

WALSALL FOR ALL

COVID Community Champions Project (Phase 2)

Fortnightly Briefing

Wednesday 12 January 2022



WALSALL FOR ALL

COVID-19 Data and Insight

For the latest data please visit

http://go.walsall.gov.uk/covid-19_information/covid-19_data_for_walsall

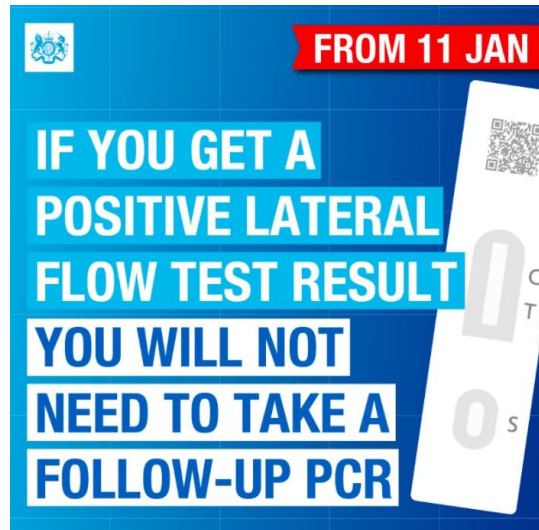


From 11th January in England, people who receive positive lateral flow device (LFD) results for COVID-19 will be required to self-isolate immediately and won't be required to take a confirmatory PCR test.

Under this new approach, anyone who receives a positive LFD test result should;

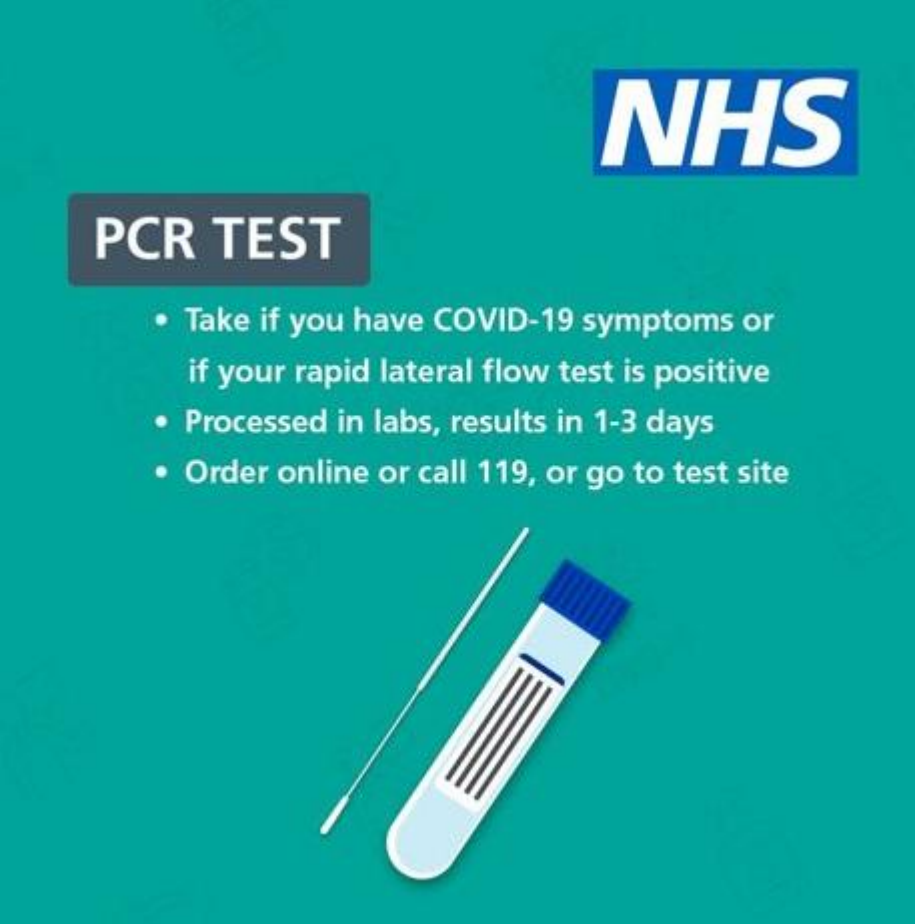
- report their result on GOV. UK or call 119
- self-isolate immediately but will not need to take a follow-up PCR test.

After reporting a positive LFD test result, they will be contacted by NHS Test and Trace so that their contacts can be traced and must continue to self-isolate.



PCR tests are still required if a person:

- has symptoms (in which case they need to follow the stay at home guidance, self-isolate and order a PCR test). They must self-isolate if they get a positive test result, even if they have had a recent negative lateral flow test – these rules have not changed.
- wishes to claim the Test and Trace Support Payment
- has been advised to take a PCR test because they are in a clinically vulnerable group
- has been advised to do so as part of a research or surveillance programme



The graphic features the NHS logo in the top right corner. Below it, the text 'PCR TEST' is displayed in white on a dark teal rectangular background. Underneath, three bullet points provide instructions: 'Take if you have COVID-19 symptoms or if your rapid lateral flow test is positive', 'Processed in labs, results in 1-3 days', and 'Order online or call 119, or go to test site'. At the bottom right, there is an illustration of a white PCR test tube with a blue cap and a white swab stick.

NHS

PCR TEST

- Take if you have COVID-19 symptoms or if your rapid lateral flow test is positive
- Processed in labs, results in 1-3 days
- Order online or call 119, or go to test site

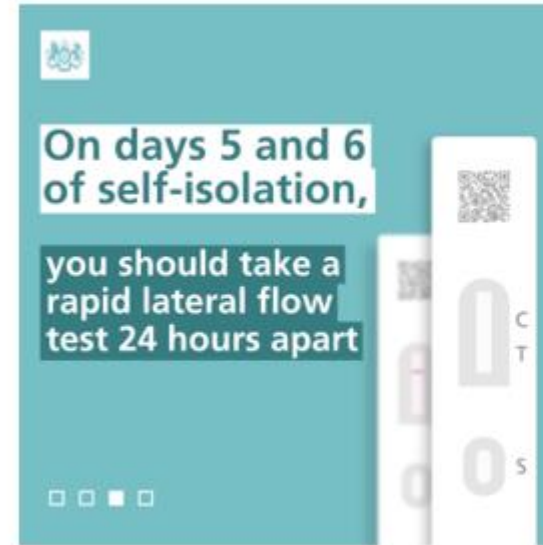
The Government have announced from Monday 17 January 2022, the self-isolation period for those **who test positive** for COVID-19 will change.

This means people can leave isolation on the sixth day, providing they test negative on the fifth and sixth day with a lateral flow device (LFD) and do not have a high temperature.

If the day 5 test is positive, they must continue to isolate, it is law

The decision has been made after careful consideration of modelling from the UK Health Security Agency and to support essential public services and workforces over the winter.





National press release - [Self-isolation for those with COVID-19 can end after five full days following two negative LFD tests](https://www.gov.uk/government/news/self-isolation-for-those-with-covid-19-can-end-after-five-full-days-following-two-negative-lfd-tests) - GOV.UK (www.gov.uk)

Walsall Council release - [Changes announced to self-isolation guidance](https://www.walsall.gov.uk/news/changes-announced-to-self-isolation-guidance) ([walsall.gov.uk](https://www.walsall.gov.uk))

Two types of COVID-19 tests are currently being used,

- If you don't have symptoms take lateral flow tests regularly
- If you have symptoms take a PCR test. You must follow the stay at home guidance and self-isolate and order a PCR test online or by calling 119.

Read more on [Get tested for coronavirus \(COVID-19\) - NHS \(www.nhs.uk\)](https://www.nhs.uk)

[Different Testing Graphics and Translations - Coronavirus Resource centre \(phe.gov.uk\)](https://phe.gov.uk)

The image displays four NHS Test and Trace infographics, each with a play button icon in the top right corner. Each infographic is titled with a question and provides detailed information about COVID-19 testing options.

- COVID-19 tests - what's the difference?**
 - Rapid lateral flow tests:** Shown as a small, simple test strip.
 - PCR tests:** Shown as a larger, more complex test kit with a pipette.
- Where do I get one?**
 - Rapid lateral flow tests:** Available online, at test sites, by calling 119, and at participating pharmacies.
 - PCR tests:** Available online, at test sites, and by calling 119.
- Do I send them away for processing?**
 - Rapid lateral flow tests:** No.
 - PCR tests:** Yes.
- When do I take them?**
 - Rapid lateral flow tests:** Twice a week - if you have no symptoms.
 - PCR tests:** After an NHS Test and Trace alert, after a positive rapid test, or if you have symptoms.

Protect Yourself and others

To help slow the spread of COVID-19 in Walsall you should follow safer behaviours and actions that include:

- Use face coverings in most indoor places
- Wash your hands regularly
- let in fresh air for 10 minutes regularly whilst indoors
- Test regularly
- Stay at home when you feel unwell
- Use the COVID-19 NHS App
- People should work from home if they can
- Manage down your social contacts to reduce your risks of having to self-isolate

UK Health Security Agency

Protecting yourself and others



Book your booster and make sure you are fully vaccinated against COVID-19



Wash your hands regularly for at least twenty seconds



Follow the guidance and wear a face covering in all appropriate settings



If you socialise indoors, ventilate the space as much as possible

These are simple and straightforward to follow, they can help save lives

Vaccination Key Message

General messaging for everyone – The vaccines are safe and effective

- Vaccines are a crucial way to protect people, especially those at higher risk of serious illness or death due to pre-existing conditions.
- Evidence shows people who are not vaccinated are up to eight times more likely to be hospitalised than those fully vaccinated.
- If you have been vaccinated with a COVID-19 vaccine, you are less likely to become severely ill if you catch COVID-19. You are also less likely to spread COVID-19 to other people, but it is still possible for this to happen.
- Every adult in Walsall is now being urged to book their vaccination as soon as possible.
- The vaccination programme is open to everyone, with first and second doses also available.



Vaccination Key Message

WALSALL FOR ALL

Pregnancy

- **Pregnant women are at higher risk of getting seriously ill from COVID-19**
- The vast majority of pregnant women who have been admitted to hospital with severe COVID-19 are unvaccinated.
- Pregnant women who have had their first and second jabs should book their COVID-19 booster as soon as possible
- If you're pregnant, getting a COVID-19 vaccine (first, second and booster) is **one of the most important things you can do to keep you and your baby as safe** from the virus as possible.
- Those who are pregnant, breastfeeding, may be thinking about having a baby now or in the future are encouraged to get the COVID-19 vaccine.
- If you are speaking to women who are hesitant, the CCG has a dedicated webpage with resources to help share the facts, myth bust concerns and real life case studies. If any medical concerns are raised please advice them to speak to their GP or midwife.
- Read more on,
 - <https://www.blackcountryandwestbirmccg.nhs.uk/your-health-services/coronavirus/covid-19-vaccine-and-women-of-childbearing-age>



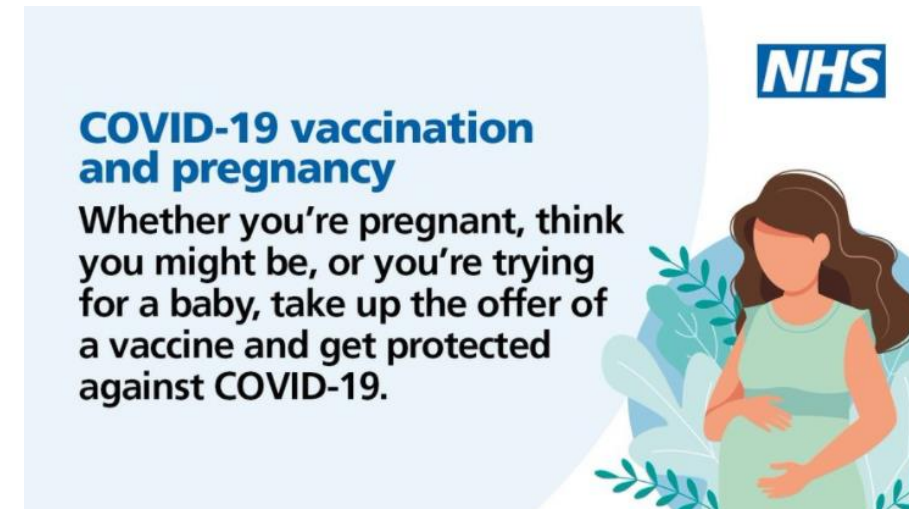
HM Government

NHS

Don't wait until baby arrives. Get vaccinated or boosted now."

nhs.uk/covidvaccination

A photograph of a Black woman with long braids, smiling, wearing a green top. The photo is framed with a yellow outline.



NHS

COVID-19 vaccination and pregnancy

Whether you're pregnant, think you might be, or you're trying for a baby, take up the offer of a vaccine and get protected against COVID-19.

An illustration of a pregnant woman with long brown hair, wearing a green sleeveless top, standing next to some green foliage.

Vaccination Sites in Walsall

WALSALL FOR ALL

Use the online NHS booking service or walk-in centres are available as well.

You can find a COVID-19 walk-in vaccination site near you online

Continue to make every contact count!

For information on the COVID-19 Vaccination and who is eligible please visit the CCG website <https://www.blackcountryandwestbirmccg.nhs.uk/your-health-services/health-advice/covid-19-vaccination>



Top tips for creating content

Be creative

Ensure everything is joined up

Get content signed off

Consider use of images and visuals

Tone and language is key

Knowledge and understanding

If you are organising an event, include all the required information

Use community languages and local dialect

Consider where your customers are most active

Accessibility is key

Make the information yours

e.g. if you are worshipping at XXX, make sure you wear a face covering

Be clear and simple

Put yourself in the shoes of the customer

Is your content fit for purpose?

Using the right platforms – consider Facebook groups, WhatsApp, NextDoor etc.

Get Boosted Now translations

Translated versions of the "Get Boosted Now" message are available to download for free online, for use on social media and elsewhere.

- Arabic
- Chinese
- Farsi
- Gujarati
- Hindi
- Indian-Punjabi
- Pakistani-Punjabi
- Polish
- Romanian
- Slovak
- Somali
- Urdu

<https://coronavirusresources.phe.gov.uk/covid-19-vaccine/resources/emergency-booster-social-translations/>



How you can help

- Post translations on social media with appropriate text and send to WhatsApp contacts/groups.

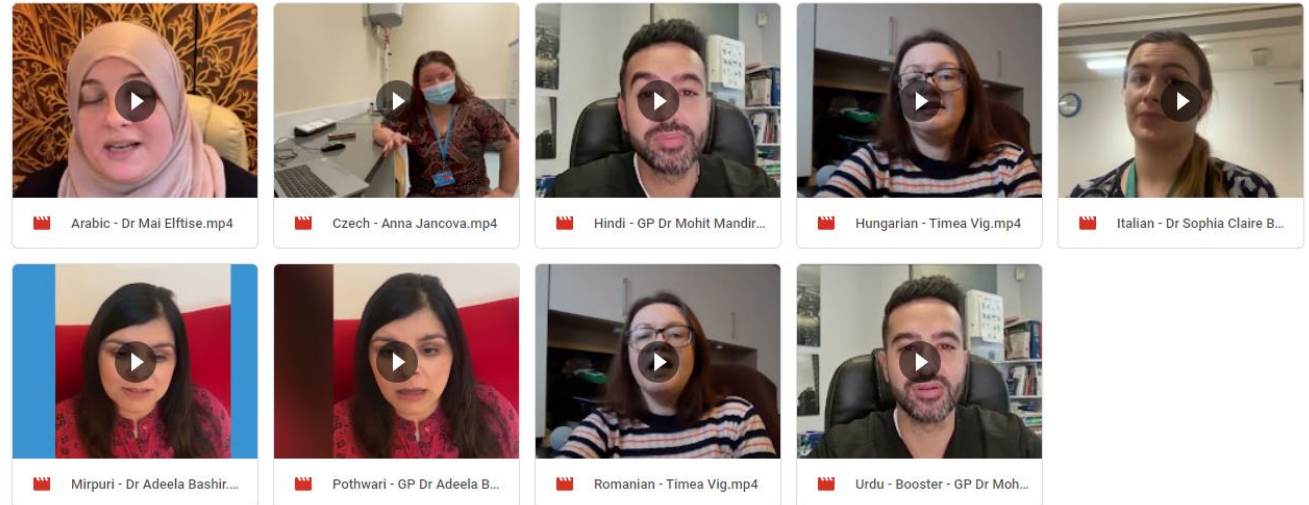
New resources from NHS Midlands

A range of videos have been created in a range of languages for use to promote the booster vaccine and inform the public of the benefits in their own language.

More languages will be added soon.

Please share the relevant videos to help spread the message to audiences about the important of the COVID-19 vaccine programme. Please find all the videos to use via the link:

<https://drive.google.com/drive/folders/179NVUmqlQUzN8XnLeqCRiQRTUzmtEYU3>



<p>Challenges/concerns</p> <ul style="list-style-type: none">• Misinformation around fertility• Having booster and flu vaccine at the same time• LFT supplies• Language barriers during contact tracing process	<p>What has worked?</p> <ul style="list-style-type: none">• Being sensitive and non-judgemental• Speaking the same language as residents and supporting them• Some groups are like 'brands' in their communities and are trusted voices for residents.
<p>Other ideas</p> <ul style="list-style-type: none">• When having conversations, starting with wellbeing and positivity and then moving onto COVID• Talking to and reassuring elderly residents around COVID	<p>Support needed</p> <ul style="list-style-type: none">• Give out more visual information to younger people• Ready to make posters with vaccination sites