

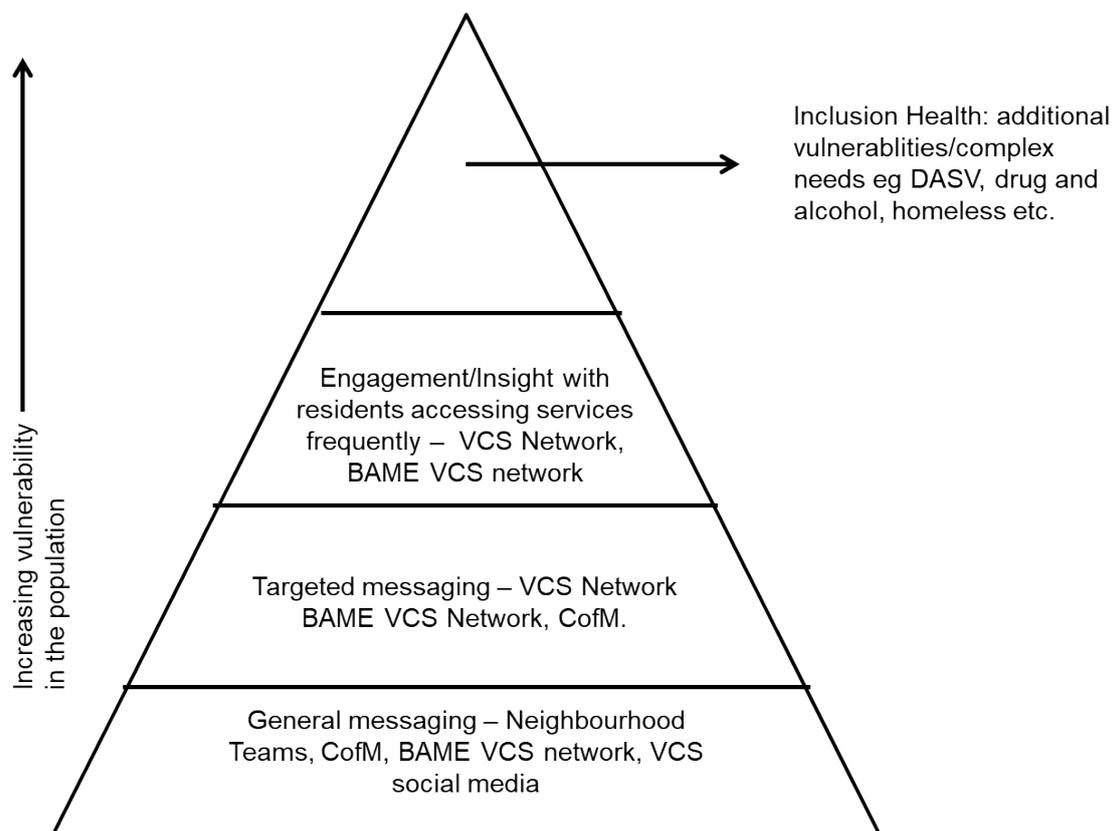
Test and Trace Programme Appendix A

Background

There are multiple partners providing community engagement around test and trace including:

- VCS network managed by Community Action to cover engagement, insight, micro grants programme and home testing
- BAME VCS Network managed by REN
- Council of Mosques
- CBMDC Neighbourhood teams inc Youth Covid Ambassadors (YCA's)
- Inclusion Health (Public Health-led) supporting some of most marginalised communities

They fit together as set out in the diagram below:



This paper describes the tranche of work commissioned by Public Health to Community Action Bradford & District.

Work undertaken

The project was commissioned for 18 months (July 2020 to December 2021) to specifically support Test and Trace activity ie hands, face, space messaging, home testing and more recently increasing the usage of LFT tests. Once the vaccination programme had started in earnest we were given permission to develop our work to also cover vaccinations.

Community Action was asked to mobilise this work as soon as possible and therefore we looked to utilise the skills and expertise of organisations already undertaking similar activity. The already existing Community Partnership network helped us with a good geographical reach (demographics were covered by other provision) and where some organisations did not wish to participate we engaged another local partner. We chose this route because these organisations had already completed some level of due diligence, were well respected in their neighbourhoods and were ready to work straight away. Once REN had secured their network and the Inclusion Health group was established, we engaged a further 4 organisations who work with disabled and learning disabled adults as this group of individuals were under-represented.

The main focuses of our work are:

Engagement

- **Social media campaigns** using Community Action, CNet, HALE, Bradford Talking Media (BTM) and Healthwatch. Quite simply we built on what we were already doing around test and trace with specific hashtags and campaigns co-designed with Public Health to be rolled out by these organisations/projects. Social media collateral is shared with the Community Anchors for them to use within their own communications ensuring the same consistent messaging.
- **Micro-grants for small organisations** We set up a grants programme to support the work of the Community Anchors; grants are designed to do specific, one-off outreach activity. Activity needs to be aligned to Public Health messaging and was designed to invest in small grassroots organisations working at a very local neighbourhood level. This is delivered by The VCS Alliance
- **Community Anchors** We engaged organisations to embed COVID messaging into their engagement work and wider service delivery. We are also asking these organisations to provide insight from communities. This feeds into a weekly system report that is shared with Ian Day and system communications group so we can produce communication messages that are appropriate to the needs of communities, eg myth-busting, supporting particular communities to understand, supporting the wearing of face coverings. Each organisation was required to submit an individual delivery plans to understand what they would deliver over the period. A list of the organisations engaged is provided below
- **Engagement good practice toolkit** We commissioned Overlap to produce an online toolkit to help organisations to improve their online engagement services. This was completed before December 2020 and can be found here <https://engageourplace.uk/> This resource is also now being used to support the Community Champions project that is funded by MHCLG.

We also engaged BTM to provide translated (including BSL) and Easy Read documents

Organisations engaged to deliver engagement work and insight collation:

- | | |
|--|---------------------------------------|
| 1. Keighley Healthy Living | 10. Carers Resource |
| 2. Ilkley Good Neighbours | 11. Healthy Lifestyles Bradford |
| 3. BYDP | 12. Bridge Project |
| 4. Healthy Lifestyle solutions | 13. Thornbury Centre |
| 5. CNet | 14. Bradford Trident |
| 6. HALE | 15. Equality Together |
| 7. Community Action for Bingley Bubble | 16. People First Keighley and Craven] |
| 8. Scholemoor Beacon | 17. People First Bradford |
| 9. Inspired Neighbourhoods | 18. Bradford Talking Media |

Home testing

Alongside the engagement work we have been working with the Council Hub to support Home Testing. Working with the Community Anchors and other community groups based in areas/wards of highest infection rate we are supporting the council door knocking teams by providing locally trusted community activists and language speakers. Groups are paid by the hour for their work and the recruitment and training of the staff and/or volunteers is co-ordinated by Community Action.

Alignment and joint working with partners

As part of this programme the CEO of Community Action sits on the Outbreak Control Board and uses this to flow information and insight between the OCB and out network of service providers. She also now sits on the Vaccination Steering Group for the same purpose.

At an operational level our Home Testing Co-ordinator works a day a week from the Council COVID Hub to aid the great working partnership we have developed. They also attend a weekly 3E's meeting where engagement and insight is discussed between the council, the YCAs, REN and Community Action. This ensures that our work is joined up and complementary.

Bradford West specifics:

Three of the Community Anchors work with the Area and they are providing regular insight that is fed into the system. A few micro-grants have been delivered in this area. Uptake of grants has been lower than expected due to the higher restrictions Bradford District was subjected to and the third lockdown.