



## OUTBREAK CONTROL ENGAGEMENT WORKING GROUP

Monday 5<sup>th</sup> October 2020

At 10.45am

Remote Teams Meeting

(Teams invitation has been sent)

### Membership

Councillor Moore (Chair of the Health and Wellbeing Board) (Chair)  
Councillor Thomas (Mental Health Champion)  
Councillor Harrison (Children in Care Champion)  
Denise McGuckin (Hartlepool Borough Council)  
Dr Tim Butler (form NHS England)  
Michael Houghton (NHS Tees Valley Clinical Commissioning Group)  
Lesley Wharton (North Tees and Hartlepool NHS Trust)  
Craig Blundred (Acting Director of Public Health, Hartlepool Borough Council)  
Sally Robinson (Hartlepool Borough Council)  
Sharon Cooney (Cleveland Police)  
Jill Harrison (Hartlepool Borough Council)  
Tony Hanson (Hartlepool Borough Council)  
Ed Turner (Hartlepool Borough Council)  
Christopher Akers-Belcher (Healthwatch)  
Julian Penton (VCS – Hartlepower)  
Reverend Michelle Delves - Faith Representation  
Jacqueline Mckenzie\_(Primary Care Network)\*  
Fiona Adamson (GP Federation)\*  
Graham Trory (Primary Care Network)\*  
Carl Parker (Primary Care Network)\*

\* To rotate

### Items

1. Apologies
2. Notes from the meeting held on the 11<sup>th</sup> September 2020 (attached)
3. Coronavirus - Data Update - Presentation (*Acting Director of Public Health*)
4. Coronavirus in Hartlepool - Position Update - Presentation (*Acting Director of Public Health*)
5. Any other business
6. Date of next meeting - TBC

# **HEALTH AND WELLBEING BOARD (OUTBREAK CONTROL ENGAGEMENT WORKING GROUP)**

## **MEETING NOTES**

**11 September 2020**

The meeting commenced at 3.00 pm and was an online remote meeting in compliance with the Council Procedure Rules Relating to the holding of Remote Meetings and the Local Authorities and Police and Crime Panels (Coronavirus) (Flexibility of Local Authority Police and Crime Panel Meetings) (England and Wales) Regulations 2020.

Present:

Shane Moore (Chair)  
Denise McGuckin (Managing Director, Hartlepool Borough Council)  
Councillor Harrison (Children in Care Champion)  
Michael Houghton (NHS Tees Valley Clinical Commissioning Group)  
Craig Blundred (Acting Director of Public Health, Hartlepool Borough Council)  
Supt Sharon Cooney (Cleveland Police)  
Tony Hanson, (Hartlepool Borough Council)  
Ed Turner (Hartlepool Borough Council)  
Julian Penton (VCS – Hartlepower)  
Carl Parker (Primary Care Network)

Also in attendance:-

Councillor Tony Richardson (Hartlepool Borough Council)  
Rebecca Denton-Smith – North Tees and Hartlepool Foundation Trust

Officers: Dean Langstaff, Public Health Intelligence Analyst  
Joan Stevens, Statutory Scrutiny Manager  
Denise Wimpenny, Principal Democratic Services Officer

## **8. Apologies for Absence**

Councillor Thomas (Mental Health Champion), Sally Robinson (Hartlepool Borough Council), Jill Harrison (Hartlepool Borough Council) Jacqueline McKenzie (Primary Care Network)

## **9. Notes of Meeting held on 27 July 2020**

Confirmed.

## **10. Coronavirus in Hartlepool – Update Presentation**

The Acting Director of Public Health provided a comprehensive presentation which updated the Working Group on the current outbreak situation in the Borough. Whilst there were concerns around the increase in cases, death rates in hospitals were not increasing. Cases were predominantly in the younger age groups. However, the impact on vulnerable age groups remained a concern. Statistical data was provided in relation to the period up to 6 September with cases in Hartlepool higher than the England average and continuing to rise. The data also confirmed that positivity rates were also higher in Hartlepool than the England average. Increases were also evident in other parts of the North East and a lot more work was needed to mitigate those rises and reduce the current rates.

In the lengthy discussion that followed the Acting Director of Public Health responded to issues raised in relation to aspects of the presentation. Clarification was provided in terms of what the local evidence data showed and the potential reasons for a rise in cases. Evidence revealed an increasing number of cases in young people and there was also evidence which suggested links to returning holidaymakers, entertainment type venues, social mixing and social distancing not being adhered to. Concerns were expressed in relation to the impact of entertainment venues staying open late, the lack of social distancing in venues of this type and the mixed messages nationally. Whilst it was recognised that there was a need for an evidence based approach to tackle such issues, the need for effective communication across all age groups was emphasised. It was highlighted that the police and local authority were undertaking patrols of more popular entertainment venues.

The challenges regarding the testing process were debated and it was noted that a mobile testing unit would be sited in Hartlepool the following week, details of which were provided.

## **11. Outbreak Control Plan – Verbal Update**

The Group was referred to an outbreak that had occurred the week before last at a business in Hartlepool which had been handled by Public Health England and had been resolved. Lessons were continuing to be learnt in terms of the process and the Outbreak Control Plan would continue to be monitored and reviewed. There had been no outbreaks in schools with the exception of the odd cases appearing sporadically.

In response to queries raised, the Acting Director of Public Health commented on the potential reasons for lower death rates and advised that there was no evidence to suggest that the virus was any weaker and indicated that health colleagues continued to learn more about the virus each day. Emphasis was placed upon the need to overcome public perception that the virus may be weaker given the lower hospitalisations and decrease in death rates.

## **12. Covid 19: Prevention/Communication Plan/Reset Health Campaign**

The Communications and Marketing Manager reported on the plans to develop a Covid 19 Prevention/Communications Plan to support the Outbreak Control Plan. The purpose of the plan was outlined as well as the importance of the plan in terms of engaging with the public from both an outbreak and prevention perspective. The plan would include information to assist in the understanding of self isolation, covid symptoms, the advantages of making positive health changes, the links between obesity and the virus as well as lifestyle and physical activity advice.

The proposed methods of publicising this information were provided and input from the Group was sought in terms of ideas to support the campaign to ensure a joint targeted approach and identify how partner organisations could work together in terms of the communication and engagement process to ensure the correct messages were conveyed in the most appropriate manner.

In the discussion that followed, the following issues/suggestions were raised:-

- The CCG representative supported the suggested approach of utilising Instagram and social media forums to publicise relevant information and expressed a commitment to work together on the campaign and agreed to share the proposals with CCG and Health colleagues.
- The advantages of utilising social media campaigns to engage with hard to reach members of the community and target specific post code areas was highlighted.
- It was noted that the use of leaflets had been effective and would continue in conjunction with other activities.

## **13. Communications Verbal Update**

Verbal updates were received from the following:-

### **(i) Local Authority**

An all resident leaflet had been issued by the Council to try to encourage the public to protect their loved ones and follow simple steps in terms of prevention, details of which were provided.

### **(ii) NHS Partners**

- There were currently around 3 and 7 positive patients in the Trust
- There had been an outbreak in community midwife team - staff were encouraged to wear masks at break times and not share equipment
- In relation to one or two staff members who had contracted the virus, data suggested it was likely that this was community acquired.

- A hospital 7 day covid line was being developed
- Work was continuing to explore and identify alternative roles for vulnerable staff to keep them at work
- Work was ongoing on how the reopening of schools would impact on workforce – looking at resilience pathways to keep staff at work.
- Continuing a “no visiting” approach except in exceptional circumstances

(iii) Voluntary and Community Services

- Reference was made to the methods utilised to consult upon the recovery plan and town centre master plan with 190 subscribers and that this may be an option in terms of consultation. A commitment was made to work with the Council and provide a presentation to a future meeting in this regard.
- Currently working with Tees Valley Sport to encourage physical activity in communities.
- It was suggested that the opportunities to engage with the Northern College of Art around video messaging to young people be explored.
- Blooming Art, a voluntary organisation doing community based work may be potential collaborators.

## 14. Any other Business

The Managing Director reported that it was likely that Hartlepool would be added to the Government’s list as an area of concern due to the increased prevalence of the virus in the town. Sunderland and Gateshead had already pre-empted the decision and publicised this information. Hartlepool would continue with current plans around enhanced communications and arrangements had been made to write to Care Homes in Hartlepool to consider a “no visiting” approach. The Chair commented on the importance of conveying prevention messages to the public to avoid a localised lock down.

## 15. Date of next meeting

It was noted that the next meeting of the Working Group would be held on 9 October at 3.00 pm.

Meeting concluded at 3.55 pm.

CHAIR