

PROUD OF OUR **PAST**, OUR **PRESENT** AND FOR OUR **FUTURE**

Member Led Engagement Board

Communication and Engagement

7 September 2021



Walsall Council



IMPROVE
outcomes and
customer experience



IMPROVE
employee satisfaction
and engagement



IMPROVE
service efficiency
and performance

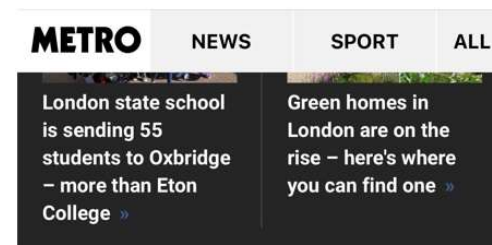
Communications Strategy

- High level COVID-19 messaging continues to be shared across a wide range of channels, including website, social media, and newsletters, as well as community networks across a range of partners and trusted voices in the Walsall community.
- While much of the guidance and messaging is currently derived from central government, Public Health England (PHE) and NHS the interpretation and the localisation of the main messaging is required.
- The Incident Management Team (IMT) Comms Cell continues to meet on a weekly basis to agree, coordinate communicating proactive, timely messaging.
- Communications continue to promote testing and vaccinations as well as ramping up the prevention messaging to help bring COVID-19 rates down in the borough.
- Public health data and insight, including segmentation of the audience by age and demographic is used to target communication and engagement effectively.
- To continue to build trust in the vaccination with a personal focus, this includes a series of personal case studies on #WhatItMeansToMe on continues to be developed and shared across channels.



Highlights: Communication and Engagement

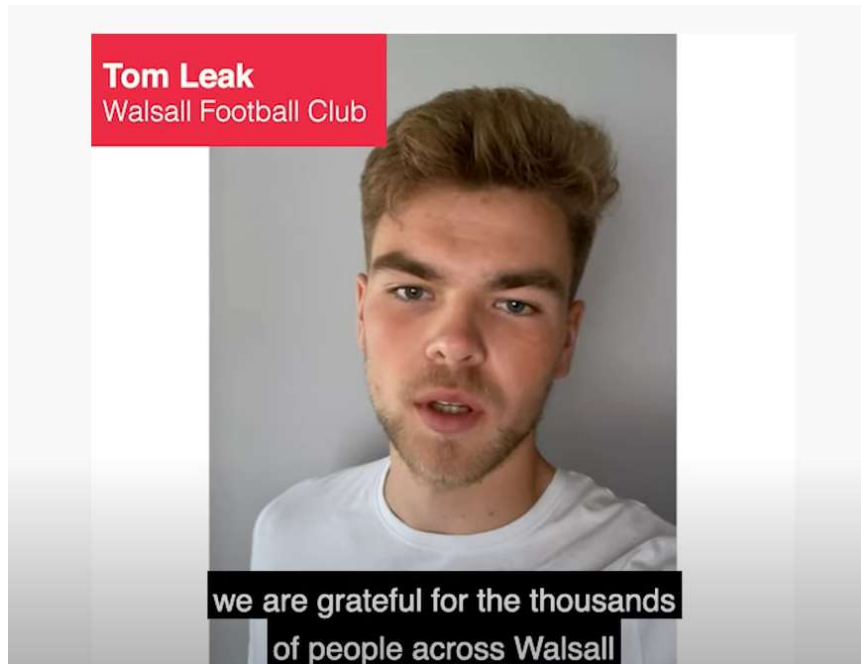
- Messages are being shared in a range of formats to reach target audiences. This includes videos, social media advertising, media relations, poster adverts and up to date web pages.
- Radio adverts have been placed on Ambur FM which is the largest multicultural community radio station in the region broadcasting in English, Hindi, Punjabi, Urdu, Bengali and in Gujarati.
- Train adverts are now on train carriages between Walsall and Birmingham and the periphery line between Lichfield and Birmingham
- We have launched a banner advert campaign on mobile phone apps, targeting 18-29 year olds.(see image)
- We continue with effective, joined up media relations which has helped us to secure recent coverage in the Express & Star on changes to Government guidance and on BBC Midlands Today on the subject of the roll out of vaccinations to 16 and 17-year-olds.
- We continue to work closely with our COVID-19 Champions updating key public health messages.
- Community language and alternative format resources on COVID-19 including vaccinations are available on Walsall For All website, including; guide for adults, guide for healthcare workers.



WHAT'S TRENDING NOW



Examples of Communication and Engagement



[Walsall FC COVID 19 show their support to the borough's vaccination programme - YouTube](#)



[COVID-19 vaccination and what it means to me - YouTube](#)

COVID-19 Testing

NHS

COVID-19 tests at a glance


Swipe →



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



NHS

RAPID LATERAL FLOW TEST

- Take twice a week when symptom-free
- Results from device in up to 30 minutes
- Order online or call 119, or get from participating workplaces and pharmacies



[Walsall Council COVID-19 web pages - How to get tested \(walsall.gov.uk\)](https://www.walsall.gov.uk)

COVID-19 Champions

Work continues to take place based on public health data and insight, this includes:

- **MindKind Projects:** are encouraging lateral flow testing for the beach trip they organised with the community. Two podcasts are being finalised where primary aged pupils are discussing the impact of COVID-19 and how people can stay safe;
- **Aaina Hub:** have recorded a podcast about the COVID-19 vaccination with a pharmacist.
- **UMO:** have held a women's only session with a GP to discuss vaccinations;
- **New Testament Church of God:** provided one of their community champions to volunteer on the vaccination bus;
- **Union of Muslim Organisations:** organised a women's only awareness session, with a GP specialist in infectious diseases.



My name is Inese and my husband's name is Konstantins. We are both 34 years old and we live near Bloxwich.

I used to attend Vera Group's ESOL lessons, which helped me a lot with speaking comfortably in English. During those lessons, we would also often discuss the recent COVID-19 news and updates. I learnt how so many people were still unaware of a lot of the recent information on the virus, especially regarding vaccinations. I was really inspired to help others and once I heard that I could volunteer as a COVID-19 Community Champion, I immediately knew this was something I wanted to do. I also shared this with my husband and he was very enthusiastic to get involved as well. Therefore, we both became COVID-19 Champions.



Oak Tree Trust Walsall @oak_trust · Jul 5

We're here today at Sainsbury's Reedswood Car Park until 4pm offering #walkins for the Pfizer vaccine 📍

Don't hesitate to come see the great staff if you have any queries or yet to begin your vaccine journey 😊

@phwalsall @walsallforall @WalsallHcareNHS @themindkindpro



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Recent Communications Data / Evaluation

In summary;

Social Media

- 698 social media posts were published in July with a potential of 1,190,534 potential views. This is higher than July 2020 (n 875,114)
- The vaccination posts are attracting lots of engagement, some of it negative. There has been an increase in the number of 'dislike' on posts especially around the vaccination bus in particular. 27% of the corporate dislikes are linked to vaccination bus.

Resident newsletter

- 17,463 (28.7%) of residents opened the July stage 4 newsletter. An increase to the previous stage 3 newsletter and slightly higher than Walsall peers. (see image right)

Banner Ads

- An over delivery of over 2,000 impressions (number of times an individual views the adverts) against a target of 200,000 was achieved.

Symptom-free DAX (Digital Ad Exchange) - This targeted three age groups, under 18s, 18-24 and 45-54

- In the under 18 age group, the advert reached 8,648 youngsters with 7,899 listening to the entirety of the advert, a 'Listen Through Rate' (LTV) of 91.2%.
- In the 18-24 age group, the advert reached 51,400 people with 48,013 listening to the whole advert (a LTV of 92%).
- For the 45-54 age group there was a LTV of 95.2% - the highest of all the ads - reaching 53,302 people.
- Predominantly across all age groups, smart speakers were the most popular device that people heard the advert on with 41.1 % of under 18s listening via their mobile phones and 46.3% via smart speakers.

Communications@walsall.gov.uk



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