



**Report for West Area Committee Meeting
Thursday 29th July 2021 @ City Hall
Test and Trace Contract
Urban Reach Partnership CIC**

Background to Contract

Urban Reach Partnership CIC formally received a contract for the Test and Trace Programme in January 2021. The primary objectives of this programme are described in the Contract Document Service Specification (Appendix 1).

After discussions with CBMDC Public Health officers, we mutually agreed the Implementation Plan. This focuses on the District's health priorities that include:

- Promote vaccination up take (Objective 1)
- Campaign to support communities to re-engage with NHS for pre-existing conditions (Objective 2)
- Encourage Lateral Flow Tests – if positive self-isolate (Objective 3)
- Undertake two risk assessments of Mosques and Madrassas per week, to prevent the spread of infection (Objective 4)
- Meet two groups per month (Mosques, Community Centres, Women's Groups) virtually or face to face to encourage objective 1, 2 and 3 (Objective 5)
- Improve CFM Bereavement Services and Council for Mosques websites to give more information about Covid guidelines in relation to the burial process (Objective 6)
- To provide Public Health and Covid Hub with feedback on any barriers to the take up of vaccination and the impact of emerging long-term health conditions (Objective 7)
- Provide information regarding grief counselling and mental wellbeing support for the family and loved ones of the deceased person (Objective 8)
- Support systems communication (Objective 9)
- Be part of Covid Hub (Objective 10)
- Continue Publication of Health Magazine with: (a) articles on health issues that are a priority in the District; (b) government and local health messages; (c) re-engage communities with health agencies; (d) connect communities with mental health and grief counselling support; (e) other health related topics / modalities (Objective 11)

URCIC has been asked by Public Health officer continue delivery of work in line with the agreed plan.

Although the formal contract document was produced in January 2021, activities have been delivered since March 2020 in discussion with Public Health. CFM has 40 years' experience of working with Muslim communities, has been a trusted partner of CBMDC and have a significant experience in work relating to health awareness.

You can view all our activities through this link to our google drive:

<https://bit.ly/cfmwork>

(To view files, please type this address in your browser and press the return key)

To date, our Facebook posts have reached 346,000 views and our videos have received 168,000 views. This does not include our campaigns on Instagram, Twitter and other networks and re-posts shared by colleagues.

From July 2021, we will be using a new analytics platform enabling us to obtain matrices for every campaign, making our impact reports more accurate.

Activities delivered (January 2021 – to date)

This has been a very busy period with the following activities:

- Two Health magazines produced reaching 50,000 households with 20,000 copies distributed through supermarkets such as Morrisons and viewed by 10,000 people on-line.
- Produced five videos in different languages with over 10,000 views
- Produced advisory guidance for relatives and carers on how to deal with death. Distributed in hospital in liaison with chaplains
- Campaign 'Get the jab' reaching over 7,000 views on social media
- Campaign about Covid guidance during Ramadan through Mosques and social media
- Campaign about Covid guidance during Eid through Mosques and social media
- Updated guidance for Bereavement Services
- Delivered advice sessions in partnership with Faith Associates, to Mosques and Madrassas through zoom call during 2nd and 3rd lock downs
- Provided masks and hand sanitisers (CFM branded) to Mosques
- Provided posters (maintain 2 m distance, no hugging or hand shake, wudu at home etc.) to Mosques

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Activities to be delivered (July to September 2021)

In agreement with Public Health officers, our focus will be:

- A campaign to encourage caution as Covid 19 restrictions are being eased from 19th July 2021. We have issued a letter to over 110 Mosques and Madrassas informing Imams to encourage congregations to remain vigilant, follow guidance and continue with lateral flow tests; self-isolating if the test is positive (Appendix 2).
- Launch a video by Mohammed Ajeeb (ex Lord Mayor) and Dr Safina Haq to encourage Muslim communities to re-engage with NHS for long term health challenges

- Focus on objectives 1,2, 3 and 5 through social media campaigns, intensive work with Mosques, Madrassas and community groups
- Restart risk assessment of Mosques and madrassas to ensure they provide a safe environment for congregations and work with us to disseminate communications relating to Covid and any new variants.
- Launch 3rd Health magazine through social media and 50,000 printed copies. They will be distributed in areas with high Covid / low NHS engagement and health inequalities
- Work with Covid hub to support key health messages

Future Activities (October 2021 onwards)

An Implementation Plan has been agreed with Public Health officers which define activities to be undertaken every month until 31 March 2022. We will undertake a review in September 2021 to ensure our work remains relevant and in line with district priorities.

Closing Remarks

We have delivered Covid and health related campaigns since March 2020. We received a formal CBMDC contract in January 2021. To date, we have NOT RECEIVED ANY GRANT monies under this contract.

The Implementation Plan has now been agreed. We understand a revised contract will be made available in due course.

Council for Mosques have resourced Urban Reach Partnership CIC, a subsidiary of CFM Bradford Ltd. CFM Bradford Ltd is in the process of becoming a Registered Charity. We have 40 years of experience working with Mosques, Madrassas in Bradford. We will endeavour to engage all our networks to communicate and engage with Muslim communities to support CBMDC in tackling health inequalities.

Appendix 1

Service Specification

3.1 Key Areas

3.1.1 Awareness Raising

- 3.1.1.1 The Provider will develop and design messages in relation to COVID-19, prevention and Test and Trace specifically for Muslim communities.
- 3.1.1.2 The Provider will source or produce and distribute communications and messages that encourage and explain the use of COVID 19 home testing kits
- 3.1.1.3 The Provider will ensure that messages will be appropriate to the audience taking account of cultural and language barriers and will be available in accessible formats and languages. Co production of messages and campaigns with Muslim communities will take place.
- 3.1.1.4 Messages will be disseminated via a range of media including but not restricted to Social Media, local TV and Radio, print materials and through community outreach.
- 3.1.1.5 The Provider will build on existing messages and campaigns where appropriate ensuring they are consistent with national and local guidance and messages.
- 3.1.1.6 Community engagement and outreach will be carried out in order to engage directly with Muslim communities and disseminate messages where other media is not sufficient due to cultural and language barriers.
- 3.1.1.7 The Provider will build capacity where needed and support individuals, community groups and organisations to development of skills, knowledge and expertise to manage COVID-19 within Muslim communities
- 3.1.1.8 The Provider will, in conjunction with the Council and in line with the developing Communications Plan for the COVID-19 Test and Trace in Bradford District, ensure all the key areas of work are developed and are delivering consistent messages cover the following:
 - a) Encouraging the uptake of the App
 - b) Raising awareness of why Test and Trace is important to encourage people to respond appropriately, engage with the system when needed and adhere to any advice given
 - c) Reinforce public health messages aimed at reducing the spread of the virus
 - d) Tailor messages to specific groups in communities
 - e) Encouraging people to take prompt action to prevent the virus spreading quickly in places where there are larger numbers of people
 - f) Ensuring people know where concerns about breaches of infection prevention and control can be reported www.bradford.gov.uk
- 3.1.1.9 The Provider will ensure that all communications materials developed are provided to the Council's communications lead before dissemination and shared for use by the Test and Trace Steering Group members.
- 3.1.1.10 The Provider will ensure that individuals and communities

3.1.2 Testing

- 3.1.2.1 The Provider will be expected to promote testing and disseminate home testing kits in or near Mosques across the Bradford District in conjunction with Public Health where a need for testing has been identified or support individuals with symptoms to access testing via the local testing sites or Mobile Testing Units.
- 3.1.2.2 The Provider will put in place processes and procedures to manage testing in line with relevant guidance and as directed by Public Health.
- 3.1.2.3 The Provider will be responsible for encouraging and supporting those attending Mosques to be tested if they show symptoms of COVID-19 this includes support to self-isolate.
- 3.1.2.4 The Provider will deliver advice to those tested on the test and trace process and what they need to do if the test comes back positive

3.1.3 Securing the safety of Mosques for opening

- 3.1.3.1 The Provider will advise and support Mosques to open safely
- 3.1.3.2 The Provider, at all times, should apply the guidance as set out in the Ministry of Housing, Communities & Local Government: COVID-19: guidance for the safe use of places of worship during the pandemic with reference to each Mosques specific circumstance, including its size and type of activities, how it is organised, operated, managed and regulated.
- 3.1.3.3 The Provider will ensure that each Mosque has undertaken a COVID 19 Risk Assessment and actions are in place to enable the Mosque to re open safely
- 3.1.3.4 The Provider will advise and support on a range of practices that can be adapted to reduce the spread of infections and that enable Mosques to open safely. These will include but not be limited to advising on:
 - Planning Space** – such as calculating maximum safe capacity, entrances and exits, one way system, cleaning and hygiene and toilet facilities,
 - Equipment** – building signage and markings, barriers required, information posters and leaflets, Personal Protective Equipment (PPE), hygiene equipment, the use of shared equipment and worshippers bringing their own equipment such as masks / face covering, Prayer mat or Qur’an
 - Staff and Volunteers** - considering Health and Safety of staff and volunteers, training for staff and volunteers on PPE, stewarding social distancing, managing ques etc.
 - Communicating to the Community** – Ensuring the Community know the new guidelines on coming to Mosque and what they need to do
 - Planning Prayers** – Consider booking systems, planning one way systems and quest, social distancing, toilets, exiting in timely manner
 - Post Worship** – Cleaning, no socialising, donations, disposing of PPE
 - Planning for problems** – Procedures to be implemented if someone is symptomatic or tests positive, keeping accurate records of visitors
- 3.1.3.5 Ongoing advice and support will be provided to ensure continuing adherence to guidance, any change in official guidance will be communicated and advice and support given.

Appendix 2

Campaign to remain vigilant, follow guidelines and take lateral flow test - July 2021

Letter to Mosques

The easing of Covid restrictions and Eid: Safety recommendations for Mosques

Next week is a significant one for the country, for our Muslim community - and, most importantly, for our health and wellbeing.

Throughout the pandemic, Mosques have played a vital role by providing advice, information and practical support. A shining example of this was when several local mosques opened their doors to become community COVID-19 vaccination centres.

We are once again seeking your support when the lifting of restrictions (on July 19) coincides with Eid, and we all must remain focused and vigilant.

Rising infection rates across our communities remind us all that Covid is not over and that we must remain cautious as we again come together to celebrate Eid as safely as possible.

The Government has warned that positive cases could reach as many as 100,000 a day as restrictions are eased, leading to 200 deaths a day.

Our community has already lost far too many family members, friends and colleagues throughout this pandemic. The toll on our community has been unprecedented. We cannot allow this terrible virus to devastate Bradford at pace and scale again.

We have a moral and Islamic responsibility to do whatever is within our power to keep our community as safe as possible.

We, therefore, ask for your support in maintaining the following safeguards during the next few months while we gradually return to normality:

- Reviewing your Mosques risk assessment.
- Avoiding handshaking and hugs, particularly during Eid and Jummah prayers.
- Encouraging the use of face masks when entering, leaving, or moving around the Mosque.
- Advising that face masks are only removed during salah.
- Encouraging the elderly and vulnerable to wear masks at all times for the next few months.
- Maintaining strict levels of hygiene and cleanliness in your Mosque.
- Ensuring hand sanitiser is available and accessible in your Mosque.
- Maintaining social distancing rules, except during Jamaat.
- Allowing the use of small prayer mats for hands and face during sajdah.
- Keeping your Mosque well ventilated.
- Utilising temperature controls, where available.
- Encouraging congregations to utilise lateral flow tests.
- Encouraging congregations to self-isolate when necessary.
- Encouraging congregations to get vaccinated.

Thank you for your continued support during these trying times.

CFM Executive Board

Posters / Signs for Mosques

These are made available on our website for Imams to download and display

