



Better for everyone



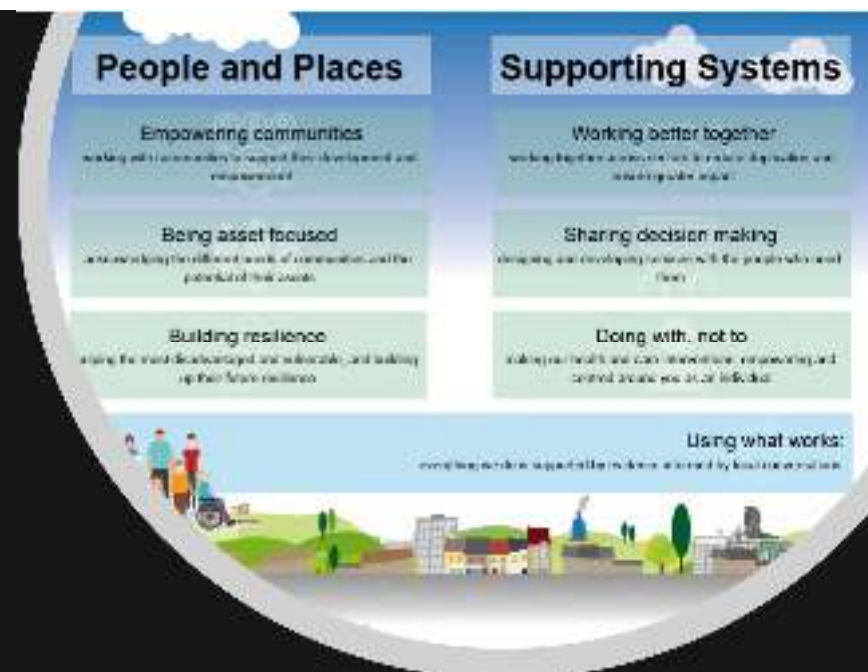
Better for everyone



County Durham Together COVID-19 Community Champions

Background

- Recognise the importance of trusted information and feedback flows between local communities, LA and key partners
- Key element supporting delivery of County Durham COVID-19 Local Outbreak Control Plan
- Underpinned by our Wellbeing Principles
- COVID-19 Community Champion programme is **one element** within our wider engagement and communication strategies.
- Programme acknowledges different people will share and take on information from different sources / networks – ‘trusted voices’

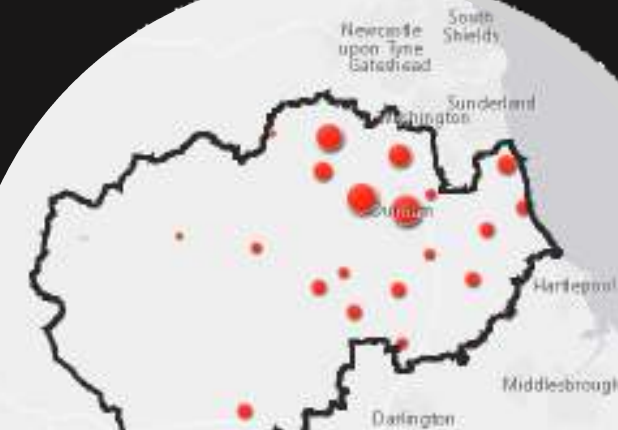


Recruitment & launch

- Soft launch / recruitment Autumn 2020
- Full Launch Health & Wellbeing Board November 2020
 - 29 people 'pre-pledged'
 - Mass social media post
 - Radio interview
- Interdependencies
 - Strong links to Community Hub, Outbreak Control team, DCC COVID-19 Awareness Co-ordinators, COVID Compliance Officers, AAPs, VCS, Neighbourhood Wardens, elected members
- Programme Lead within Public Health team
 - Currently 84 actively engaged (incl. elected members)
 - 46 Champions
 - 38 Champion Plus
 - 4 temporarily paused

Champion shares
to/from 20 people

50 Champions share
to/from 1000 people



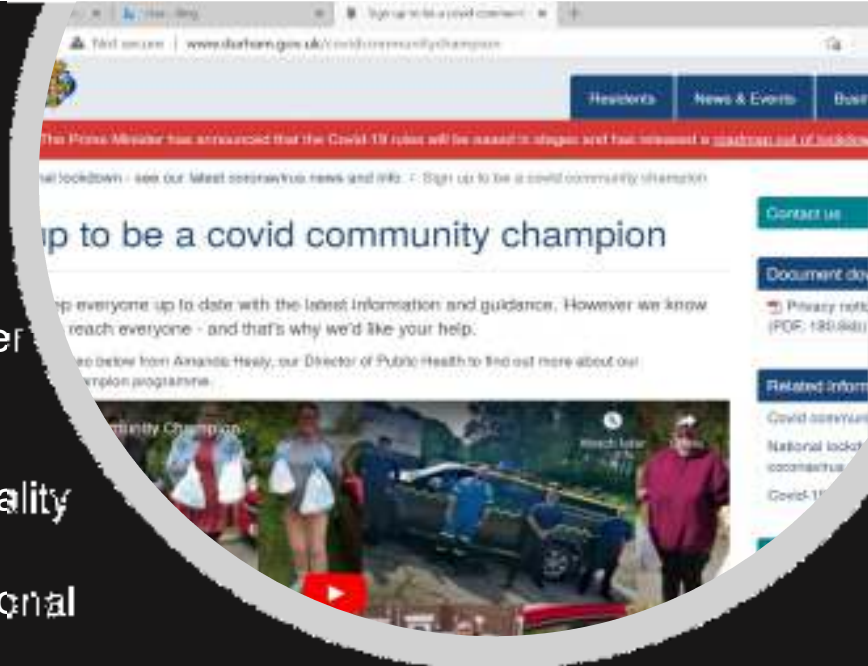
Induction & support

COVID-19 Community Champions Plus

- Fully supported DCC Volunteer offer and induction process (Volunteer Durham Programme Culture Sport & Tourism)
- Rolling programme (fortnightly/evening) training session
- Chose a locality to be assigned to and rolling programme regular locality coffee evenings with guest speakers
- Access to additional volunteering opportunities, training and professional development if interested
- Regular emails and newsletters

COVID-19 Community Champions

- Rolling programme (fortnightly) online group induction session / outline handbook/ comms charter – roles and responsibilities
- Chose locality to be assigned to and option to attend – regularly / ad hoc:
 - rolling programme (fortnightly/evening) training session
 - rolling programme regular locality based coffee evening



Training

- Developed in partnership with CDDFT NHS FT Wellbeing For Life team
- Delivered online to group by Programme Lead - slides & ppt shared post training
- 6 micro-modules:
 - What is COVID-19
 - Everybody play their part
 - Face coverings
 - Wider wellbeing and COVID-19
 - Making Every Contact Count
 - Champion / Champion Plus roles
- Training attended by COVID-19 Awareness Co-ordinators; EHCP Compliance Officers, Neighbourhood Wardens



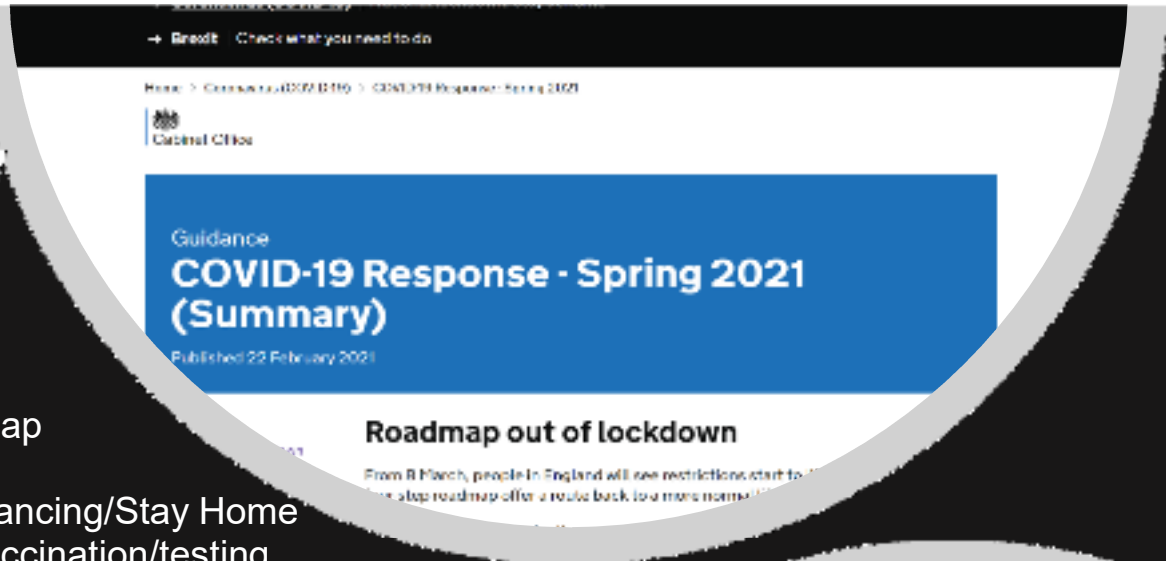
Champions Activity

Sharing to and from communities

- Generic information
 - Xmas bubbles / support bubbles
 - Tier movement / lockdown / spring 2021 roadmap
 - Community mood / pandemic fatigue
 - Key messages: Hands Face Space/Social Distancing/Stay Home
 - Opportunities for community engagement – vaccination/testing
- Targeted - Spike / Outbreak support
 - Feedback around community behaviour
 - Local information sharing when spike identified – community transmission/setting only transmission
 - Specific questions raised: PPE/Care Home visiting/vaccination eligibility

Specific Tasks / wider opportunities

- Champion website review group
- Vaccination information/communication task group
- Vaccination and community test centre volunteers
- Preparedness for potential need – e.g. 'surge testing'



One Size Does Not Fit All

It is important that we engage with all communities across the county as we recognise the importance of reaching all residents.

Each Champion will share information in their own way, some will share with their friends and family, some will share via community groups, some will use social media, some will attend events etc.



Lessons learned & future plans

- Nothing stands still – review, refine, evaluate
 - Training updates – SI dates
 - Additional training modules
 - Testing / Vaccinations
 - Website review
 - Proactive calendar of guest speakers
- Further develop Champion identity
 - Social media template / email banner
- Continued recruitment and wider engagement
 - Localities – countywide coverage
 - Specific target populations / young people
 - Businesses - Tesco, CDDFT, HDFT
 - Further develop partnerships and engagement opportunities
- Further develop locality connections
- AAPs/ VCS/ mutual aid / Police PCSOs
- Support for community/surge testing

Thank You