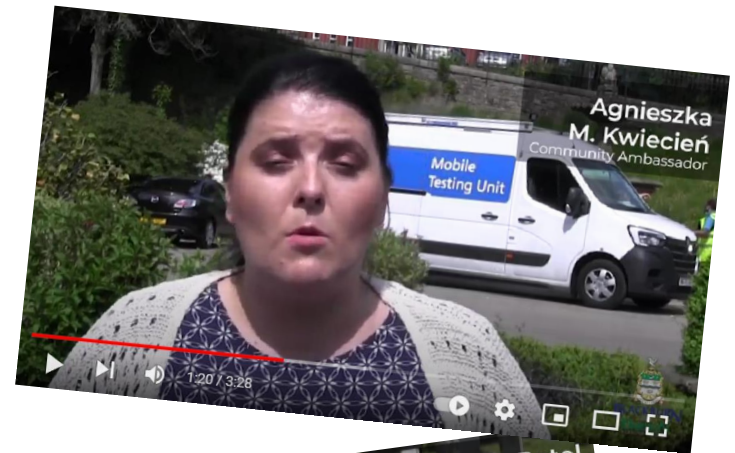
As rates of Coronavirus continue to rise in Blackburn with Darwen, surge testing will move into a new phase in certain areas, with Army staff.

This means that from Blackburn with Darwen teams will be calling on those who have higher rates of the Concern now known as



Communications in the Delta wave

- Social media content inc videos with community figures
- Digital screens in prominent locations



Communications in the Delta wave

- Ad van to target neighbourhoods
- Regular briefings for stakeholders inc schools & faith settings



Lessons learned

- Invaluable input from engagement teams & Champions
- Using their networks, reached more residents
- Trusted voices & established relationships

Thank you for listening.

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